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Following the Paper Trail

During the recent **RWM exhibition** at the NEC, local authority visitors had the chance to visit the **Smurfit Kappa SSK paper mill in Nechells, Birmingham**. Representatives from councils across the country took the opportunity to see exactly what happens to the material collected through the fully traceable paper recycling service that Smurfit Kappa Recycling already provides for eighteen councils.

"When the materials markets collapsed late last year, it became even more important for councils to find reliable contractors who could guarantee collections and offer transparency of final destination. We can do this because our paper mills provide a reliable market for 500,000 tonnes of material annually," said Smurfit Kappa Recycling's Managing Director, Simon Weston. "At RWM we found that so many local authorities wanted to visit the mill that we have decided to extend the scheme to run on a regular basis over the next 12 months. We will be running regular mill tours at the Birmingham mill and have extended eligibility to include both local authority and commercial third party personnel."

Smurfit Kappa Recycling provides bring banks at hundreds of local authority sites where residents can recycle their mixed papers that include newspapers, magazines, cardboard, directories, Yellow Pages, envelopes and all fibrous-based packaging materials from cereal boxes to ready-meal sleeves. It also offers councils the option to deliver direct to its mills or any of its eight depots located across the country (all now certified to BS EN ISO14001, the internationally-recognised Environmental Management System Standard, and OHSAS18001, the Occupational Health and Safety Management System Standard).

"Increasingly councils are finding that we can meet their requirements for a sustainable UK solution which maintains material quality and minimises carbon footprints, with a cast iron guarantee that all of their paper and card will be used in our mills," says Mr Weston. To book a place on the next Smurfit Kappa Recycling paper mill tour contact Mike Challans. (Tel 01827 892100)

