

CONSUMER INFORMATION OBLIGATIONS

The Consumer Information Obligation (CIO) is in place within the regulations whereby those producers whom are defined as sellers within the packaging chain should be informing their customers (both business to business and business to consumers) on best practice in terms of recovering the packaging they have supplied them around the good they have sold.

Originally introduced in 2000, the information provided to consumers should include:

- Where packaging materials can be taken for recycling
- The meaning of recycling labels provided on packaging materials they supply
- What the sellers and consumers roles in packaging recovery / recycling are

WHERE MATERIALS CAN BE TAKEN

The UK has a robust household recycling infrastructure, this includes both kerbside recycling facilities provided by most local authorities which household residents are urged to use. Alternatively, local authorities also operate a wide range of recycling sites which can be easily accessed to make sure that all recyclable materials are collected and sent for onward processing where possible.

There are numerous websites providing this information for consumers which can be accessed using the following links:

WasteConnect – UK Public Recycling Database (www.wasteconnect.co.uk)

Recycle Now – Provided By Wrap (www.recyclenow.com)

RECYCLING LABELS

Most packaging will contain information on the material composition and how this is best recycled, some of the most common labels found in the UK are as follows:



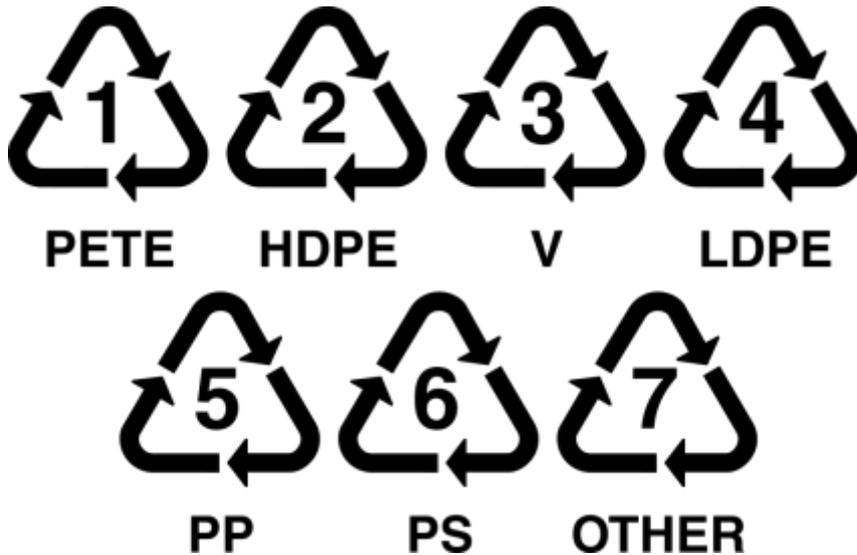
Mobius Loop - Indicates that an object is capable of being recycled - not that the object has been recycled or will be accepted in all recycling collection systems. Sometimes this symbol is used with a percentage figure in the middle to explain that the packaging contains x% of recycled material.



Tidyman / Keep Britain Tidy - Dispose of this carefully and thoughtfully. Do not litter. This doesn't relate to recycling, but is a reminder to be a good citizen, disposing of the item in the most appropriate manner.



Green Dot - The Green Dot does not necessarily mean that the packaging is recyclable, will be recycled, or has been recycled. It is a symbol used on packaging in many European countries and signifies that the producer has made a financial contribution towards the recovery and recycling of packaging.



Polyethylene Terephthalate (1) – Commonly found in soft drink bottles, food packets and food trays. Recyclable and usually collected through local authorities.

High Density Polyethylene (2) – Often found in milk bottles, fruit juice and shopping bags. Often collected by local authorities for recycling.

Polyvinyl Chloride (3) – Stronger plastic bottles, shampoos, detergents, etc. Often collected but recycled more into other non-packaging applications.

Low Density Polyethalene (4) – Flexible plastic used in squeezable bottles, sandwich bags, can rings. Often collected but recycled more into other non-packaging applications.

Polypropylene (5) – Typically used in yoghurt pots, butter tubs and screw tops. Often collected but recycled more into other non-packaging applications.

Polystyrene (6) – Can be found in meat trays, egg cartons, and electrical goods. Can be recycled and is collected actively.

Other resins (7) – Multi layer plastics and some composite materials, more difficult to recycle but some programmes do exist.



Glass Recycling - Please dispose of glass bottles and jars in a bottle bank (but remember to separate colours) or use your glass household recycling collection if you have one. Often



Aluminium Recycling – This item is made from aluminium and can be recycled. Usually drink cans, foil trays and other food packaging.



Steel Recycling – This item is made from aluminium and can be recycled. Usually drinks cans and food packaging.

SELLERS RESPONSIBLTY WHEN SUPPLYING PACKAGING

To ensure that consumers / customers are aware of recycling options and what practical steps can be taken to reduce packaging waste, retailers / sellers can employ the following techniques:

- Analyse packaging composition of its own products. Reduce where possible the packaging used and attempt to include materials which are easily recycled without compromising the integrity of the packaging function.
- Determine if any viable take-back schemes available so that consumers are not responsible for the packaging after usage.
- Provide additional information on the business website.
- Assess the recycling information provided on the packaging supplied.
- Provide consumer awareness programmes / literature on point of sale material.

Sustain continue to work with member companies on highlighting the recycling routes available for packaging material they supply. Through wider initiatives the scheme shall work to educate its member's consumers on responsible recycling. Where possible by highlighting the consumers role in the recovery and recycling of packaging, the usage of recycling labelling and additional information so that the national waste strategies can be achieved.