



corus

recycling bulletin

September 2007

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New factsheet
launched

Corus looks back on ten years of the UK Packaging Regulations

At this year's RWM exhibition, Corus will be celebrating a decade of steel packaging recycling success since the introduction of the UK's Packaging Waste Regulations in 1997.

In response to the pioneering EU Packaging Directive, the new regulations challenged all those in the packaging chain, from raw material producers to retailers, to think more environmentally by sharing the responsibility for encouraging UK packaging recycling levels. This, combined with the launch of the Packaging Recovery Notes (PRN) system in 1999, and a range of consumer-targeted campaigns, has revolutionised the UK's recycling sector.

Through the PRN system, Corus Steel Packaging Recycling alone has invested

millions on directly funded grassroots recycling projects, providing sorting and baling equipment to local authorities and companies across the UK.

David Williams, Manager of Corus Steel Packaging Recycling, comments: "Steel packaging recycling has come a long way in recent years. The RWM exhibition provides a fantastic opportunity to reflect on the last ten years and the many achievements we've seen, as well as to look forward to future challenges that may lie ahead."

RWM07 takes place at the Birmingham NEC from 11-13th September 2007. Corus will be exhibiting at Stand 630 in Hall 17 where the team will be on-hand to answer any queries you may have about steel packaging recycling.

News in brief

SCRiB website award entry

Following last year's well-received re-launch of the SCRiB (Steel Can Recycling Information Bureau) website - www.scrib.org - Corus has entered its online educational resource into the 'Best Educational Project' category at the Valpak Awards 2007. The awards ceremony will take place on 18th September at the Royal Botanic Gardens, Kew, London.

CanRoute price stabilises

The price that Corus pays for steel cans delivered to its CanRoute collection centres throughout the UK has remained stable since 1st April 2007.

Corus continues to pay £90 per tonne to the CanRoute centres for them to pass on in full to collectors. This is welcome news for all local authorities, waste management and collection companies who currently sell collected steel packaging to Corus via the CanRoute system.

To set up a delivery account into one of the CanRoute centres, please contact robert.jenkins@corusgroup.com.

Steel packaging in the spotlight

Corus' involvement in Recycle Now Week 2007 resulted in a host of media coverage throughout the UK, highlighting the importance of steel packaging recycling to consumers.

The successful campaign demonstrated just how versatile steel is as a packaging material when a male and female model dressed in swimwear made entirely from crushed steel cans posed for the cameras on Brighton Beach.

At a separate Recycle Now Week 2007 event, strongman John Evans broke the world record for the number of filled steel drinks cans carried by one person. John balanced an incredible 429 cans on his head – equivalent to around 27 stone.

Pictured: Models in trunks and a bikini made entirely from crushed steel cans.



Corus helps streamline steel can recycling in Exeter

Exeter City Council has improved the efficiency of its steel can recycling thanks to vital new equipment provided by Corus.

With a co-mingled fortnightly collection scheme covering 50,000 households and a host of can banks, Exeter City Council wanted to ensure that it had the necessary facilities to process the cans it collected.

The required equipment - a Whitham Mills baler - was provided by Corus to help ensure that the steel is prepared to the specifications required for recycling. Approximately 200 tonnes of steel packaging processed by the Council each year will now be sent to Sims Newport CanRoute centre and then on to Corus to be recycled into a vast range of new steel products.

Steve Freeman, Recycling Manager at Exeter City Council, comments:

“Our residents respond well to the recycling message, however, we needed this new equipment to support us in our recycling efforts. Now, thanks to Corus, we are in a stronger position to ensure that we can process the steel packaging we collect.”

Pictured: Exeter’s Lord Mayor, Hazel Slack, next to the new equipment provided by Corus.



York boosts its steel packaging recycling rates

By providing new equipment to waste management and recycling company Yorwaste, Corus is helping to improve recycling efficiency in York.

Yorwaste, which is jointly owned by North Yorkshire County Council and the City of York Council, has increased steel can collections over the past five years and needed new equipment to ensure that its infrastructure could cope with the increase in material.

