

KP SNACKS LAUNCHES UK RECYCLING SCHEME FOR NUTS, POPCORN, CRISPS AND PRETZELS PACKETS

Wednesday 6th March 2019: KP Snacks is launching a nationwide recycling scheme for nuts, popcorn, crisps and pretzels packets. Working with recyclers, TerraCycle, the scheme will give people the chance to set up collection points around the UK. The scheme is simple and free to use; all brands of nuts, popcorn, crisps and pretzels packaging will be accepted and the recycled material will ultimately be turned into new plastic items such as outdoor furniture.

How it works:

- Visit www.terraCycle.co.uk/kpsnacks to sign up to the KP Snacks Nuts, Popcorn, Crisps and Pretzels Packet Recycling Programme and register your collection point.
- Once registered, KP Snacks will send you a collection bin.
- Collect empty nuts, popcorn, crisps or pretzels packets and put them in the collection bin.
- When ready to send in the collected packets, the collection point administrator can download a free shipping label from www.terraCycle.co.uk. The packets can then be sent to TerraCycle who will clean and shred them ready to be made into small plastic pellets, which will be used to make everyday items such as outdoor furniture, plastic lumber, waste bins or storage boxes.

People are encouraged to collect as many packs as they can in one go and then send in larger batches. To incentivise these larger more sustainable shipments, the scheme offers charity points for shipments over 2 kg in weight (approx. 600 packets).

Mark Thorpe, KP Snacks CEO, says: “I’m delighted to launch this new recycling scheme with TerraCycle, which for the first time will allow not only crisp packets, but also nuts, popcorn and pretzels packets to be recycled. This initiative is just one part of our packPromise; a three-stage plan to reduce our packaging impact.

“Phase One of KP’s packPromise is to use less packaging. We have invested significantly in our Hula Hoops factory and are now using 23% less packaging in our Hula Hoops multipacks. Phase Two is to provide a short-term recycling solution, which we are doing with the launch of this new programme with TerraCycle. Phase Three is for our plastic packaging to be fully recyclable by 2025 as part of our membership of the UK Plastics Pact.”

Laure Cucuron, General Manager, TerraCycle Europe, adds: “TerraCycle is delighted to be working with KP Snacks to launch a solution to recycle nuts, popcorn and pretzel packs of any brand for the first time in the UK. Simply find the nearest public access drop off location using the interactive map on the TerraCycle website and drop off any empty packs for recycling.”



Pictured above: The accepted waste image showing all the types of packaging accepted on the KP Snacks Nuts, Popcorn, Crisps and Pretzels Packet Recycling Programme.



Pictured above: Used nuts, popcorn, crisps and pretzels packs and the recycled pellets and resulting plastic lumber (used to make outdoor furniture etc) that can be made from them.

Visit www.kpsnacks.com/packPromise for more information about the TerraCycle scheme and KP's packPromise.

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About KP Snacks

KP Snacks (www.kpsnacks.com) is the UK's number one manufacturer of nuts and popcorn, and number two manufacturer of bagged snacks. We make some of Britain's most iconic snack brands including McCoy's, Hula Hoops, KP Nuts, POM-BEAR, Tyrrells, Butterkist, Popchips, Skips, Space Raiders, Discos, Nik Naks, Wheat Crunchies, Royster's, Brannigans, Penn State Pretzels and Frisps. We also produce many fantastic products for the UK's leading retailers. We are proud to create 'happy snacking moments' for millions of people every day!

We employ over 2,000 people in the UK across our eight production sites and our head office in Slough, Berkshire. KP Snacks is also proud to be part of the Intersnack Group, Europe's leading producer of savoury snacks, operating in around 30 European countries.

About TerraCycle

Founded in 2001, TerraCycle (www.terracycle.co.uk) is the world's leader in the collection and reuse of non-recyclable post-consumer waste. TerraCycle works with over one hundred major brands in twenty-one countries across the globe to collect used packaging and products that would otherwise be destined for landfills. It repurposes that waste into new eco-friendly materials and products that are available online and through major retailers. The waste is collected through TerraCycle's National recycling programmes, which are free fundraisers that pay schools, charities and non-profits for every piece of waste they collect and return.

TerraCycle launched in the UK in September 2009 and currently runs collection programmes for cracker and biscuit wrappers, crisp packets, baby food pouches, Pringles cans, writing instruments, air and home care waste, toothbrushes and toothpaste tubes, Aqua Optima water filters, personal care and beauty products / packaging, Tassimo & L'OR coffee pod / TDISC waste and cigarette waste. Currently more than 2,656, individuals and organisations across the UK have signed up to collect, which to date has diverted over 53 million items of packaging waste from landfill (around the weight of a jumbo jet) while earning over £706,000 for schools, charities and non-profit organisations.