

24 SEPTEMBER 2019

RECYCLING OF SOFT PLASTICS AT COLES INCREASES BY 32 PER CENT

The equivalent of Earth's circumference diverted from landfill through REDcycle in FY19

Shoppers recycled enough pieces of plastic to go around the world one and half times at Coles last year, representing a massive 32 per cent increase on the previous year.

Revealed in Coles' Sustainability Report, Coles customers recycled 905 tonnes or 226 million pieces of soft plastics - including packaging such as biscuit packets, lolly bags, frozen food bags and bread, rice and pasta bags which cannot be recycled through most kerbside recycling services.

Coles became the first major Australian supermarket to roll out REDcycle bins in all supermarkets last year.

Customers can place plastic bags and soft plastic packaging in REDcycle bins at the front of Coles stores so they can then be recycled for a range of uses such as furniture, playground equipment and materials for walkways in parks, roads and bollards.

Locals in Hornsby in New South Wales, Yarraville in Victoria, Kenmore in Queensland, St Agnes in South Australia, Kingston in Tasmania, Jamison in ACT and Inglewood in Western Australia are among the most dedicated soft plastic recyclers in the country, with these stores diverting the most plastic from landfill.

Coles Chief Property and Export Officer Thinus Keeve said customers should be commended for remembering to bring their soft-plastics back to store.

"The increase in use of REDcycle bins shows just how significant the issue of reducing waste has become for customers," he said. "We know that recycling is important to our customers, and we are seeing many people changing their habits to reduce waste that ends up in landfill."

"Since we partnered with REDcycle in 2011, our customers have recycled enough pieces of plastic to go around the world five times which is just fantastic. We want to become Australia's most sustainable retailer, so we are looking at ways to divert even more waste from landfill and reduce packaging."

The soft plastic collected in REDcycle bins at Coles supermarkets is used as a raw material by Australian manufacturers, Replas and Plastic Forests. It is converted into a range of uses, including playground benches, garden edging, wheel stops, walkways in parks, bollards and the customer seats used in Coles supermarkets. REDcycle has also partnered with Close the Loop and Downer EDI to provide soft plastic for road base.

RED Group Director of Development Elizabeth Kasell is proud that consumers have jumped on board to support soft-plastic recycling. This is helping retailers, distributors and manufacturers work together for a better outcome for materials that were previously going to landfill.

"The beauty of this program is its simplicity. We're not asking people to change their routines – it's just a matter of remembering to take their plastic packaging with them next time they visit their local Coles supermarket. And we were delighted to roll out our bins to Coles supermarkets across the country, it's made a huge difference," Liz said.

For more information on Coles Sustainability Report visit <https://www.colesgroup.com.au/sustainability>

For interview and filming requests with Coles spokesperson, please contact Media Relations on (03) 9289 5250 or media.relations@coles.com.au

For interview with REDcycle spokesperson, please contact Rebecca J.O Gleghorn on 0419 538 794 or rebecca@redgroup.net.au

STATE BY STATE SOFT PLASTIC RECYCLIING AMOUNTS

State	kgs
ACT	23,398
NSW	254,392
QLD	106,690
SA & NT	152,281
TAS	29,231
VIC	266,690

TOP 10 RECYCLING COLES STORES IN AUSTRALIA

State	Store Name	Kg
SA	St Agnes	6,732
SA	Blackwood	6,718
TAS	Kingston	6,473
ACT	Jamison	6,409
VIC	Yarraville	5,940
NSW	Hornsby	5,875
VIC	Southland	5,659
NSW	Chatswood Chase	5,634
SA	Burnside	5,280
SA	West Lakes	5,239

HIGHEST SOFT PLASTIC RECYCLING STORES BY STATE
NSW

Store	kg
Hornsby	5,875
Chatswood Chase	5,634
Asquith	4,893
Turrumurra	4,729
Balgowlah	4,661
Warriewood	3,995
Miranda	3,488
Berowa Heights	3,390
Carlingford	3,220
Broadway	3,206

SA

Store	kg
St Agnes	6,732
Blackwood	6,718
Burnside	5,280
West Lakes	5,239
Firle	5,222
Marion	4,896
Edwardstown	4,757
Bridgewater	4,695
Parkholme	4,304
Findon	4,257

VIC

Store	kg
Yarraville	5,940
Southland	5,659
Bay St Brighton	4,430
Ivanhoe	4,124
Northcote	3,910
Forest Hill	3,893
Bentleigh	3,575
Croydon	3,573
Bendigo	3,539
Northcote	3,526

WA

Store	kg
Inglewood	2,710
Kalamunda	2,676
Mundaring	2,655
Melville	2,328
Victoria Park East	2,316
Claremont	2,301
Bassendean	2,244
Riverton	1,656
Warwick Grove	1,557
Subiaco	1,502

QLD

Store	kg
Kenmore	2,506
Indooroopilly	2,496
Fairfield	2,295
Greenslopes	2,190
Arana Hills	2,183
The Gap	2,071
Aspley Hypermarket	1,999
Toowong	1,986
Corinda	1,887
Lutwyche	1,802

TAS

Store	kg
Kingston	6,473
Sorell	4,056
Eastlands	3,512
Newtown	2,989
Sandy Bay	2,397

ACT

Store	kg
Jamison	6,409
Woden Plaza	3,271
Belconnen	2,455
Wanniassa	1,717
Queanbeyan	1,690