



**MEDIA RELEASE**

**NOVEMBER 2018**

**DETPAK LAUNCHES INNOVATIVE RECYCLING SYSTEM  
FOR TAKEAWAY CUPS**

***Cup today. Paper tomorrow.***

Coffee cups across the nation will be saved from landfill and commercially recycled into paper, with the launch of Detpak's RecycleMe™ System.

This ground-breaking recycling collection system closes the loop for the industry, and ensures paper cups can be collected, counted and recycled into copy paper.

The revolutionary takeaway coffee cups feature a next generation lining that can be easily removed from the cup to ensure recyclability in standard pulping processes.

With more than a billion paper cups sent to landfill each year across Australia, Detpak's Marketing and Innovation Manager Tom Lunn said the RecycleMe™ System promotes a longer life for the paper cup fibre and supports a circular economy to keep products, components and materials at their highest utility and value for as long as possible.

*"Our RecycleMe™ System is a total end to end solution, turning takeaway cups into recycled paper products, and contributing to positive global environmental change,"* Tom said.

Detpak has aligned with industry partner Shred-X to collect, sort and recycle the cups as part of an existing national collection system in Australia.

*"Shred-X currently has 50,000 collection points around Australia as part of their secure document destruction service and will support the collection of RecycleMe™ cups",* said Shred-X General Manager Van Karas.

In an Australian first, Shred-X will also be providing a collection service and recycling commitment for RecycleMe™ coffee cup lids.

*"Lids will be processed with confirmed end markets in Australia and via export,"* Van said.

Seven Seeds Coffee will be one of the first brands to launch with the cups, and Community Manager Alison Lyons said offering exceptional coffee and service would now be complimented by an award-winning environmental solution for takeaway cups.

*"We're really happy to introduce the RecycleMe System into Seven Seeds - takeaway cups have been a blight on the coffee industry for too long. Our waste management strategy follows the principles of reduce, reuse, recycle - and this is where RecycleMe™ has stepped in, with a guaranteed recycling solution and we're aiming for a 50% collection rate, and have full confidence our customers in Carlton are up for it,"* Alison said.

Hungry Jacks will be the first QSR to trial the Detpak RecycleMe™ System commenting, *"We're excited to be trialing Detpak's RecycleMe™ System in 20 of our stores across New South Wales and Victoria,"* with Hungry Jack's Director of Brand Claudia Cullen saying that *"using RecycleMe™ cups at these locations would save around three trees per store every year."*

Detpak's RecycleMe™ System will launch across Australia and New Zealand during Planet Ark's National Recycling Week, which takes place from Monday 12 to Sunday 18 November. Selected launch venues are listed below.

**RecycleMe™ Cup today. Paper tomorrow.** For further information please visit [recycleme.co](http://recycleme.co).

## ENDS

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### ABOUT DETPAK

A Member of the Detmold Group, Detpak is a specialist paper and board packaging manufacturer dedicated to the food service industry. The Detmold Group has been owned and operated by the Detmold family since 1948, and is still headquartered in Adelaide, South Australia. Detpak combines global reach with local expertise and offers a large range of ready-to-go packaging items as well as custom-print, tailored packaging solutions. Championing sustainability, the Detmold Group were recently recognised by the Australian Packaging Covenant Organisation with the Sustainable Packaging Excellence Award for their RecycleMe™ System.

### ABOUT SHRED-X

For over 17 years Shred-X has been the number one choice for confidential document destruction, paper recycling and the secure destruction and recycling of e-waste, hard drives, textiles and products. The core business of Shred-X is secure destruction with its focus being on customer service, privacy compliance, security and recycling. Shred-X are the largest specialist secure destruction provider in Australia with the most extensive direct service coverage in the industry.

### LIST OF PARTICIPATING STORES IN AUSTRALIA

#### ***New South Wales***

- Veneziano Coffee: Surry Hills Café, 352 Bourke Street Surry Hills

Participating Hungry Jacks stores in:

- Head Office – Level 6, 100 William Street Woolloomooloo
- North Parramatta – 2 Windsor Rd, North Parramatta
- Hoxton Park – Hoxton Park Road & Cowpasture Road, Hoxton Park
- Smithfield – Cnr Cumberland Hwy & Robert St, Smithfield
- Green Valley – Cnr Cowpasture Road & Green Valley Road, Green Valley
- Campbelltown – Campbelltown Marketfair Shopping Centre, Campbelltown
- Leumeah – 101 Hollylea Rd, Leumeah
- Casula – 629-631 Hume Hwy Casula
- Ingleburn – 89 Williamson Road, Ingleburn
- Mt Annan – 15-17 Main St, Mount Annan
- Minto – Cnr Brookfield Rd & Pembroke Road, Minto

#### ***South Australia***

#### ***Victoria***

- Mr. Grazier: NAB Head Office, 700 Bourke Street, Docklands
- Seven Seeds: 114 Berkeley Street, Carlton
- Veneziano Coffee: River Street Café, 16 River Street, Richmond

Participating Hungry Jacks stores in:

- Altona Meadows – 1 Central Avenue, Altona Meadows
- Footscray – 417 Geelong Road, Footscray
- Bundoora – 151 Plenty Road, Bundoora
- Mt Waverley – Cnr Blackburn Rd & Highbury Road, Mt Waverley
- Taylors Lakes – 424 Melton Hwy (Watergardens), Taylors Lakes
- Tullamarine – 239 Mickelkam Road, Tullamarine
- Wantirna South Knox – Knox Regional Shopping Centre, Wantirna South
- Epping – Cnr High St and Cooper St, Epping
- Campbellfield (Fawkner) – Corner Hume Hwy. & Camp Road, Campbellfield

- CMI Toyota: West Terrace Showroom,  
152 West Terrace Adelaide
- Westgate – Express Service Centre, 62  
Cook St, Port Melbourne

## LIST OF PARTICIPATING STORES IN NEW ZEALAND

Participating Streetwise Coffee stores in:

- Tawa – 185 Main Road
- Porirua – Capital Ford, 23 Parumoana Street
- Paraparaumu – Rimu Road (Outside Pak n Save)
- Paraparaumu – 160 Kapiti road (Capital City Ford)
- Otaki South – 187 Main Highway 1
- Otaki North – 226 Main Highway 1
- Otaki Industrial – 35 Riverbank Road
- Feilding – 66 Aorangi Street
- Shannon – 72 Plimmer Terrace
- Palmerston North – 304 Rangitikei Street
- Palmerston North – 776 Main Street
- Palmerston North – 335 Ferguson Street
- Sanson – 53 Dundas Road
- Taupo – 30 Heu Heu Street
- Taupo – 147 Ruapehu Street
- New Plymouth – 137 Courtenay Street
- Hastings – 1004 Karamu Road
- Hastings – 623 Heretaunga Street West
- Napier – 122a Taradale Road
- Napier – 32 Pandora Road
- Hamilton – 614 Te Rapa Road
- Pukekohe – AKL -149-157 Manukau Road