

12th October 2021

PRINGLES EXPANDS RECYCLING POINTS ACROSS UK

Public drop off points for iconic Pringles tubes to be in up to 85 per cent of council areas

Pringles has today taken a major step towards its recycling commitments by expanding its partnership with recycling company TerraCycle to create 500 new collection points for its tubes.

By providing more TerraCycle public drop off locations, and with the continuation of ACE-UK Bring Banks taking containers with metal ends*, the aim is for consumers to be able to recycle in up to 85 per cent of council areas across the UK.

Kellogg's, the company that owns Pringles, aims to have 700 TerraCycle recycling points in addition to the existing 330 ACE-UK Bring Bank collection points, by January 2022. This is an increase from 57 per cent of UK council areas which currently has easy access to drop off locations for Pringles.

To help its shoppers recycle their Pringles tubes there will be a new on-pack recycling label that highlights the tube can be recycled at a collection point and the lid in the home recycling bin.

The empty tubes from both collection schemes will be taken to a specialist recycling facility in West Yorkshire, operated by Sonoco Alcore, where the fibres from the recycled cartons will be turned into industrial tubes and cores, which are used to wrap paper, man-made fibre yarns, and metal and plastic film around for industrial applications.

Helen Potter, sustainability lead for Pringles said: "We want to do more to help people recycle their Pringles packaging as we continue to work on the development of a new tube. At Kellogg we are committed to making all our packaging recyclable, reusable or compostable by the end of 2025. This is another great step forward."

Julien Tremblin, General Manager, TerraCycle Europe said: "We are thrilled that Pringles have made the decision to expand the number of drop-off locations available to consumers. This programme has proved very successful and it is great to see a brand taking the issue of waste seriously and offering a viable solution to their shoppers."

Last year Pringles also trialled a new tube made of recycled paper which was widely recyclable in home recycling bins.

For more information about how to apply to set up a community collection point click here <https://www.terracycle.com/en-GB/brigades/pringles>

- ENDS -

For further press information, please contact Kellogg's press office on 0161 869 5293 / pressoffice@kellogg.com

Notes to Editors

*alongside food and drink cartons