



Coles thanks Kingston

Coles' Kingston customers have been recognised as one of Australia's most environmentally friendly communities after participating in a world-class recycling program that turns plastic material into furniture and other products, including seats for schools and pre-schools throughout the country.

Since 2012, the recycling initiative has seen Coles Kingston produce 14 kilograms per week, the equivalent of approximately 3500 units of recycled plastic towards REDcycle's recycling program.

In an Australian-first, Coles and RED Group developed the REDcycle program, whereby Coles' customers return their plastic bags and soft plastic packaging to dedicated bins in-store for recycling.

The program has set new standards in recycling and sustainability by diverting flexible plastic bags and packaging, such as biscuit packets, lolly bags, frozen food bags and bread, rice and pasta bags, from landfill.

Coles Kingston customers have contributed to Coles reaching a milestone of 100 million units

of soft plastic being collected nationally; enough soft plastic to stretch 40,000 kilometres, or completely around the mainland coast line of Australia. Victorian manufacturer, Replas, transforms the material into furniture and other products, including 155 benches for schools and pre-schools throughout the country.

Coles Kingston Manger, Michael House said that he is overwhelmed by the positive response from the community and their willingness to participate in a project that will benefit Kingston for generations to come.

"Kingston has gone above and beyond to support this worthwhile project from Coles and the REDcycle partnership. We are delighted that our store and wider community have been able to work together to achieve this amazing recycling feat," said Michael.

Elizabeth Kasell, RED Group Director of Development said it's wonderful to see that Kingston has supported this collaborative program that gives back twice – by helping reduce landfill and then by developing Australian made recycled furniture that will be put to great use in schools and other areas of the community.