



Is Easter Egg packaging too eggs-travagant?

April 2009

Valpak, the UK's leading provider of producer responsibility and recycling solutions, in association with the Industry Council for Packaging and the Environment (INCPEN), have produced a series of packaging pyramids to show the total amounts of packaging used per year on 73 different types of products that we buy on a daily, weekly, monthly and annual basis.

These pyramids were produced as a result of increasing consumer concerns about excessive packaging, and Easter Egg packaging is often at the forefront of the excess packaging debate.

It is estimated that over 100 million Easter Eggs are sold in the UK each year, protected by approximately 8,000 tonnes of packaging. However, the packaging pyramids emphasise how some products we perceive as being big contributors to the UK waste stream, such as Easter Eggs, make small contributions due to their seasonal nature.

In fact, Easter Egg packaging in recent years accounts for less than 0.3% of the total packaging used for all of the 73 types of products.

This type of packaging is important, though, because some consumers are concerned about it. However, we need to recognise the excellent work carried out to reduce packaging for the all the other products that we buy daily or weekly. Minimising the packaging on cans, bottles, tubs and wrapping goes relatively unseen, but it keeps the weekly waste down, whereas we enjoy Easter eggs just once a year.

Furthermore, all the major manufacturers have listened to consumer concerns, and many Eggs this year have less packaging.

Steve Gough, Valpak CEO, commented, *"Unnecessary packaging continues to be a hot topic of debate. As a result Valpak and INCPEN have produced a series of packaging pyramids to try and put this topic into perspective."*

Jane Bickerstaffe, INCPEN Director said, *"Packaging costs money so it makes commercial and environmental sense for companies to reduce packaging, though not so far that the product gets damaged."*

Although most excess packaging is usually associated with seasonal products or gift items, there are some other products where there is scope for reduction. The packaging pyramids also help identify these.

The pyramid is below.

Further information can be found on the recycle-more website www.recycle-more.co.uk

If you wish to find out more about the packaging pyramid please call **08450 682 572**, email: info@valpak.co.uk or call **07788 724 817**.



- ENDS -

Notes to editors:

- 1) **Valpak Limited** is the UK's largest compliance scheme, serving over 5,000 companies and with over 3,000 members. Under the packaging waste regulations we are committed to meeting the legal obligations of our members. We offer nationwide compliance for all packaging materials.

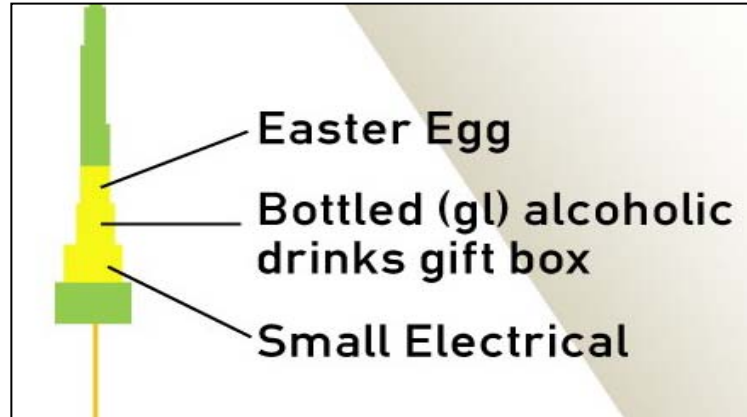
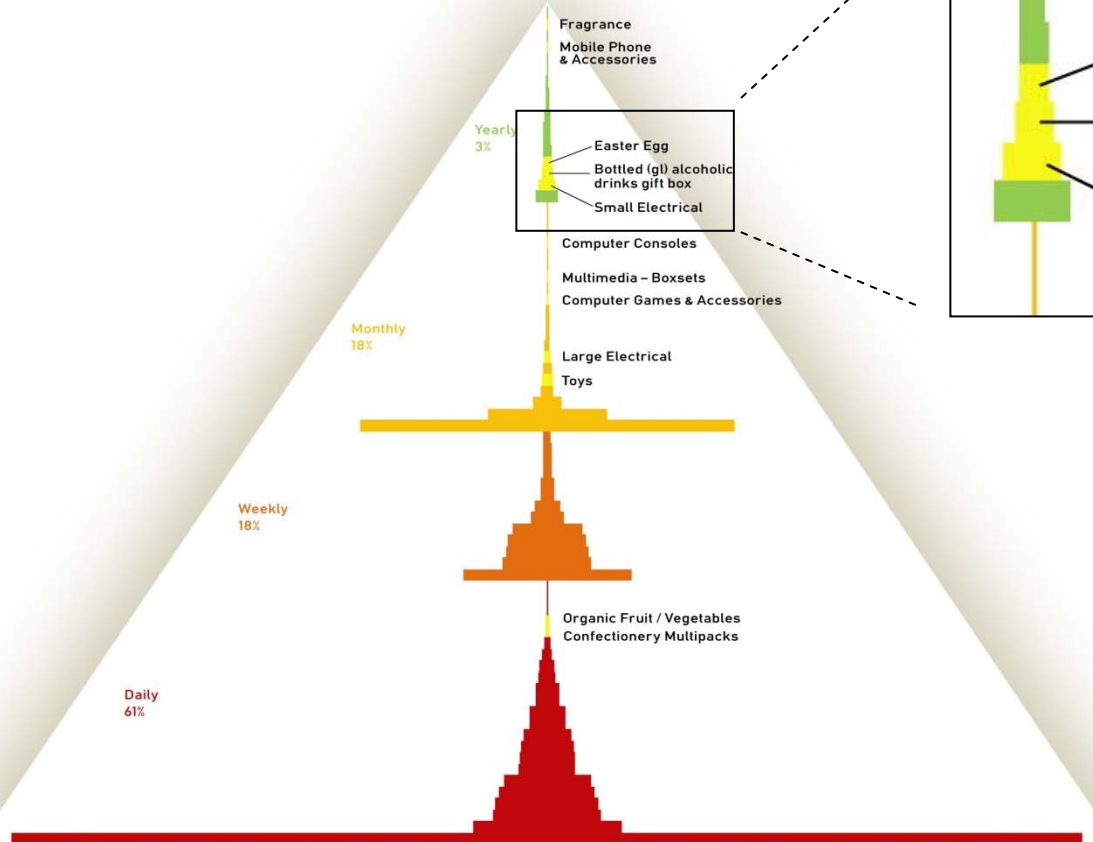
Valpak acts as a source of information and expertise for its members and as a channel of communication and best practise for the recovery industry. Revenue from Packaging Waste Recovery Notes (PRNs) is reinvested in recovery and recycling infrastructure in the UK. We work with and represent a wide range of UK businesses to achieve the UK's recovery and recycling targets.

