

Tuesday 19 June 2018

Paper Cup Alliance welcomes Hubbub's motorway cup recycling scheme

Environmental campaign group Hubbub has launched a cup recycling scheme for motorists to help get paper cups to the recycling facilities. Commenting on the initiative, a Paper Cup Alliance spokesperson said:

“We welcome this initiative offering motorists money off vouchers for recycling their paper cups. It should improve the link between the consumer and cup recycling facilities and if rolled out widely it should challenge misconceptions about the recyclability of paper cups.

“100% of the paper cups produced in the UK are fully recyclable, made from wood fibre from sustainable forests and meet the most stringent health, safety and food hygiene regulations, to keep consumers safe.

“Our recent study on the environmental impact of a latte levy has estimated that it could cost the UK £819 million. Therefore investment in infrastructure, such as this, is the only way society can meet its important environmental obligations without dealing a blow to the UK manufacturing sector and our already struggling high streets.”

-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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