

# New Recycling Labels

You may have noticed some recycling symbols appearing on packaging. They are designed to help you know how each part of the packaging can be recycled.

The On Pack Recycling Labelling (OPRL) scheme was launched in March 2009 by the British Retail Consortium (BRC) with support from WRAP, in response to requests from shoppers for more standardised and easy to understand advice on what products can be recycled.

It is being used on over 60,000 product lines by over 100 grocery and non-grocery, brand and retail members, including Boots, B&Q, Heinz, Innocent, John Lewis, Pets at Home, Sainsbury's and Wilkinsons (a full list can be found at [www.oprl.org.uk/members](http://www.oprl.org.uk/members)).

## How does it work?

The label shows whether the packaging is likely to be recycled in your area using three simple symbols.

'Widely recycled' labels **(1.)** are used where more than 65% of local authorities collect that packaging material for recycling from the kerbside. However, it does not necessarily mean that schemes can accept the material so do still check with your local authority.

The "check local recycling" label **(2.)** on a black background means that the specific packaging material is collected by between 15% and 65% of local authorities at the kerbside. It's important to check locally for these materials.

The crossed-through symbol **(3.)** on a black background means that fewer than 15% of local authorities currently collect the material – it's worth checking to see if yours is one of them.

To find out what can be recycled in your area visit [www.recyclenow.com](http://www.recyclenow.com) and simply enter your postcode, or contact your local authority direct.



1.  **SLEEVE – CARD**  
widely recycled
2.  **TRAY – METAL**  
check local recycling
3.  **FILM – PLASTIC**  
not currently recycled

 **recycle**  
for your community

To find out more about how  
you can recycle and reduce  
your waste please visit:

[www.recyclenow.com](http://www.recyclenow.com)



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