



Announcing the Launch of a New National Recycling Program for Schools

'RED' IS THE NEW GREEN

It's called RED but it is in fact green.

RED stands for 'Recycling + Education = the Difference', an Australian-developed primary school educational program that provides value for parents and schools, but also educate students about thinking and acting sustainably.

In essence, the RED initiative involves five simple steps;

USE / REUSE / COLLECT / RECYCLE / USE

STEP #1 USE – Through their school, students can purchase RED reusable, recyclable school items from the RED range. Products include:

- pencil case
- reader bag
- art smock
- fold up library bag
- school chair bag
- lunch order bag
- school payment envelope
- drink bottle

All RED items are made solely from 100% recyclable polypropylene material (like the supermarket Green Bags), except the drink bottle which is made from 100% recyclable LDPE. Each piece is printed with the RED logo and space for the child's name and can be customised with the school name for a small additional charge.

STEP #2 REUSE – Students use and reuse the RED items until they are ready to be recycled – usually 12 months or more, depending on the timeline chosen by the school - and then return them to the school in readiness for recycling.

STEP #3 COLLECT – Green Bag Co. arranges collection of the used student RED items as well as used supermarket green bags, and other polypropylene product by sponsoring a "Green Bag Drive" for each participating school.

STEP #4 RECYCLE – The collected RED waste is sent to our recycling partners at Replas in Victoria where it is recycled into fun, sturdy playground furniture, signs, walkways, or garden beds exclusively designed for Australian primary schools.

STEP #5 USE- The 100% recycled, Australian made RED tables, benches, and seats are then returned to the participating school to be used and enjoyed for years to come.

WIN-WIN SITUATION

The Australian manager for Green Bag Co. (Australia) and chief architect behind the program, Ms Elizabeth Kasell, says RED is a win-win situation for all parties.

“For a low cost, students can receive useful everyday school items that will last until the school is ready to turn them into a piece of recycled furniture for their playground. They can also contribute by collecting their parent’s used supermarket green bags and bringing them into school to generate more material for recycling and subsequently, playground furniture and other recycled outdoor products.

Green Bag will organise collection of the used RED items from participating schools and recycle them into practical, long-lasting playground furniture that is then returned to the school.”

According to Ms Kasell, for every purchase of RED school products, Green Bag will contribute 30% towards the cost of the recycling and manufacturing of the furniture, which is undertaken exclusively by Australian company, Replas.

“It’s our intention that each participating school receives a piece of furniture recycled made from the used RED products, so our contribution back to the program ensures smaller schools can also be involved, knowing there will be something in it for them.”

Ms Kasell says larger schools may in fact receive more than one item of furniture.

“It really depends on the number of RED items and used bags that are returned for recycling per school, but we are certainly committed to ensuring that every participating school receives a piece of recycled furniture. It is part of the educational process as well as a benefit to the school.”

TOUCH & FEEL

She says that being able to touch and feel the recycled playground furniture will help students to better understand and appreciate first-hand the importance of recycling and understanding that not all products need to end up in landfill.

RED school products are available in two colours – dark green and navy- and all items are branded with the RED logo and can also be branded with the school logo.

Schools can choose from the full range of playground furniture, signs, bollards, walkways, garden beds, all recycled from RED products. Furniture and other Replas products come in a range of colours and the finished product is sturdy, hard wearing, and maintenance free.

ABOUT GREEN BAG CO. (www.greenbag.info)

Green Bag Co. was established in 2001 and today operates in Australia, Japan, China, Europe and the United States.

The company’s core business is designing and producing reusable bags to replace environmentally unfriendly plastic bags. In other words, it provides a practical solution to a global environmental problem. In its lifetime, a single Green Bag can replace as many as 1200 single use plastic bags.

Green Bag products are made of non-woven polypropylene, which is 100 per cent reusable and recyclable.

ABOUT REPLAS (www.replas.com.au)

Repeat Plastics Australia P/L was formed in 2001 with the amalgamation of two of Australia’s most successful mixed plastics recycling companies. Both companies had been developing processing systems for post-consumer and post-industrial waste throughout the 1990s.

Replas currently produces over 200 robust, high quality products from 100% recycled material retrieved from Australia’s domestic and commercial waste streams. Utilising technology developed by its own engineers, Replas has become an Australian leader in the development of repurposed recycled products.

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