

## KELLOGG'S RECYCLING SUCCESS



- Kellogg's Manchester product-packing factory has a waste reduction and recycling success
- Well on track to achieve zero landfill target by 2015 or earlier
- Waste reduction and recycling with reusable Dolav pallet bins is saving money
- All of Kellogg's Corn Flakes, Rice Crispies, Frosties, Crunchy Nuts and CoCo Pops sold in the UK and Ireland are put in packets in Manchester.

### Recycling process

- Kellogg packers separate plastic inner liner, carton or food waste into line-side Dolav Ace bins
- Using Dolav Ace containers, non-food waste is forklift-tipped into recycling skips
- Marks the end of compacting for landfill
- Closes the gap for Kellogg reaching zero landfill target for food packaging waste
- Kellogg sends any food waste to animal food production and recycles corrugated board waste

### Results delivered

- In one year Kellogg increased packaging waste recycling from 45% through 60% nearing 80%
- Total waste is reduced by one quarter.
- Financial benefits come from reduced tonnage to landfill
- By recycling, Kellogg earns a rebate to offset its already reducing landfill tax.

### The Dolav Ace

Dolav introduced the Ace, especially for the food sector and for tough recycling environments, fitted the bill and is at work line-side with the UK's best-known breakfast cereals.



"The Dolav pallet bin strong enough to stand up to punishment by forklift drivers, who treat it as a waste bin. With strong runners underneath for tipping and is made in tough, food-grade plastic which meets Kellogg's food-quality standards,"

Harry Almond,  
Environment Manager, Kellogg, Manchester



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