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Coles awards Visy & Schweppes for 100% recycled bottle

- Coles saves over 130 million bottles per annum from being made from new plastic -

An innovative 100% recycled and recyclable Coles Brand water bottle, which eliminates the need for new plastic, has earned Visy and Schweppes recognition as Coles Brand Packaging Supplier of the Year.

The Coles supplier award follows the completion of the innovative 100% recycled and recyclable Coles Brand water bottle in February this year after 18 months in development.

Rather than being produced from new plastic, the lightweight water bottle is made in Australia from old bottles which have been ground down, cleaned and reformed.

As a result of the innovation, all Coles Brand 330ml, 600ml and 1.5ml water bottles are now 100% recycled PET, with consumers able to enjoy a new standard in water bottle material for the Australian market, while not compromising on safety or quality. These recycled bottles can continue being recycled through normal channels and are still strong and sustainable enough for reuse.

The move makes a major difference to Coles' environmental and sustainability efforts, potentially saving over 130 million bottles per annum from being produced from new plastic. When stacked end to end, it's estimated these bottles would reach 31,000kms per year - twice around Australia.

Coles Managing Director John Durkan said the partnership between Coles, Visy and Schweppes had been a huge success and something that all three companies are thrilled to be a part of.

"Coles is proud to be the first Australian supermarket - and in fact one of only a few brands globally - to offer a 100% recycled and recyclable bottle. Without the fantastic work of Visy and Schweppes, we wouldn't have been able to make this happen," he said.

"Operational trials were conducted over many months to perfect material specifications and these packed water bottles were then extensively tested to ensure they are safe and there was no compromise to the customer. We believe we have set a new standard in water bottle material for the Australian market."

Visy General Manager Insights & Innovation, Richard Macchiesi, said he was delighted the company had received the Coles Brand award in recognition of the development of the recyclable PET water bottle. Visy assisted Coles and Schweppes in the technical, labelling and manufacturing developments and developed a unique labelling system for the promotion of the recycled content.

"Visy's recent \$40m investment in a recycled polyethylene terephthalate (PET) and high-density polyethylene (HDPE) facility at Smithfield, NSW has created a range of new opportunities for our business and clients," he said.

"Working closely with Coles and Schweppes to develop a 100% recycled PET water bottle was an exciting project that brought genuine innovation to the retail shelf."

Schweppes Australia Chief Commercial Officer Darren Tandler said: "As well as launching rPET across key Schweppes brands, we are proud to have been able to partner with both Coles and Visy to deliver 100% recycled PET to the Coles branded water range.

"This has been a key project that has included a cross-functional team of people from multiple manufacturing sites and internal departments. This strategic three-way partnership has showcased the active commitment all parties have to sustainability and what can be achieved when working collaboratively towards the same goal."

The awards were made at the Coles Brand Supplier Conference in Melbourne this month. Other category winners were:

- **Devondale Murray Goulburn at Laverton, Victoria and Erskine Park, NSW**, who was winner of the dairy category, in recognition of their 10-year partnership with Coles, which has resulted in the \$160 million investment in two new factories and improvement in milk quality and shelf life.
- **Norco at Lismore, NSW and Labrador, Qld**, who was winner of the grocery category, in recognition of their innovation and the immense popularity of their Coles Brand peanut butter ice cream.
- **Tripod at Bacchus Marsh and Bairnsdale**, who was winner of the fruit and veg category, in recognition of its investment in state-of-the-art washing and drying technology to improve quality, reduce damage and increase shelf life of Coles Brand bagged salads.
- **Lifestyle Bakery at Adelaide**, who was winner of the bakery category, in recognition of their quality Coles Brand gluten free bread.
- **Schweppes and Visy**, who were winners of the packaging category, in recognition of the water bottle they produced entirely from recycled PET.
- **Kailis Brothers and Kylie Australia**, who were winners of responsible sourcing category, in recognition of their success in converting their entire Coles Brand bagged seafood range to certified sustainable sources.
- **Ross Cosmetics**, who received a special award for best long-serving Coles Brand, recognising almost 70 years since they graced Coles' aisles with the range of Starlet cosmetics.

For further information or high resolution images, please contact Julia Balderstone, Coles on 0409 570 107 or by email on julia.balderstone@coles.com.au

Pictured from left to right is Visy Plastics General Manager of Sales & Business Development, Rob Costelloe, Coles General Manager for Grocery, Non-Food and Multichannel Brendan Sweeney, Schweppes Head of Retailer Brands Rebecca Tilly and Coles General Manager for Responsible Sourcing and Quality Jackie Healing

