

Wednesday 13 February 2019

**Paper Cup Alliance responds to new guidelines on paper-based packaging.**

Today (Wednesday) WRAP and the Confederation of Paper Industries (CPI) have published new guidelines to support the recycling of paper-based packaging.

Responding to the WRAP/CPI guidance, PCA spokesperson Mike Turner said:

***“Paper recycling is a success story. Paper cups are 100% recyclable and paper cups are in fact easy to recycle. We would like to see all paper cups recycled through segregated waste streams.***

***“Increasingly cups are being collected through separate collections and sent to one of the specialist recycling centres to recycle paper cups. There are five facilities that are already doing this within the UK with the capacity to recycle all paper cups used by UK customers. What is needed is further collaboration between consumers, retailers, waste management companies and local councils to get more paper cups to the recycling plants.***

***“This collective effort has already seen rates move from a reported 1 in 400 to 1 in 25 cups being recycled, and this figure is set to at least double in the coming year due to these combined efforts. It will also generate new income streams for high quality recycled material.”***

-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.

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