Tuesday 18 December 2018

Paper Cup Alliance comment on the Government's Waste and Resources Strategy

The Government's Waste and Resource's Strategy has been published today (Tuesday). The Paper Cup Alliance welcomes the recognition that the industry is moving in the right direction on recycling rates and presses for more collaboration between Government, councils and waste collectors.

A spokesperson for the Paper Cup Alliance said:

"We are pleased that the Government's Waste and Resources strategy recognises the work that the industry is doing to increase paper cup recycling rates. All cups produced in the UK are 100% recyclable and there are now over 4,500 points in the UK to recycle paper cups and several paper mills to process and recycle every single one.

"Our research has shown that taxes on consumers could wipe hundreds of millions from the economy, place over 10,000 jobs under threat and deal a further blow to already struggling high streets. More effective collaboration between Government, councils and waste collectors will solve this challenge – not extra taxes on successful UK manufacturers, struggling high street retailers or consumers."

- Ends -

About the PCA

The Paper Cup Alliance (PCA) is made up of the eight market-leading paper cup manufacturers in the UK today, employing over 1,700 people across the country. The group was formed in 2017 to coordinate industry efforts to address the issue of paper cup recycling. PCA members are working hard to increase recycling in the UK through a variety of initiatives and through supporting the right behaviours. It aims to better communicate the industry's efforts on paper cup recycling to reassure stakeholders that the industry takes its environmental responsibilities seriously.

PCA members are part of Pack2Go, the European Association for convenience food packaging, but are specifically focused on the issue of paper cups in the UK.

For further information contact:

Tim Field

Email: tim.field@instinctif.com

DD: 01869 353 805
Tel: 01869 353 800