

New BSI PAS 2020 on Direct Marketing does not reflect reality in the paper recycling industry



Today's publication by BSI of PAS 2020 'Direct Marketing – Environmental Performance – Specification' on environmental management of direct marketing campaigns is a laudable initiative to address this important area. However, the conclusions that it draws about the recyclability of certain materials does not reflect the reality of the paper recycling industry.

The document states that brown paper, including envelopes, is not currently collected within the majority of UK kerbside recycling systems and therefore should not be the material of choice. Confederation of Paper Industries (CPI) does not agree that kerbside collection should be the single criterion used to determine recyclability. CPI can not accept this part of PAS 2020.

Brown paper, including envelopes, is readily recyclable and the majority of this material is already made from recycled fibre. Discouraging the use of a product made from recycled materials that is easy to recycle makes no sense. If kerbside opportunities do not exist, then they can be easily recycled within the corrugated cardboard collection systems through bring or civic amenity sites.

There are large variations in UK Local Authority kerbside collection systems, based on contractual arrangements between local authorities and their end market reprocessors. If a particular collection system is employed for recycling into newsprint then they may not want brown paper, including envelopes or cardboard. However, if they are recycling into paper for corrugated cardboard boxes or other uses then brown paper is very desirable. None of this alters the basic fact that household paper – both white and brown – is readily recyclable.

To determine recyclability simply by the popularity of collection method employed is not appropriate when a product is easily recyclable with clear end-market demand. There should be no differentiation in this standard between white and brown paper.

This reinforces the CPI position that there needs to be a greater understanding of the realities of recycling, focused on what is genuinely recyclable for the benefit of both the environment and the economy.

ENDS

For further information please contact Andrew Barnetson, Corrugated Sector Manager, on 07775 771662 or email abarnetson@paper.org.uk.

Notes to Editors

- For additional information on the UK paper industry, in the first instance, please contact Catherine Waterfield, External Affairs Coordinator, on 01793 889612 or email cwaterfield@paper.org.uk. Alternatively, please visit: <http://www.paper.org.uk>.
- CPI is the voice of the paper industry in the UK, representing papermakers, tissue manufacturers, corrugated packaging producers and recovered paper merchants.
- The Recovered Paper Sector integrated and independent Recovered Paper Merchant Members manage around 67% of UK collected recovered paper.
- The Recovered Paper Sector Mill Members utilise around 75% of UK used recovered paper.