



## NEWS RELEASE

For immediate release  
9 July 2014

### Industry group formalised to drive recovery and recycling of paper cups

Stakeholders of the paper cup supply chain are pleased to announce the formalisation of the Paper Cup Recovery and Recycling Group (PCRRG), which will be managed and coordinated by LRS Consultancy.

Originally set up as a special interest group, the PCRRG has during its time worked hard to increase recognition that used paper cups can provide high quality material to the market place and that there is a need to ensure that it is captured effectively for use in the supply chain.

The Group's primary objectives are to continue to drive action around the development of the collection and recycling opportunities for paper cups and identify and support implementation of solutions to sustainably transform used paper cups into a valuable resource.

The areas of focus for the PCRRG will be to:

- bring together different aspects of the supply chain to better understand all of the different components and stakeholder views
- develop consistent messaging and to educate the involved parties on material value and recyclability
- identify industry wide, self-funding, and easy to access solutions
- conduct in-market trials where appropriate
- actively manage risks associated with the environmental impacts and legislation of paper cups

The work of the PCRRG to date has been successful in raising the profile of the value of paper cups. In 2013 alone, the group has engaged with over 50 interested organisations across the supply chain. Neil Whittall, Commercial & Contracts Director, Huhtamaki said, "By continuing to participate in the Paper Cup Recovery and Recycling Group and formalising the membership, members are continuing to contribute to developing and implementing ways to improve the sustainable collection and recovery of paper cups."

The development of the PCRRG into a formal membership group marks another step in the industry's response to supporting the current activity in the market. It will help to identify new opportunities and innovative projects to capture used paper cups for use back in the supply chain.

Matthew Miller, Group Innovation Manager, James Cropper PLC, said, "James Cropper is delighted to be part of the Paper Cup Recovery and Recycling Group. As the developer and operator of the UK's first dedicated cup recycling facility, we have long been aware of the need for an industry-wide

approach to solving the problem of post-consumer cup recovery and reuse. The Group represents a strong commitment from all parts of the supply chain to make this a reality.”

The formalised PCRRG already has 14 founding members as of early July 2014. Along with others, Paula Moon of Nestlé Professional said, “Nestlé Professional is delighted to support the drive towards the whole industry being able to recycle paper cups – another step on our journey to improving sustainability”. While Adrian Pratt, Marketing Manager of Benders, said, “Benders is delighted to be part of and contribute to this industry wide group. By promoting environmental and social responsibility, the PCRRG’s objectives are completely in alignment with our own corporate values.”

Susan Nash, Trade Communication Manager, Mondelēz International, said, “Mondelēz International has been working with the industry supply chain to help drive solutions for Paper Cup recycling for many years and we believe this latest announcement is a significant step in the paper cup recycling journey for the benefit of the industry.”

Dee Moloney, Managing Director, LRS Consultancy, said, “We are really excited to be involved in the Paper Cup Recovery and Recycling Group; we would encourage more organisations to take advantage of the opportunity to help design and implement sustainability solutions that support the development of a circular economy.”

Dylan Jones, Managing Director, Selecta UK, said “As an ISO14001 accredited company, Selecta takes the management and reduction of waste seriously. We are looking forward to the opportunity to contribute actively in this important work.”

Neil Grundon, Deputy Chairman, Grundon Waste Management, said “We are always looking for new and innovative ways to help our clients achieve their ‘green goals’ and escalate materials up through the waste hierarchy. We see the alignment of the PCRRG objectives with our own Corporate Responsibility programme.”

The PCRRG is keen to represent the whole paper cup supply chain, within the UK. Organisations with great ideas or are interested in this exciting chance to shape the industry’s response to current and future challenges and opportunities, should contact Dee Moloney at LRS Consultancy for more information.

**-Ends-**

**Notes to editor:**

**For further information:**

For more information, or to arrange an interview, please contact Tim Duke on 07940 103 415 or [tim.duke@lrsconsultancy.com](mailto:tim.duke@lrsconsultancy.com).



A high resolution picture can be provided, upon request:

**About the Paper Cup Recovery and Recycling Group (PCRRG)**

The PCRRG has been meeting regularly since November 2012, and now as a formalised group, it will be run by an executive board made up of elected members. A number of working groups, chaired by industry representatives, will be created to focus on specific priority subjects and will deliver a range of projects to help achieve the Group's objectives.

