

# Media Release

colesgroup

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## **COLES MAKES IT EASIER TO RECYCLE DRINK CONTAINERS IN VICTORIA** **Reverse Vending Machines to be installed at 47 stores across the state**

Coles is helping its customers recycle more plastic, glass and aluminum drink containers by rolling out 47 Reverse Vending Machines across its Victorian stores as the state launches its Container Deposit Scheme today.

The Container Deposit Scheme (CDS) allows Victorians to earn a 10-cent refund for any eligible can, bottle or carton, such as single serve flavoured milk and fruit juice, they return.

Coles General Manager Grocery Leanne White says the scheme is an excellent way for customers to be rewarded for recycling and allows used cans, bottles and other eligible containers to be recycled into new products.

"We're proud to be adding Reverse Vending Machines to 47 stores across the state in the coming months, from Bendigo to Blackburn, Berwick and Braybrook, we want to help make recycling as easy as possible for our customers," said Leanne.

"Now Victorian customers can be rewarded for returning their used cans, bottles and cartons, with the option to put the funds towards their next shop at Coles, redeem for cash, give to a charity, or add it straight into their bank account."

Victoria's Environment Minister Steve Dimopoulos thanked Coles for supporting CDS Vic which aims to reduce the state's litter by up to a half, as well as create new economic and employment opportunities.

"We thank retailers like Coles who have worked with us to install Reverse Vending Machines across the state. We're confident by having them in such convenient locations we will be able to significantly reduce the state's litter and give Victorians the option of putting cash back in their pockets," said the Minister.

TOMRA Cleanaway was appointed by the Victorian Government to establish refund points, including Reverse Vending Machines, across the west of Victoria and western suburbs of Melbourne. CEO James Dorney said he was proud to partner with Coles to set up refund points at several stores across the state.

"Our machines can hold up to 10,000 cartons, cans or bottles, use state-of-the-art sorting technology and are very quick and easy to use," said James.

"Our aim is that using Reverse Vending Machines becomes part of everyday life. Every time you go and do your shopping you return your drink containers."

At the completion of Coles' Victorian rollout, the retailer will have a total of 139 container collection points at or near its stores across the country, with Tasmania the remaining state to introduce a container deposit scheme.

Last financial year, more than 200 million drink containers, cans, cartons and bottles were returned to Coles-linked sites. Since the retailer started supporting the various state-based schemes in 2018, more than a billion containers have been returned to Coles-linked sites.

For more information, visit the Coles Container Deposit Scheme website [here](#).



*Makaylah Hickford (10 years old) and London Clarke (9 years old)*

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