



corus

recycling bulletin

November 2007

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Make this Christmas a cracker for steel recycling

With the Christmas season almost upon us, it is important to keep recycling at the forefront of people's minds, at this busy, and often wasteful, time of year.

Here are a few seasonal steel recycling messages, which can be used to encourage your residents to recycle more during the festive season.

Merry Christmas and many happy returns!

Get recycling this Christmas and enjoy products in containers made from the same steel next Christmas - because steel recycling is a closed loop process; it can be recycled over and over again without any loss of quality.

Think beyond drink

More than 300 million steel cans are used each week over Christmas, but many people may only think to recycle their drinks cans. The fact is, lots of other products are made from steel: food cans, biscuit tins, spirits packaging, aerosol

cans, deodorants, bottle tops, caps and much more.

Keep it clean

Ensure all your steel packaging is rinsed out before being recycled.

In the know

Don't get caught out - check your recycling collection schedules over Christmas.

Cleaning the house for guests?

Remember to recycle your steel cleaning product containers, such as aerosol polishes and tins of wax cleaners.

Don't yet recycle?

Make it a New Year's resolution...starting NOW! Recycling is one of the most important things you can do to preserve natural resources and protect the environment.

Spread good cheer...

AND the recycling message this Christmas!

News in brief

Corus joins the Packaging Federation

Corus has joined the Packaging Federation, the trade association for the UK packaging manufacturing industry. David Williams, Manager of Corus Steel Packaging Recycling comments:

"The Packaging Federation is a highly respected lobbying organisation for all those involved in packaging. It is also a forum at which competing materials can meet on equal terms to discuss issues around packaging as a whole, in an atmosphere of cooperation, not competition."

SCRiB Christmas e-newsletter

The second edition of the SCRiB e-newsletter will be with you before schools break up for Christmas. The online educational resource passed its first birthday this year, and the e-newsletter will highlight the good work being done by young recyclers, as well as new additions to the SCRiB website.

If you would like to receive a copy of the SCRiB e-newsletter, please email nicola.bennett@corusgroup.com.

Corus goes back to college

Corus recently went back to college to help students understand more about recycling and sustainability issues.

Nicola Bennett, Communications Manager at Corus Steel Packaging Recycling was invited to give a series of lectures at Coleg Sir Gar in Llanelli, which is just two miles from Corus' Trostre site. The students at the college are studying Citizenship within their tutorials as part of the Welsh Baccalaureate and Computer Science courses. The lectures focused on sustainability and the environment, with an emphasis on recycling and packaging steels.

Staying on an educational theme, Corus also attended the Freshers' Fair at Carmarthen Trinity College, which has a high population of teacher training courses, to raise awareness of www.SCRiB.org (Steel Can Recycling Information Bureau) - Corus' online educational resource on steel packaging recycling.



Pictured: Nicola Bennett, Communications Manager at Corus Steel Packaging Recycling, with staff and students from Coleg Sir Gar.

Investing in Recycling

Steel packaging recycling gets a boost in Lewes

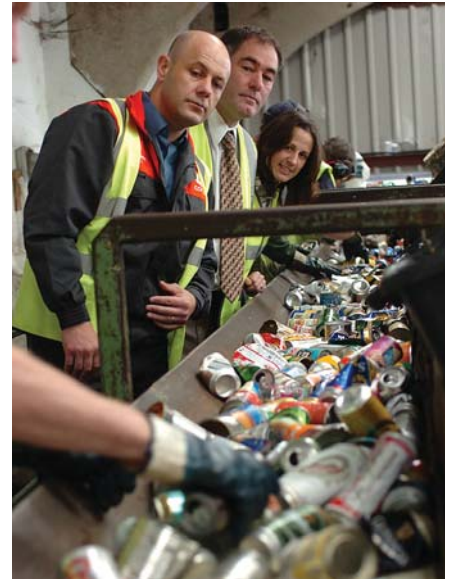
The introduction of Lewes District Council's Box It! kerbside recycling scheme was great news for the residents in the area; however, residents' enthusiastic embracing of recycling meant that the community recycling centre quickly began to reach capacity.

To ensure that the facility could provide capacity for further growth, Corus provided Lewes District Council with a separator,

baler, overband magnet and a conveyor to process the collected steel packaging.

Robert Jenkins, Recycling Projects Manager at Corus Steel Packaging Recycling, comments: "By investing funds in new equipment, Corus is making it easier for Lewes District Council to reprocess the large volume of steel packaging it receives. This, coupled with the fact that the cans are then routed to a CanRoute centre, means that the recycling loop is smoother."

Pictured: (left to right) Robert Jenkins, Recycling Projects Manager at Corus Steel Packaging Recycling, inspects the new conveyor with Andy Bryce and Julia Black from Lewes District Council.



Scottish recycler 'Can Do' even more thanks to Corus

Waste management firm Can Do Recycling is increasing both efficiency and capacity for processing steel packaging as a result of receiving conveying equipment supplied by Corus.

The company collects cans from all over Scotland and currently sends more than 150 tonnes to the JR Adam CanRoute centre in Glasgow each month. Despite its success to date, Can Do has suffered from problems with existing equipment,

inhibiting its capacity to process increases in the collection of steel packaging.

Jim Sinclair, Managing Director of Can Do, comments: "With Corus' help, we are now able to run a more efficient service and actively seek out more sources of steel packaging material to be recycled."

Pictured: Jim Sinclair, Managing Director of Can Do Recycling, with Nicola Bennett, Communications Manager at Corus Steel Packaging Recycling.

Corus provides breakdown cover in Gloucestershire

Printwaste Recycling has benefited from a range of Magnapower equipment from Corus, enabling the company to offer a more efficient recycling service to the local community.

