

Media Release

colesgroup

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COLES' DECISION TO REMOVE PLASTIC OPENING FROM ITS TISSUE BOXES IS NOTHING TO SNEEZE AT

Packaging change will remove 13 tonnes of plastic from circulation in one year¹

The removal of plastic openings for some Coles Brand tissue boxes has become the supermarket's latest move to reduce unnecessary and problematic plastic packaging.

The packaging change will remove 13 tonnes of plastic from circulation in one year and includes the following products: Coles Facial Tissues Aloe Vera 95 pack, Coles Facial Tissues Eucalyptus 95 pack and Coles Facial Tissues White 224 and 90 packs.

The newly designed boxes, made from 95% recycled material, underwent vigorous testing to ensure the high standard of performance was maintained, and have a tissue elevator and smaller opening size for ease of use.

Coles General Manager of Own Brand Quality and Responsible Sourcing Charlotte Rhodes said Coles is always looking for ways to reduce unnecessary and problematic plastic packaging as the retailer works towards achieving its target of 100% reusable, recyclable or compostable packaging by 2025.

"Today's announcement that Coles has removed the plastic opening from its key Coles Own Brand Tissue products demonstrates our commitment to reduce unnecessary and problematic plastic packaging in our stores," said Charlotte.

"This small but significant change will remove 13 tonnes of plastic from circulation in one year which is the equivalent of 412,000 plastic bags," she said.

"Our customers want to see change when it comes to plastic packaging, and this is one way of giving customers a choice to be part of the solution," Charlotte added.

Earlier this month Coles announced it will stop selling soft-plastic shopping bags in all stores and online by June, a move that will remove 230 million plastic bags from circulation. While customers are encouraged to bring a bag to store, those who forget can purchase a 100% recycled paper bag that can be recycled kerbside.

Other initiatives to reduce unnecessary and problematic plastic packaging include removing plastic measuring scoops from Coles Brand and Coles Ultra laundry powders removing 3 tonnes of plastic in a year², removing 41 tonnes of plastic from the Organic range and replacing plastic bread tags with cardboard alternatives which diverted 79 tonnes of polystyrene plastic from landfill each year.

¹ Based on unit sales over 52 weeks period until June 2022

² Based on unit sales over 52 weeks period until August 2021

Coles is a signatory to the Australian Packaging Covenant and a Member of the Australian Packaging Covenant Organisation (APCO), tasked with delivering Australia's 2025 National Packaging Targets (2025 Targets). Coles is also a founding Member of the Australian New Zealand and Pacific Islands Plastics Pact (ANZPAC Plastics Pact) and is working alongside government and other major supermarkets to develop a solution to soft plastic recycling as part of the Soft Plastic Taskforce.

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