



## **MEDIA RELEASE**

Friday 13<sup>th</sup> April 2018

### **Mars Petcare signs agreement with REDcycle**

Mars Petcare Australia has signed a partnership agreement with [REDcycle](#) which provides a route for its dry pet food bags and flexible pouches to be recycled into a range of outdoor products.

As the first Australian pet food company to join the program, the agreement represents an opportunity for millions of tonnes of plastic to be recycled helping to stop the progression to landfill and contamination of our environment.

Mars Petcare Australia's General Manager Barry O'Sullivan said: "We're proud to join the REDcycle Program and share the responsibility for the packaging's best end-of-life outcome by collaborating with our retailers and our customers."

"Our (Mars) Sustainable in a Generation Plan is designed to help us grow in ways that are good for people, good for the planet and good for business. Today we're thrilled that through the initiative of our Associates, we have a solution to help combat environmental harm and supports our ambition to be a leader in sustainability".

[REDcycle's program](#) is a supermarket-based recycling program that invites consumers to gather together their empty soft plastic packaging and unwanted shopping bags and return them to their nearest Coles or Woolworths supermarket for recycling.

In partnership with Coles and Woolworths, REDcycle currently provides Australian consumers with over 900 retail drop-off points. By partnering with REDcycle, Mars Petcare Australia joins FMCG brands such as [Helga's](#), [Kellogg's](#), [Arnott's](#) and Birds Eye.

Once collected, REDcycle in conjunction with Australian manufacturer [Replas](#), recycles the plastic into a range of sturdy products suitable for use in schools, parks and public spaces. The range includes outdoor furniture, decking, dog agility and human fitness circuits, signage, bollards and traffic control products.

Currently, just over three million pieces of soft plastic (bags and packaging) returned by Australian consumers are recovered and recycled every week by RED Group.

The model is aligned with the objectives of the Australian Packaging Covenant and provides a way for each participant in the product packaging lifecycle, from brand owners to retailers and consumers, to play a role in a more sustainable and worthwhile end of life outcome.

Elizabeth Kasell, director of RED Group the Melbourne-based company behind the REDcycle program said "We are delighted to welcome Mars Petcare to the program. Our process represents a great use for consumer soft plastic waste. Not only is it diverted from landfill, it is turned into something valuable".

"Since the program commenced in 2010, thanks to the efforts of Australian consumers and REDcycle, over 380 million pieces or 1930 tonnes of soft post-consumer packaging waste have been diverted from landfill, that's enough to circle Australia 3.5 times," Ms Kasell added.

## FAST FACTS

- Mars Petcare is the first Australian pet food manufacturer or distributor to join the program
- Millions of tonnes of post-consumer plastic are now able to be recycled
- Currently, three million pieces of soft plastic (bags and packaging) returned by Australian consumers are recovered and recycled every week by RED Group
- Since the program commenced in 2010, over 380 million pieces or 1930 tonnes of soft post-consumer packaging waste have been diverted from landfill - enough to circle Australia 3.5 times
- Mars Petcare is the largest donator of pet food in Australia, making its 4<sup>th</sup> donation to PetRescue in October 2017, bringing the total donated in the last 24 months to \$4 million of premium pet food

### **For more information and interview requests contact:**

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### **Notes to Editors:**

#### **Mars Petcare Australia**

Mars Petcare is the world's leading pet food and veterinary care business that strives to make A Better World for Pets® every day. Mars Petcare believes that pets make our lives better and that pet ownership brings joy and benefits which should be accessible to everyone. Mars Petcare has a number of leading brands including PEDIGREE®, WHISKAS®, DINE®, ADVANCE®, OPTIMUM®, SCHMACKOS®, ROYAL CANIN®, EUKANUBA®, IAMS®. Key specialty brands include the WALTHAM Centre for Pet Nutrition®, a leading scientific authority on pet nutrition and wellbeing. Mars Petcare has more than 75,000 Associates across 50+ countries all dedicated to building 'A Better World For Pets'.

For more information, visit [www.mars.com](http://www.mars.com)

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