Covering the kerbside collections for over 80,000 households in Cheltenham and Tewkesbury, the company found that its equipment needed to be updated to prevent break downs and make the service more reliable.

The new equipment, which included a three metre-wide hopper, a steel can elevator and an MCS 60 can sorter, will ensure that an estimated 500 tonnes of recovered steel packaging per annum will now be transported back to Corus for recycling.

Pictured: Geoff Quayle, Sales Manager at Printwaste (left) with Robert Jenkins, Recycling Projects Manager at Corus Steel Packaging Recycling.



Candid Comment



Jane Bickerstaffe
Director of The
Industry of Packaging
and the Environment
(Incpen)

Can you explain what Incpen is and what its remit is?

Incpen is a collaboration of companies across the packaging chain, from raw material producers, through to retailers. The organisation began in 1974 with a basic remit to understand the social and environmental impact of packaging in order to manage and reduce it. We are not a trade organisation and all membership fees fund our research. By being involved with Incpen, organisations are voluntarily demonstrating a commitment to improving the body of knowledge about packaging and the environment.

Do you think we will see changes to UK packaging regulations over the coming years?

What should be recognised is that the majority of companies are already doing the right thing. There are also a number of drivers currently having an impact to make sure they continue to do so. In terms of legislation, we already have two laws, best practice guidelines and a responsible packaging code. Market and consumer demand is also changing and this is leading to the greening of the supply chain by major organisations, such as retailers, which is also bringing about change. Not forgetting the great work

being done across the packaging chain to continually improve recycling levels and provide the infrastructure. In this climate there really is no need for further regulation.

What challenges do you think the recycling industry faces to further improve UK recycling rates?

At the current time, there are two main issues: quality, as it appears to be falling; and communication to the public, that must be as simple and as easy as possible. We should also adopt the same definition of municipal waste as used across Europe, where domestic, commercial and light industrial waste all contribute to recycling performance targets. Without it, our recycling performance compared to other European countries will continue to look misrepresentative. We can always do more, but we are doing better than we give ourselves credit for.

How important is information to continued recycling success?

Information is key. Recycling has become big news in the last few years but all the hard work of those involved in recycling counts for little if the public is not engaged. All parties, from local authorities to retailers should produce

clear, consistent messages to consumers to help improve their understanding and encourage their participation.

“all the hard work of those involved in recycling counts for little if the public is not engaged.”

What else can the packaging industry do to improve recycling?

Material producers have made great inroads in recent years in terms of packaging innovation and their commitment to recycling. Steel is a good example of this. The lightweighting of cans has brought about significant environmental benefits, while working closely with local government to increase the recycling infrastructure has been instrumental in retrieving more material from the UK waste stream and helping meet, and surpass, European targets.

Corus assists Milton Keynes Council with theme park recycling initiative

Corus is supporting Milton Keynes Council's campaign to encourage more recycling by providing an educational resource for a new 'Recycling Area' at Gulliver's World Theme Park.

The display board is entitled 'The steel can lifecycle – how a steel can is recycled' and will be exhibited within the attraction at Eco-Park, adjacent to Gulliver's World theme park. The display documents the life of steel packaging materials from purchase, to recycling and reprocessing, right through to the manufacture of new steel products.

Holly Mills, Waste Education Officer at Milton Keynes Council, said: "Promoting good recycling behaviour is a matter of education and very worthwhile. It helps encourage more people not only to recycle but also to minimise contaminants during collection; this, in turn, maximises the recyclability of materials such as steel packaging. We are very grateful to Corus for providing the display board, which will help educate the theme park visitors and hopefully build upon our already successful 36% recycling rate."

Pictured: Nicola Bennett, Communications Manager at Corus Steel Packaging Recycling, with children at the new educational recycling area at Gulliver's World.



Corus & Swansea Council team up to launch recycling incentive scheme

Residents in Swansea are being given the chance to win a council tax-free year with the launch of a new recycling incentive scheme by the Council and Corus.

To be in with a chance of winning the council tax-free year, Swansea Council is asking its residents to attach special address tags to their green recycling bags, which will then be entered into a prize draw at the end of the year. It is hoped that the new scheme will lead to an increase in recycling rates and, as a result, an increase in the amount of steel packaging sent to Corus' Port Talbot steel plant for reprocessing.

In addition to its sponsorship of the initiative, Corus is providing six can crushers that will be awarded bi-monthly to participating residents to maintain the scheme's momentum.

Nicola Bennett, Communications Manager at Corus Steel Packaging Recycling, said: "Swansea Council is very good at communicating the recycling message and has always had success with its recycling campaigns. This initiative will serve to encourage even more households in Swansea to join in by putting everything from pet food and drinks cans to caps and lids from food and drink containers in their green bags."

If you know of a new and interesting scheme that you would like Corus to get involved in, please contact nicola.bennett@corusgroup.com.



www.corusgroup.com

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English

Times 100 – Corus case study

Corus has been involved with the Times 100 for several years. The Times 100 is an annual publication, designed to support GCSE Business Studies students across the UK.

This year, Corus Steel Packaging Recycling was the featured division of Corus in the Times 100 with a case study looking at the importance of steel recycling and the role it plays in sustainable development. Featured topics in the case study included:

- Steel at the heart of the global economy
- The challenges of sustainable development
- Why sustainability is important
- The benefits and costs of recycling

The case study was seen as the most successful one Corus has ever been involved in. Feedback from students stated they found the information interesting and it improved their understanding of steel as a recyclable material and also the importance of sustainable business. As well as the high demand for the printed version, the Corus case study was also downloaded in large numbers from the Times 100 website.

If you would like to get copies of the Corus case study from this year's Times 100 for your own use, please email nicola.bennett@corusgroup.com.