The PCRRG has so far carried out a range of activities aimed at developing a better understanding of the end-to-end paper cup supply chain and implementing cross-industry initiatives. The work of the group to date has been successful in raising the profile of the value of paper cups across the supply chain.

Key activities have included conducting industry workshops, research into opportunities and barriers to recover paper cups as well as the development of potential intervention projects to capture paper cups and feed them back into the supply chain. The Group has also submitted a joint funding application to the Technology Strategy Board to realise a circular economy intervention.

### **Members**

As of the date of this press release, there are 14 founding members of the PCRRG:

- Benders Paper Cups
- Caffè Nero
- First Mile
- Grundon Waste Management
- Huhtamaki
- James Cropper PLC
- Mars Drinks
- Maxabel International
- Mondelēz International
- Nestlé Professional
- Seda Group
- Selecta UK
- Solo Cup Europe
- StoraEnso

### **Membership**

For an annual membership fee of £ 1,500, members will have access to the following services:

- Have the opportunity to join relevant working groups and community groups
- Participate in workshops
- Receive briefings and updates on the progress of the working groups
- Be invited to PCRRG annual forum meeting(s)
- Discussion and development of group objectives
- Networking
- Access to influential policy and industry representatives
- Be invited to relevant industry site visits
- Have the opportunity to be involved in discussions to set the group's agenda, and priorities for the working groups

It is envisaged that any organisation that is either part of the paper cup supply chain and / or with an interest in achieving the group's objective can join the PCRRG group.

#### **A. Membership criteria**

- The PCRRG aims to represent the stakeholders of the different supply chain stages in equal measures in order to avoid an overrepresentation of a specific part of the supply chain.
- Representatives of organisations forming part of the paper cup supply chain in the UK and Europe can join the Group.
- Representatives of organisations interested in achieving the PCRRG objectives

#### B. What does it mean to be a member?

- Members will be accountable for actions they have agreed to deliver on and actions they have been party to deciding.
- Members will be required to sign confidentiality / NDA to ensure that confidentiality is preserved within this Group in the pre-competitive space.
- Support to actively recruit other appropriate members from across the supply chain

#### **About LRS Consultancy**

LRS Consultancy provides technical and strategic consultancy services to help organisations improve their resource efficiency to meet their financial and sustainability goals. The LRS team uses its expertise to guide clients through the following core areas:

- Sustainable supply chains
- Sustainable procurement
- Product stewardship, producer responsibility and the circular economy
- Behaviour change and stakeholder engagement
- Waste treatment and technology and commercial market due diligence
- Waste and recycling collections and modelling, resources management and materials quality

**More information about LRS - [www.lrsconsultancy.com](http://www.lrsconsultancy.com)**

#### **About Benders Paper Cups**

Benders Paper Cup Company is Europe's only dedicated paper cup manufacturer. The company, with a 100 year history, produces various types of paper cups for a range of customers from small coffee shops to large global chains. Benders source the raw material for its cups from sustainable or forestry stewardship schemes and, where possible, source, manufacture and supply locally.

**More information about Benders Paper Cups – [www.benders.co.uk](http://www.benders.co.uk)**

#### **About Caffè Nero**

Caffè Nero is a European coffee house brand specialising in high quality Italian coffee. The Group operates over 600 stores worldwide with outlets in the UK, Turkey, the Middle East, Poland, Cyprus and most recently opened in the USA. Caffè Nero aims to open 50 - 60 new outlets every year and generated revenue of £227.9 million in 2013.

**More information about Caffè Nero – [www.caffenero.com](http://www.caffenero.com)**

#### **About First Mile**

First Mile London's leading recycling company, collecting from 13,000 businesses in London 24 hours a day all year round. First Mile aim at making recycling for businesses easy, by reducing cost as well as their environmental impact.

**More information about First Mile – [www.thefirstmile.co.uk](http://www.thefirstmile.co.uk)**

#### **About Grundon**

Grundon is one of the UK's leading suppliers of integrated waste management and environmental services, working in partnership with its customers to help minimise the financial and environmental impacts of their waste. Founded in 1929, Grundon provides a total waste management service for

the reduction, reuse, recycling, recovery and disposal of waste, delivered via a combination of specialist services, contract management and the operation of its own facilities.

