

DETPAK LAUNCHES AUSTRALIAN FIRST INNOVATIVE RECYCLING PROGRAM***Cup today. Paper tomorrow***

In an Australian first, coffee cups across the nation will be saved from landfill and commercially recycled into paper, with the introduction of Detpak's RecycleMe™ program, a ground-breaking recycling procedure that closes the loop for the industry, and ensures paper cups can be collected, sorted and recycled locally.

The revolutionary takeaway coffee cups feature an innovative new lining that can be easily removed from the paper to ensure the recyclability of these cups which has been recognised globally.

The Detpak RecycleMe™ program will support a circular economy to keep products, components and materials at their highest utility and value for as long as possible, and has aligned with industry partners to collect, sort and recycle the cups as part of existing systems in Australia.

With Australians currently sending one billion paper cups to landfill each year, the Detpak RecycleMe™ program promotes a longer life for the paper used to make takeaway cups.

"We've been looking for a long-term solution for takeaway coffee cups and believe the RecycleMe™ program is one step closer to contributing to global environmental change," Detpak Manager of Marketing and Innovation Tom Lunn said.

"As a nation we lack local recycling infrastructure to convert waste into reusable raw materials, which means significant amounts of recyclable materials are being dumped in landfill or being held in storage until a local recycling solution becomes available," Tom Lunn said.

The RecycleMe™ program will launch in Australia first before expanding to New Zealand later in 2018. Partnering with official collector Shred-X, who are part of Freightways, Detpak has worked with the collector to design specialty bins to provide to customers, allowing consumers to drain their coffee to the last drop, separate the lid from the cup and dispose of their cups on location to be collected by Shred-X, before being recycled.

"Shred-X currently has 50,000 collection points around Australia. Additional bins will be provided for existing customers for the collection of RecycleMe™ cups", said Shred-X General Manager Van Karas.

Detpak and Shred-X will provide a certificate outlining the environmental savings based on the amount of cups collected. If just half of the takeaway cups in Australia and New Zealand were recycled, 496 trees could be saved per day in the production of new paper products.

The RecycleMe™ program will be offered to customers in Australia on Thursday 14 June and will ensure consumers can continue to experience the convenience of takeaway coffee without contributing to landfill.

It's a solution consumers and cafes can feel good about - ***RecycleMe™ Cup today. Paper tomorrow.***

For further information please visit recycleme.co.

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ABOUT

About Detpak

A Member of the Detmold Group, Detpak is a specialist paper and board packaging manufacturer dedicated to the food service industry. The Detmold Group has been owned and operated by the Detmold family since 1948, and is still headquartered in Adelaide, South Australia. Detpak combines global reach with local expertise and offers a large range of ready-to-go packaging items as well as custom-print, tailored packaging solutions.

About Shred-X

For over 15 years Shred-X Document Destruction has been the number one choice for confidential document destruction, document shredding, office paper recycling and destroying sensitive data.