



**MEDIA CONTACT:** Rita Holmes

**TEL:** (03) 9770 8390

**DATE:** 4 June 2013

Ph: 1800 REPLAS (737 527)

Fax: (03) 9770 8390

Web: [www.replas.com.au](http://www.replas.com.au)

Email: [info@replas.com.au](mailto:info@replas.com.au)

**FOR IMMEDIATE RELEASE**

---

## **The REDcycle rollercoaster**

The REDcycle program has gathered such momentum that Coles will launch the collection points in 96 new stores throughout Australia.

The collection points offer customers something that kerbside recycling programs do not currently offer - a convenient and responsible way to recycle a range of plastics including cling wrap, bread bags, frozen food packaging, and rice and pasta packets.

From early June Victorians will have access to 24 new in-store collection points. Hobart will have 7 stores featuring the REDcycle bins and Canberra will have 8 stores where customers can return their soft plastics.

REDcycle is set to take Perth by storm with 58 stores to rollout the collection bins from mid-June.

Coles will expand the 'win a seat for your school' competition to these states with entries closing on the 31<sup>st</sup> of October.

Community support for this program is helping to divert tonnes of plastic waste into recycling rather than ending up in landfill.

The collected waste is delivered to RED Group for processing and then forwarded to Replas to be recycled into long-lasting outdoor seats for schools and kindergartens.

Coles has received support for this trial from the Australian Packaging Covenant and the EPA Victoria.

-MORE-

## **Company Profile**

Replas is an Australian company that since 1991 has developed world leading technology to reprocess Australia's plastic waste into a range of recycled-plastic products suitable for outdoor use. The range of over 200 products not only help reduce the amount of plastic going to landfill, but also offer an ethical alternative to the unnecessary use of virgin materials.

Replas' state-of-the-art range of robotic machinery ensures production operates with a high degree of energy efficiency and provides customers with a more consistent and cost effective product. Continual development in design has produced a range of unique products including outdoor furniture, bollards, signage and decking.

Replas products are designed to last. Recycled plastic is resistant to termites, microorganisms and moisture, and will never split, rot, crack, or need painting.

For more information on Replas please visit [www.replas.com.au](http://www.replas.com.au)

-ENDS-

---

### **For further information contact:**

Rita Holmes  
Communications  
(03) 9770 8390.  
[www.replas.com.au](http://www.replas.com.au)

.