

Ardagh Glass: rising to the glass challenge



Valpak member and reprocessor Ardagh Glass explains how PRN revenue can significantly boost recycling infrastructure.

Working very closely with its long-term recycling partner, Berryman, and other supply chain partners, Ardagh Glass has made notable progress in all aspects of its environmental programme. This, in turn, is having positive benefits on its business, and delivering real benefits to its customers.

Ardagh, who gained a **2003 Queen's Award for Enterprise: Sustainable Development**, has pioneered a truly integrated approach to recovering and recycling. With Berryman, it is leading the promotion of kerbside collection schemes throughout the UK, expanding the bottle bank estate to pull greater tonnage from the bring schemes, and supporting the recycle-more-glass programme as it advances glass collection through commercial premises.

Upstream, the introduction of pyroceramic removal technology, more processing capacity and the investment in advanced colour separation and enhancement techniques ensures that Ardagh has world class equipment to supply its four glass manufacturing sites with the highest quality cullet.

Communications remains another key element in the mix. Ardagh's acclaimed educational programme GLASSFOREVER has been expanded to give more primary schools access to the resource. Ardagh and Berryman teams work closely with Local Authority and community recycling teams to support their marketing activities.

Kerbside collection is proving to be the most productive means for household collection and Berryman has just reached the first important milestone of 50 schemes nationwide. Whether its is a glass only scheme such as in Bexley, or a mixed material operation, Berryman, working alongside Local Authorities and other recyclers, can offer a customised scheme to suit local circumstances.

But value is still being added to the bottle bank scheme. Edinburgh has a recycling rate of 15%, but it must reach 28% by 2006/07. So far, the city has 283 banks for brown, clear and green glass - but none of these are in densely populated areas, because of the noise caused by shattering glass. With Berryman, the council has introduced special noise-reducing banks, which are lined with sand-filled panels will allow them to install more recycling sites in these areas and increase the yield substantially.

Ardagh estimates that around 500,000 tonnes of glass is used by pubs and clubs, but that 80 per cent is currently lost to landfill. Berryman, with active support from Ardagh, is leading the way with the pioneering "recycle-more-glass" scheme. The scheme is expanding rapidly, as is demand from pubs and clubs, and with the new state of the art colour separation technology coming on stream, Berryman are able to collect more mixed glass - the preference in the on-trade due to space and time constraints - and produce quality flint and amber for Ardagh to recycle back into more bottles and jars in its factories.