- 2) The **recycle-more** brand was founded in 2000, and offers information on recycling to schools, householders and businesses via a dedicated website. recycle-more.co.uk also has a unique Recycling Bank Locator, enabling visitors to locate their nearest recycling banks at the touch of a button. recycle-more.co.uk is a Valpak Limited initiative, the UK's largest environmental compliance scheme.
- 3) **INCPEN** – the Industry Council for Packaging and the Environment is a research organisation set up in 1974 to study the environmental and social impact of packaging. It draws together an influential group of companies that operate throughout the supply chain and share a common interest in packaging, the environment and sustainable development. Contact: **07788 724 817**

Packaging for 73 product categories grouped by approx frequency of purchase



- Hampers
- Fragrance
- Footwear
- Mobile Phones and Accessories
- Home Enhancement
- Car Accessories
- Pet Care
- Sports Equipment
- Furniture
- Art, Craft & Stationery
- Towels/Linen
- Party / Occasions
- Garden
- Easter Egg
- Bottled (gl) alcoholic drinks gift box
- Small Electrical
- Home Accessories
- Books
- Haberdashery
- Travel
- Computer Consoles
- Optical Care
- Clothing accessories
- Multimedia - Boxsets
- Photography Goods
- Computer Games & Accessories
- Herbs and Spices
- Baby Accessories
- Electrical Accessories
- Cleaning Accessories
- Large Electrical
- Clothing
- Toys
- Dental products
- Cooking & Baking
- Cleaning
- Jams (Jams, condiments, cooking)
- Cheese
- Dry Pasta / Noodles / Rice
- Frozen Fruit/Vegetables
- Soup
- Frozen Meat/Fish
- Medicine
- Frozen Desserts
- Desserts
- Cereals
- Toiletries/Cosmetics
- Pet Food
- Tea/Coffee
- Canned Food
- Delic
- Supermarket Misc
- Newspapers/Magazines
- Organic Fruit/Vegetables
- Confectionery multipack
- Snacks
- Tobacco
- Butter
- Eggs
- Bread
- Baby Food
- Canned non-alcoholic drinks
- Bottled (gl) non-alcoholic drinks
- Yoghurt
- Drinks Carton
- Canned alcoholic drinks
- Fresh Fruit/Vegetables
- Fresh Meat/Fish
- Confectionery
- Ready Meals
- Milk
- Bottled (gl) drinks
- Bottled (gl) alcoholic drinks



width of bars shows weight of packaging

Packaging for all product categories perceived to be excessive = 2.034% of total sales packaging