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AWARD RECOGNISES ONGOING PROMOTION OF AEROSOL RECYCLING IS THE KEY TO RAISING RATE OF RECYCLING

In recognition to their consistent efforts to promote aerosol recycling to the community, Visy Recycling have been awarded the 2001 Aerosol Industry Award for Best Support of Recycling.

“Through their quality displays at shopping centres and festivals, their educational material for householders and their website, Visy have taken a strong and committed approach to promoting the recycling of steel cans including aerosols”, said Mike Vendy, Chair of the Steel Can Recycling Council, who presented the Award.

“With its strong national infrastructure and its partnership with local councils and industry groups such as BHP Packaging Products and the Steel Can Recycling Council, Visy is playing a significant role in delivering this message to the 90 percent of Australians who have access to steel can recycling”, said Mike Vendy

The national steel can recycling rate currently stands at 41%, and Mike Vendy said that “increasing public awareness about the recyclability of aerosols and other steel cans will be the key to raising this figure to the Council’s target of 45%”.

Philip Fleming, Executive Director of the Aerosol Association of Australia advised that the aim of this Award was to recognise an organisation whose efforts have engendered a strong community awareness of aerosol recycling.

“It also reflects the AAA’s strong commitment to aerosol recycling.

“Over 70% of Australian aerosols are made of steel (tinplate), and it is only through consistent efforts by companies such as Visy Recycling that consumers will increase their recycling of steel aerosol products,” Philip Fleming said.

Background

This Award was announced at the Australasian Aerosol Industry Awards, which were held at the Wentworth Hotel on May 23, 2001.

The aim of the Awards, which were established in 1994, is to celebrate the aerosol package by recognising achievements in areas such as aerosol recycling, technical innovation, marketing excellence and export.

For further information, please contact Philip Fleming on 02 9633 9011 or 0414 902 821.

or visit the following websites:

www.visyrecycling.com.au

www.steelcans.com.au

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