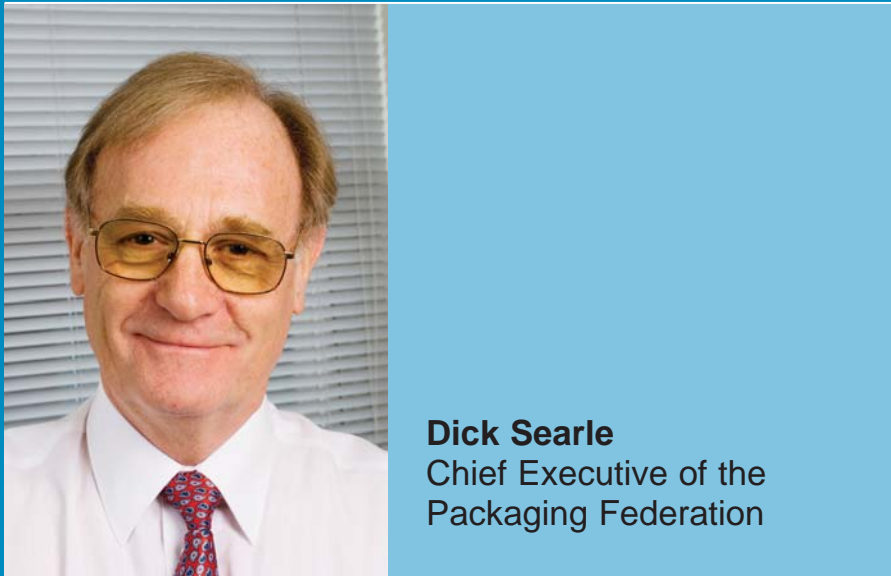
The can container and picking line that Corus supplied has helped to ensure that the 400 tonnes of steel processed at Yorwaste’s Hessay-based materials recycling facility (MRF) each year is recycled at Corus’ Teesside plant.

Robert Jenkins, Recycling Projects Manager for Corus Steel Packaging Recycling, comments: “Many more people are now recycling their steel packaging, so it’s important to ensure that the right equipment is in place to deal with increased volumes of collected material.”

Pictured: Robert Jenkins, Recycling Projects Manager for Corus Steel Packaging Recycling (left), inspects the bales of steel packaging for recycling with John Miller, External Affairs Manager at Yorwaste.



Candid Comment



Dick Searle
Chief Executive of the
Packaging Federation

Can you explain what the Packaging Federation is and what its objectives are?

The Packaging Federation is the overarching trade association for the UK packaging manufacturing industry. The industry has sales of £10 billion and some 85,000 employees. While there are a number of sector trade associations representing the breadth of the industry in material and type, until the 'birth' of the Federation in 1992 there was no common voice for the industry as a whole.

As Chief Executive, what does your role entail?

My role entails campaigning vigorously on behalf of our industry and its products. Having spent 40 years in this sector, I am passionate about our industry and the huge contribution that it makes to our way of life – and to the environment. I am seeking to ensure that debates on packaging are balanced, scientifically sound and proportionate to the impact of packaging on the environment.

How do you see the packaging regulations changing over the next few years?

I don't foresee any significant changes in European legislation. The revision of the EU Waste Framework Directive seems to have settled into a more realistic phase – although it has yet to pass through the European Parliament. Until new EU member states get closer to the recycling rates of existing members, there will be no further revision of the EU Packaging Directive targets.

And in the UK?

The UK scene is more worrying as our politicians and 'green groups' still pay far too much attention to packaging – much, much more than the scale of any 'problem' warrants. As an example, avoidable domestic food waste has some 10x the environmental impact of packaging waste and yet receives much less 'attention'. We're a soft target and I'm determined to get some balance into the debate.

Influencing consumer behaviour is vital to increasing recycling rates in all areas - do you think that the systems in place are able to achieve this?

There is a complete mismatch between Local Authority targets and those of the Packaging Directive, which has led to problems in targets being met for some material streams. Steel is probably the most immune to these issues simply because of the way that it is treated, but attention needs to be paid to this area. If the system works, the consumer will follow. For its part, the Packaging Federation will continue to support all the sector campaigns on recycling.

"I am passionate about our industry and the huge contribution that it makes to our way of life – and to the environment."

Corus goes interactive in Aberdeenshire

Corus is helping to raise awareness of steel packaging recycling in Scotland by providing an interactive exhibit for Aberdeenshire Council's Multi Media Information Vehicle (MMIV).

The MMIV is a 40-foot bus that travels to events and schools in the Aberdeenshire area to raise awareness about waste and recycling. It was recently redeveloped to be more interactive for its users and, as part of this, material reprocessors, such as Corus, were invited to get involved.

One of the new activities is a 'phone a friend' exhibit, which allows visitors to call up a pre-recorded audio file from Corus and listen to an explanation of the steel packaging recycling process from start to finish.