**More information about Grundon** – [www.grundon.com](http://www.grundon.com)

#### **About Huhtamaki**

The Huhtamaki Group is a global manufacturer of consumer and specialty packaging. The company who's focus and expertise lie with moulded fibre packaging, flexible packaging, release films and paper cup manufacturing, offers standardised products and customized packaging as well as complete packaging systems. The consumer packaging specialist operates with approximately 14,400 employees in 30 countries and reported net sales of EUR 2.3 billion (~ GBP 1.8 billion) in 2013.

**More information about Huhtamaki** – [www.huhtamaki.com](http://www.huhtamaki.com)

#### **About Mars Drinks**

Mars Drinks offers hot drinks for the office. Its single-serve system is comprised of ALTERRA® Coffee Roasters, THE BRIGHT TEA CO.®, DOVE® Hot Chocolate and FLAVIA® brewers. Mars Drinks is part of Mars, Incorporated and provides more than a billion drinks to businesses each year. The company employs more than 700 Associates across seven countries. Mars Drinks has committed to a 5 year plan, setting itself sustainability goals, which include a focus on developing responsible products by improving packaging.

**More information about Mars Drinks** – [www.marsdrinks.com](http://www.marsdrinks.com)

#### **About Maxabel International**

Maxabel has successfully grown over the last 15 years to become a major worldwide supplier of branded disposable paper hot cups and other complementary disposable food and drink packaging products. Maxabel considers any environmental issues important to its business model and strives to find the optimal solutions for preventing our packaging products from unnecessarily reaching landfill sites.

**More information about Maxabel** – [www.maxabel.co.uk](http://www.maxabel.co.uk)

#### **About James Cropper PLC**

James Cropper PLC is a specialist materials group and makers of fine paper. It has operational reach across more than 50 countries. As part of the UK holding company James Cropper PLC, James Cropper Specialty Paper is the UK's only bespoke specialty paper manufacturer of any scale and one of the world's foremost makers of coloured paper.

**More information about James Cropper PLC** – [www.jamescropper.com](http://www.jamescropper.com)

#### **About Mondelēz International**

Mondelēz International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2012 revenue of \$35 billion. Creating delicious moments of joy in 165 countries, Mondelēz International is a world leader in chocolate, biscuits, gum, candy, coffee and powdered beverages, with billion-dollar brands such as Cadbury, Cadbury Dairy Milk and Milka chocolate, Jacobs coffee, LU, Nabisco and Oreo biscuits, Tang powdered beverages and Trident gum. Mondelēz International is a proud member of the Standard and Poor's 500, NASDAQ 100 and Dow Jones Sustainability Index.

**More information about Mondelēz International** - [www.mondelezinternational.com](http://www.mondelezinternational.com)

#### **About Nestlé Professional**

Nestlé Professional offers a range of beverage, food and confectionery brands to businesses worldwide. The company operates a global network of 10,000 staff at its culinary and beverage centres around the world.

**More information about Nestlé Professional** – [www.nestleprofessional.com](http://www.nestleprofessional.com)

### **About Seda Group**

The Seda Group manufactures various packaging products, such as paper cups and flexible packaging, in its 12 sites across Europe. The company highlights the importance of environmental standards and social responsibility when it comes to achieving quality in its products.

**More information about Seda Group** – [www.sedagroup.org](http://www.sedagroup.org)

### **About Selecta UK**

Selecta has grown to be Europe's largest vending services company, serving food, snacks and beverages to over 6 million consumers every day. The company which operates in 21 countries and employs 4,500 people generates revenue of around EUR 740 million (~ GBP 588 million).

**More information about Selecta UK** – [www.selecta.com](http://www.selecta.com)

### **About Solo Cup Europe**

Solo Cup Europe is a leading manufacturer of high performance single-use foodservice products. The company recognises the importance of environmental issues and the effect that human activities can have on the world. Solo Cup Europe is committed to the continual improvement of both external and internal environmental performance.

**More information about Solo Cup Europe** – [www.solocupeurope.co.uk](http://www.solocupeurope.co.uk)

### **About StoraEnso**

StoraEnso produce a range of products: paper, wood-based products, renewable packaging as well as biomaterials (for paper, board and tissue production). The Group has some 29,000 employees in more than 35 countries worldwide and generated sales of EUR 10.6 billion (~ GBP 8.4 billion) in 2013.

**More information about StoraEnso** – [www.storaenso.com](http://www.storaenso.com)