

# CPI Broadens OPRL Ownership

**The Confederation of Paper Industries (CPI) is the latest organisation with an interest in materials recycling to join the expanding ownership of OPRL Ltd, the not-for-profit running the UK's most widely recognised packaging recycling label scheme. It is a further step in the migration of the company to sit at the heart of the recycling sector.**

CPI joins the Alliance for Beverage Cartons and the Environment UK (ACE UK), the Local Authority Recycling Advisory Committee (LARAC) and Recycling of Used Plastics Ltd (RECOUP) as guarantors of OPRL Ltd as the British Retail Consortium (BRC) now steps back from its longstanding involvement as an owner. The shared ambition of all the organisations is to achieve greater and more effective recycling of packaging materials to establish a truly circular economy.

Simon Weston, CPI Director of Raw Materials, said "We've been keen supporters of the OPRL scheme for some time, working closely with OPRL and WRAP to ensure the correct information is given on the recyclability of fibre-based packaging and advising on innovative materials. Coming in to the company as a joint guarantor is the natural development of that relationship as together we tackle some real challenges in recycling and food grade packaging, in particular. We know consumers are looking to industry to solve some knotty technical issues."

Jane Bevis, Chair of OPRL Ltd, added "We're delighted to welcome the CPI to our increasingly diverse guarantors. Building bridges with others committed to increasing the recycling of packaging is essential to break through the current ceiling on recycling rates. The technical capability that the CPI adds in understanding paper and card based packaging issues extends our evidence-based approach, giving consumers further assurance that our labels can be trusted."

"We're also very grateful to the BRC for all their support over the last 9 years. It was the vision of BRC members wishing to engage their customers, working with WRAP, that led to the development of our labelling scheme, and it was their commitment that built consumer recognition to the current high levels, now as high as 90 percent among young consumers. Retailers continue to be an important part of our membership - also becoming increasingly diverse - and we will remain close to the sector. We have now opened up specific membership categories for packaging manufacturers and designers as we extend our range of services beyond labels."

## ENDS

For further information contact Mike Dobson, Communications & Public Affairs Manager, CPI on 01793 889612 or Jane Bevis, OPRL on 07585 047457, or visit [www.oprl.org.uk](http://www.oprl.org.uk)

## NOTES TO EDITORS

1. OPRL Ltd operates the UK-wide On-Pack Recycling Label scheme used by over 550 brands. CPI joins ACE UK, LARAC and RECOUP as owners, giving a broad base of support. OPRL is an independent not-for-profit company limited by guarantee.



*Simon Weston  
CPI Director of Raw Materials*



2. The Confederation of Paper Industries (CPI) is the leading trade association representing the UK's Paper-based Industries, comprising paper and board manufacturers and converters, corrugated packaging producers, makers of soft tissue papers, and collectors of paper for recycling.
3. CPI represents an industry with an aggregate annual turnover of £6.5 billion, 25,000 direct and more than 100,000 indirect employees.
4. The new ownership enables closer working, sharing of evidence and expertise, and ensures the OPRL scheme is networked with recycling industry experts. It also promotes the scheme with local authorities as part of engaging consumers in more and effective recycling.
5. WRAP said in its Consistency of Collections Report, September 2016, "Brands and retailers not currently using the widely recognised On Pack Recycling Label labelling scheme are strongly encouraged to adopt this labelling on all packaging placed on the UK market."
6. The OPRL label has three categories which tell consumers how likely it is that their local authority will accept specific packaging materials for recycling.
  - Widely recycled (75% or more of UK local authorities collect that type of packaging).
  - Check local recycling (between 20% and 75% of UK local authorities collect that type of packaging).
  - Not currently recycled (fewer than 20% of UK local authorities collect that type of packaging).
7. OPRL's consumer recognition and response figures are taken from online and face to face survey of UK residents in August and September 2016 that showed at least 7 in 10 consumers recognised and acted on the label, rising to 9 in 10 amongst 18-24 year olds and 8 in 10 among 25-34 year olds.
8. OPRL is developing a range of tools to support members in designing and producing recyclable packaging, engaging consumers in recycling it effectively, and local authorities in collecting it. Our ambition is to support every stage in the packaging materials cycle to help realise a truly circular economy. Expanding membership to packaging designers and manufacturers is another step towards that ambition.
9. For facts on the UK's Paper-based Industries please visit: [www.paper.org.uk](http://www.paper.org.uk).