

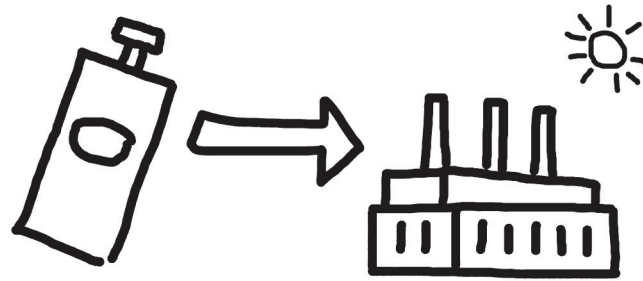
We've had a bright Idea...



FLAVIA® have created a special Waste-to-Energy programme, in association with Save-a-Cup, which enables used FLAVIA packs to be recycled into energy.

How does it work?

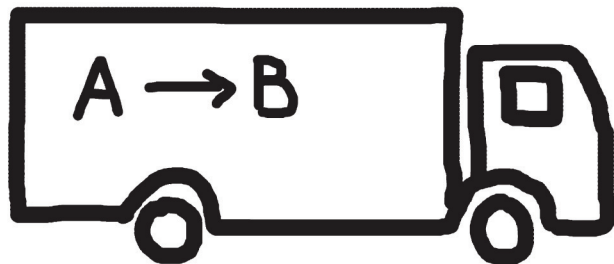
Used FLAVIA packs are collected by Save-a-Cup and sent to a Waste-to-Energy plant to be turned into electricity. This plant feeds electricity into the national grid, reducing the need to use non-renewable fossil fuels.



What do I need to do?

- 1 Contact Save-a-Cup and fill in a simple registration form
- 2 Collect your used FLAVIA packs in the pink sacks provided
- 3 Save-a-Cup will come along and take the sacks away to be converted into energy

If all FLAVIA packs were part of the scheme, enough energy would be generated to light 10,000 homes for a year.



The Benefits

By joining the scheme you will:

- Contribute to meeting your environmental targets and satisfying corporate recycling policies
- Show your employees that their voice is heard
- Advertise your green credentials by using the Save-a-Cup logo

Did you know...

FLAVIA packs weigh just 2.3g, less than half the weight of a soft drink bottle cap, and consist of very few materials. Up to a thousand of these light FLAVIA packs can fit into each pink sack.



Frequently Asked Questions



Q: Why can't I recycle FLAVIA packs?

A: Currently no authority in the UK provides a municipal recycling option for FLAVIA packs, however, FLAVIA have established an energy-recovery scheme through Save-a-Cup, which is a more environmentally sustainable solution than disposal to landfill.

Mars Drinks are working with a government nominated environmental consultancy to create solutions that will allow FLAVIA packs to be recyclable in the future. We hope to deliver a recycling solution by the end of 2008.

Q: What about air emissions?

A: Carbon Dioxide (CO₂), Dioxins and heavy metals tend to be the main emissions of concern with Waste-to-Energy schemes.

It is important to note that Waste-to-Energy plants are the most tightly legislated of all waste management processes and are regulated at a national and EU level.

The production of dioxins is associated with the presence of chlorine. Any chlorine containing

compounds were removed from all Mars Drinks packaging several years ago to ensure FLAVIA packs burn cleanly.

Our coffee and tea contains minerals and elements naturally absorbed by plants as they grow. These traces are insignificant compared to legislated levels and do not present an environmental problem having been derived from a natural source.

Q: Will this have an impact on climate change?

A: Whilst the Waste-to-Energy process does release CO₂, this greenhouse gas is 20 times less potent than the methane realised from landfill sites.

Why wait? Contact
Save-a-Cup on
01494 510167
and sign up
TODAY

The energy recovered from FLAVIA packs will displace the need for an equivalent amount of electricity to be generated at a power station, saving the release of CO₂ from burning non-renewable fossil fuels. Research has found that electricity-only incinerators emit 40% less CO₂ than a coal power station.

Q: What about the aluminium in the FLAVIA pack?

A: The aluminium layer is essential in ensuring the freshness of our product and weighs less than half of the weight of a soft drink can ring pull. On burning, it has no harmful emissions and the white ash left is collected for use in road construction.

Mars Drinks are continually looking for solutions to minimise our packaging whilst ensuring our consumers receive the highest quality drink. Over the last three years we have reduced the weight of our tea packs by 20%.



save a cup

www.saveacup.co.uk