



PRESS RELEASE
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BPI.RECYCLED PRODUCTS RESPONDS TO EU DIRECTIVE

bpi.recycled products, the leading manufacturer of polythene refuse and recycling sacks, has launched a new range of collection bags to help the UK comply with the EU Batteries Directive.

Agreed in September 2006 but only fully implemented in Britain in May 2009, this directive aims to dramatically reduce the amount of batteries we currently send to landfill where they can potentially leach harmful heavy metals like lead, cadmium and mercury.

At present, the country throws away over 600 million batteries every year of which just three per cent are recycled. The directive demands that this rate - one of the worst in Western Europe - increases to 25 per cent by 2012 and to 45 per cent by 2016. Many EU nations are already close to achieving such figures with Belgium currently recycling some 41.5 per cent of its waste batteries, Austria 38 per cent and the Netherlands 37 per cent.

As the EU directive has far reaching implications which affect not only battery manufacturers but Local Authorities, retailers and even those organisations that make or import goods containing batteries, bpi.recycled products has designed its new battery collection bags to be as versatile and cost effective as possible.

Available from stock, they are ideal for both kerbside collection schemes operated by councils and for use by the many retailers now having to establish battery collection points. They also benefit from a transparent construction for easy identification of contents and can be recycled after use.

Commenting on the launch of the new battery collection bags, Guy Coates, Marketing Director at bpi.recycled products, said: "From our Green Sack range of 100% recycled, low carbon footprint refuse sacks to our innovative Rip Tip perforated

recycling bags, bpi.recycled products already offers effective, best value solutions to a wide range of waste management needs. The introduction of our new battery collection bags aims to continue that track record.”

He adds: “The targets set out by the EU Directive are ambitious and especially for a nation not yet used to recycling waste batteries in large volumes. We’re keen to do everything we can to help the UK achieve the required goals.”

ENDS

Image: bpi rp battery bags.jpg

Caption: **Batteries not included.** bpi.recycled products has launched a new range to help with the EU Directive on waste battery recycling.

For more information on this story, contact Wayne Mohammed at [Precision](https://www.precision-online.co.uk) on 07931 586 334 or e-mail: wayne@precision-online.co.uk

Editor’s notes:

- bpi.recycled products is the largest recycler of used polythene in Europe recycling over 70,000 tonnes of post-use polythene material from commercial, retail, industrial and agricultural markets.
- bpi.recycled products uses some of these materials to manufacture its award winning Plaswood range of sustainable wood-substitute products. These products include park and garden furniture, street and countryside signs, bollards and marine decking.
- The environmental benefits of recycling plastic are becoming more widely recognised: maximising reusable material, diverting waste from landfill and conserving resources. bpi.recycled products has developed the necessary expertise and the infrastructure in the form of a network of Environment Agency accredited recycling plants to help drive these benefits forward.
- bpi. recycled products is a division of BPI (British Polythene Industries) plc, one of Europe’s largest manufacturers of polythene films, bags and sacks.
- The continuing success of British Polythene Industries has been formally acknowledged in a high profile survey. The business achieved 40th place out of 236 companies in a league table of ‘Britain’s Most Admired Companies’ published by Management Today in association with Accenture. Importantly, BPI attained second place in the Paper & Packaging sector.