

## **Don't throw your ring carriers away: Beverage ring carriers now fully recyclable in the UK**

### **UK-wide recycling programme for beverage ring carriers launches with TerraCycle®**

London, XX September 2019 – As part of a campaign to keep plastic ring carriers for multipack beverage cans out of general waste streams, Hi-Cone, in partnership with specialist recycling company TerraCycle®, has launched a UK-wide initiative to facilitate their recycling and to inform consumers how they can engage with the process.

From today, consumers will be able to effortlessly ensure ring carriers are kept in the recycling loop by simply downloading a freepost label from [ringrecycleme.co.uk](http://ringrecycleme.co.uk), then sending them to TerraCycle® directly through the post. The scheme also offers the chance for consumers to set up public access drop-off locations for whole communities to recycle their plastic ring carriers together. The aim is to build a network of these public access drop-off locations across the UK to make it as easy as possible to recycle.

Major brands such as Walkers Crisps and Acuvue have already achieved outstanding results through similar initiatives with TerraCycle®, helping the public to recycle more both through increased awareness and dedicated infrastructure. Hi-Cone, a specialist manufacturer of ring carriers, has been the driving force behind this latest campaign, and both companies are keen to see ring carriers put to further good use in products such as park benches, outdoor furniture and composite lumber, as opposed to entering general waste streams.

T. Kenneth Escoe, President of Hi-Cone, commented: “We are extremely excited to have launched this new initiative with TerraCycle®, which means that our product is now fully recyclable in the UK. This is a crucial step on our journey to recover and reuse as many plastic ring carriers as possible worldwide, and is the first of many planned phases to help communicate to consumers that these carriers can be recycled to great effect. The message is simple: the infrastructure is in place, now let's work together to use it effectively.

“Hi-Cone is fully aware of its responsibilities as a company that places packaging into the retail supply chain, and this latest project forms part of a broader proactive strategy to create a circular economy, within which the ultimate aim is to ensure recycled ring carriers can be reused for the same purpose again and again. This is a huge leap forward on the way to achieving that goal, and we are determined to make it a success.”

Many local councils do not currently have the capabilities to recycle all plastics through kerbside collection programmes, and it is not always clear which packaging formats are accepted. Initiatives such as these, therefore, are becoming vitally important. Consumers can recycle their plastic ring carriers by searching online for their nearest dedicated

collection point or by simply downloading a freepost label to send their plastic ring carriers to TerraCycle® directly. It is the first time a beverage packaging manufacturer has been actively involved in such a programme anywhere in the world, and TerraCycle® is keen to build on this going forward.

Laure Cucuron, General Manager, at TerraCycle® Europe, added: “Typically, these programmes are funded by brands or municipalities – entities that have direct contact with the end consumer – so it is very refreshing to have a packaging manufacturer such as Hi-Cone engaging with us and taking responsibility for the materials it sends into circulation. It would be easy for them to remain in the background, so its highly commendable that Hi-Cone acknowledges the shared responsibility and opportunity to close the material loop and is proactively seeking to make a positive and significant impact. We would encourage more packaging producers to work with us and to follow the example Hi-Cone is setting.”

The ring carrier recycling initiative is now fully operational. For more information on how to recycle your ring carriers, please visit: [ringrecycleme.co.uk](http://ringrecycleme.co.uk)

### **How can you get involved?**

The new recycling scheme aims to create a UK-wide network of public access ring carrier recycling points. Community groups and individual consumers are encouraged to set up locations for their communities where the public can drop off ring carriers post use, which can be sent, free of charge, to TerraCycle® for recycling.

Community collection points can be established by groups such as schools, charities, and community groups, at easy to access locations.

Consumers can also easily recycle their ring carriers post use by simply downloading freepost labels to send their plastic ring carriers to TerraCycle® directly from the [ringrecycleme.co.uk](http://ringrecycleme.co.uk) website.

The success of the programme relies on the engagement of the public, and it couldn't be simpler to make a difference. For more information on how the recycling scheme works, visit: [ringcycleme.co.uk](http://ringcycleme.co.uk).

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## NOTES FOR EDITORS

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### About Hi-Cone

Hi-Cone is a leading supplier of ring carrier multi-packaging systems for the global Beer & Non-Alcoholic Ready to Drink (NARTD) beverage markets, providing sustainable packaging solutions to major Consumer Packaged Goods (CPG) companies. Hi-Cone has set ambitious goals to become 100% recyclable, biodegradable or compostable by 2025. We realise we cannot do this alone and need to work collaboratively with consumers, governments and industry to meet consumers desire to reduce their plastic use and meet the UN's 2030 Sustainable Development Goals (SDG's).

Our aim is to educate consumers on how to reduce plastic consumption and how to recycle all aspects of the circular economy; an economic system aimed at eliminating waste and the continual use of resources. We partner with consumers, retailers and industry experts to make tangible and impactful changes to advance the circular economy through our ongoing innovations in packaging design and material development.

### About TerraCycle

Founded in 2001, [TerraCycle](https://www.terraCycle.com) 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. 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, bread packaging, Pringles cans, writing instruments, air and home care waste, toothbrushes and toothpaste tubes, contact lenses, Aqua Optima water filters, personal care and beauty products / packaging, disposable gloves, Tassimo & L'OR coffee pod / TDISC waste and cigarette waste. Currently more than 5,000,000 individuals and organisations across the UK have signed up to collect, which to date has diverted over 79 million items of packaging waste from landfill while earning over £940,000 for schools, charities and non-profit organisations.

