

REDUCING PLASTIC = FANTASTIC

Look how much plastic you can save
each year by using these 4 alternatives.
Together we can help reduce the global
impact of plastic on our planet!



= **783**
PLASTIC
BAGS



= **83**
PLASTIC
BOTTLES



= **1256**
PLASTIC
CUPS



= **295**
PLASTIC
STRAWS



KNOW YOUR PLASTICS



PET – Polyethylene Terephthalate

PET or PETE, as it is also known, is commonly used for fizzy drinks, water bottles. This product can be widely recycled.

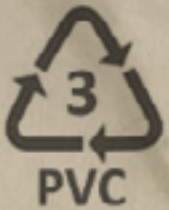
RPET is as above & is already working it's way through the recycling system.



HDPE – High-Density Polyethylene

HDPE is used for milk bottles & household cleaning products.

Can be easily recycled.



PVC – Polyvinyl Chloride

PVC or Vinyl has a variety of uses – plastic piping, carpet backing and window/door frames. This product has a limited recycling capacity.



LDPE – Low Density Polyethylene

LDPE is used for bin liners, packaging film, squeeze bottles and carrier bags. Requires specialist recycling.



PP – Polypropylene

PP is used in food and non-food containers, margarine tubs, microwaveable meal trays. Its fibres are also used for carpets, wall coverings and vehicle upholstery.

Requires specialist recycling – check with your local facility.

The Lifecycle of a Coca-Cola Bottle

DID YOU KNOW

100%

All our bottles and cans are 100% recyclable.



▲ **Enjoying:** once purchased, our drinks are enjoyed by our consumers.



▲ **Retailing:** our drinks appear on shelves to be sold to consumers.



▲ **Filling:** the bottles are then filled with our drinks and put into boxes, ready to be transported to retailers to be sold.

DID YOU KNOW

6 weeks

The time it takes for bottles which have been collected and recycled to return to shelves - thanks to the partnership between Clean Tech and Coca-Cola.

▶ **Recycling:** empty plastic bottles are recycled.



DID YOU KNOW

57%

The amount of used plastic bottles recycled each year - more needs to be recycled so we can produce more recycled plastic.

▶ **Collection:** recycling is collected and taken to the local waste processing facility.

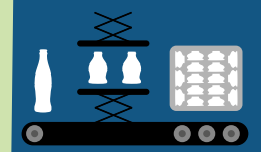
DID YOU KNOW

0%

At all our factories across the UK, no waste ends up at a landfill and all electricity used is from renewable energy sources.

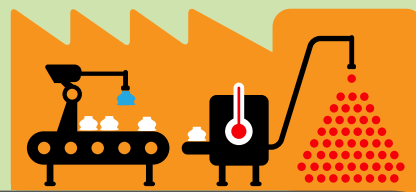


LOCAL WASTE



▼ **Processing:** plastics are baled together and transported to Clean Tech.

CLEAN TECH



▶ **Sorting:** the plastics are then sorted to separate out the clear and blue plastic bottles which are cleaned and shredded to make recycled plastic pellets.

DID YOU KNOW

60%

less energy is used producing recycled plastic compared to virgin plastic.

DID YOU KNOW

50%

Our aim is to increase the amount of recycled plastic in all our bottles to 50% by 2020.

▶ **Blending:** both recycled plastic and virgin plastic pellets are blended together and made into a small plastic tube which will then go on to make our bottles at our factories.

▶ **Manufacturing:** once at our sites the small plastic tubes are blown like a balloon to make our iconic bottles, across our 20 brands.