Nicola Bennett, Communications Manager for Corus Steel Packaging Recycling, comments: "Education is key to encouraging greater levels of recycling. The new Corus 'phone a friend' exhibit is a fun and interactive way for adults and children alike to find out what happens to their steel cans after their council takes them away."

Pictured: Local schoolchildren find out about steel packaging recycling on Aberdeenshire Council's Multi Media Information Vehicle.



Corus helps boost steel can recycling in East Ayrshire schools

East Ayrshire Council has benefited from a host of new equipment provided by Corus to help increase the amount of steel packaging recycled in its schools.

With a successful track record in recovering steel from household waste, East Ayrshire Council was keen to ensure that its schools - the largest producers of waste within the authority - also had the necessary facilities to collect steel cans for recycling.

By providing 55 can containers, Corus is helping to ensure that significant quantities of steel packaging produced by the schools each year will now be recycled.

Douglas Gardiner, Recycling Officer at East Ayrshire Council, comments: "Schools and their canteens are a key target in terms of securing more steel for recycling. We are, therefore, very grateful to Corus for providing the containers. The transparent style of containers also means that contamination can be easily identified and removed, ensuring that the steel collected is of the highest quality."



Pictured: (left to right) Nicola Bennett, Communications Manager of Corus Steel Packaging Recycling, with representatives from East Ayrshire County Council, Douglas Gardiner, Recycling Officer, and Malcolm Rea, Cleansing Services Manager.

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English

Sustainable Steel factsheet

Looking for energy-saving factoids and steel statistics to liven up your local recycling campaigns? Then look no further than the Sustainable Steel factsheet included in this issue of Recycling Bulletin.

With a host of informative messages about steel packaging recycling in bite-size consumer-friendly chunks, the Sustainable Steel factsheet is a great information resource that can be used to encourage steel packaging recycling in a variety of ways. Why not:

- upload factoids onto websites and use within podcasts;
- incorporate them into your educational and campaign literature;
- use the messages within press and advertising materials;
- or as part of staff briefings and training programmes?

A PDF of the Sustainable Steel factsheet is available to download from the 'Sustainability' section of the Corus Steel Packaging Recycling website - www.cspr.co.uk - or can be picked up from the Corus stand at the RWM exhibition. For further information, or if you would like to discuss how Corus could support steel packaging recycling in your area, please email nicola.bennett@corusgroup.com.

Sustainable Steel

Key environmental messages for steel & metal packaging Autumn 07

Metal messages

Metal is one of the easiest and cheapest materials to recover.

Metal recycling offsets primary production processes and their associated environmental impacts and energy consumption.

Metal recycling has environmental, economic and social value.

The recycled metal market is well established.

Metal is a renewable material which is too precious to waste.¹

Steel specific messages

Recyclability

Steel recycling is a closed loop process - steel can be recycled over and over again without loss of quality or properties.

Steel is one of the world's most recycled materials.

Steel is 100% recyclable, which is reflected in its high recycling rates.

Steel recycling has grown in parallel with increased steel consumption.

All end-of-life steel products can be recycled into new steel products.

The recycling rate of steel packaging is very high: in 2006, it was 60% in the EU.

Steel's magnetic qualities enable recycling opportunities not available to other materials.

Recycled Content

Steel production routes use steel scrap as a secondary raw material, substituting primary raw material i.e. iron ore, and saving energy.

All 'new' steel products contain recycled steel.

In 2005 the average recycled content of steel in the EU was 54%. (The average recycled content of steel is defined as the annual tonnage of steel scrap consumed divided by the tonnage of steel produced).

Environmental

Although the food and beverage can market has grown by 57% during the last two decades, the European metal packaging industry's net energy consumption has gone down by almost the same percentage.

Today, the European metal packaging industry uses less metal than 20 years ago. A good example of this is the soft drinks can - nowadays the average weight of a soft drinks can is only 21.4g. In 1990, it was 31.2g.

The European metal packaging industry has managed to reduce its carbon dioxide emissions by 50% in the last twenty years.²

Recycling one tonne of steel cans saves 1.5 tonnes of iron ore, 0.5 tonnes of coal and 40% water usage.

Recycling one tonne of steel scrap saves 80% of the CO₂ emissions produced when making steel from iron ore.

Notes

1. Source: MPMA (Metal Packaging Manufacturers Association)
2. Source: Enpac (European Metal Packaging)

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