Welcome to Tetra Pak News.

I must begin by acknowledging recent developments within our operations. Reluctantly, we have taken the decision to consult our employees on ending roll-fed production at our Wrexham site. This has been a difficult decision, primarily driven by a combination of economic factors. If the proposal is confirmed, it will mean that production will cease towards the end of April 2011.

In any event, we will continue to serve customers from our base in Wrexham, which will house a finished goods warehouse and most of our market operations for the UK & Ireland. Through the establishment of a finished goods warehouse we aim to further improve the lead-time of packaging materials to our customers for the vast majority of designs.

I would like to recognise the exemplary professionalism with which the employees affected by this proposal have responded to the announcement. We remain committed to treating them with care, respect and dignity throughout the consultation process and beyond. The consultation itself will be completed at the end of January. We will communicate further news to staff, and then customers and other stakeholders, once that process is complete.

The remainder of this edition of Tetra Pak News will bring you news of progress and activity in other areas of our operations, particularly the ways in which we are demonstrating our environmental leadership. Environmental credentials, and a sustainable approach to product development and delivery, are becoming increasingly important to customers, retailers and consumers. Sustainability is becoming a mainstream issue and there is escalating scrutiny of a company’s commitment to it: both at a corporate level and through the products and services they provide.

Tetra Pak, of course, has a long track record in this area. A commitment to sustainability runs deep within our business and our products deliver many environmental benefits: they are made from renewable material, they are lightweight, recyclable and have a low carbon footprint.

We have a number of programmes through which we promote sustainability. For example, our partnership with WWF-UK is a major platform for raising consumer awareness of ‘renewability’ as a concept. Other relevant activities include our continued commitment to working with the Forest Stewardship Council (FSC) and our work with local authorities across the UK on promoting kerb-side collection of cartons for recycling. We continue to work closely with our customers to communicate these important initiatives. You can read more about our progress in all these areas within this edition of Tetra Pak News.

Looking ahead, I can only see that environmental considerations will play an ever greater role in the way we live our lives. They have to, if we are going to make better use of our planet’s precious natural resources. Tetra Pak is committed to playing its part and to promoting greater awareness, understanding and action among the areas and groups that we deal with.

With best regards

Rik Jacobs
Managing Director
Tetra Pak UK & Ireland
The Different Dairy Company launches ‘Organic For Us’

Over the summer, Donegal Creamery in Ireland launched a new milk brand, ‘Organic For Us’. As its name suggests, the milk is entirely organic, produced from cows that graze in pastures which are completely free from artificial pesticides and fertilisers. The farm at An Grianan does not use any GM feed.

Organic For Us milk is available in a number of packaging formats including Tetra Rex 1 litre cartons with screw cap.

AQUAPAX hits the shelves at Tesco

AQUAPAX mineral water has recently gone on sale in selected Tesco stores – in Tetra Prisma Aseptic packaging.

AQUAPAX is a natural, still mineral water. Its introduction to Tesco stores is a major step forward in allowing people to drink natural water in a lightweight and recyclable packaging solution. Tetra Prisma Aseptic packages are also airtight, renewable and incredibly lightweight.

AQUAPAX founder, Neil Tomlinson, commented: “This is a big step in helping our brand grow and allowing consumers a more ecologically sensible choice in the still mineral water market. The strong environmental credentials and fundamental integrity of the Tetra Prisma Aseptic carton really reflects our own ethics led philosophy; we are proud to be the forerunner in bringing premium quality still mineral water to consumers in an eco-chic, beautifully designed carton package.”

Rupert Maitland-Titterton, Environment & Communications Director at Tetra Pak UK & Ireland, said: “AQUAPAX were looking for an innovative solution to their packaging needs and what we had to offer fitted the bill perfectly. As the packaging features a screw cap opening, the bonus of carton packaging is that it can be re-sealed a number of times without needing to worry about leakage.”

GOOD Hemp, good environment

Braham & Murray, the UK’s largest producer of hemp seed, has launched GOOD Hemp – a deliciously creamy, lactose-free, soya-free beverage which is suitable for vegetarians and rich in Omega 3.

Henry Braham, co-founder of Braham & Murray, said: “GOOD Hemp successfully marries health and environmental benefits into one product. We have chosen these Tetra Pak cartons for our packaging as they are the ideal format – lightweight, low carbon footprint, and recyclable. They reflect the environmental values of the brand and complement the innovation of this product.”
Glanbia wins award for Super Milk

Leading Irish dairy Glanbia has received a Gold Award Irish at the Institute of Advertising Practitioners (IAPI) Advertising Effectiveness (ADFX) Awards for its campaign to promote ‘Super Milk’.

Avonmore Super Milk includes enhanced levels of Vitamin D, which helps to absorb and utilise calcium in the body (important for bone health). Research has shown that daily intake of Vitamin D in Ireland can be less than half recommended levels, due primarily to limited sunshine in the Irish climate.

Super Milk is sold in both whole milk and low milk varieties. It was the fastest growing brand in the Irish market between 2007 and 2009. It is packaged in 2 litre Tetra Rex, 1 litre Tetra Brik Square Simply Twist and 500 ml Tetra Top cartons, all of which appeal to different target consumers of this product.

A green cat is a happy cat

Delamere Dairy has launched ‘TopLife’ – the UK’s first cat food to come packaged in renewable and recyclable Tetra Recart cartons.

TopLife contains up to 90% meat, one of the highest meat content wet cat foods on the market, and provides an entire day’s portion of food in one carton – saving consumers money and unnecessary waste. Tetra Recart packaging suits the product perfectly because it is compact, lightweight, recyclable and made from a renewable source.

Ed Salt, Commercial Director at Delamere Dairy, said: “We really wanted to stand out from the competition and packaging is the first thing the customer sees. Once we have the customer interested, we are very confident our outstanding level of meat content and affordable price will keep them and their cats purring.”

innocent is a magnet for kids

In a repeat of its ‘Back to School’ campaign last year, innocent has promoted its range of smoothies for children by enclosing 3 mix & match magnets in multipacks. The campaign was supported by online and television adverts that promoted a special website, on which children can register their magnets, play online games and use their secret pack codes to boost their game points. The site also contains information for parents on the health benefits of innocent’s smoothies.
Tetra Pak supports ‘FSC Friday’

On 24th September, Tetra Pak joined forces with the Forest Stewardship Council™ (FSC) to celebrate ‘Forest Friendly’ packaging.

‘FSC Friday’ is an annual event, designed to draw attention to the environmental importance of forests. Forests are a natural ‘carbon sink’, and preserving them by applying high environmental management standards is a natural means of mitigating harmful carbon emissions.

FSC certification demonstrates that the paperboard used in product packaging comes from well-managed forests, and other controlled sources. ‘FSC Friday’ raises awareness of this certification and encourages consumers and companies to work together by prioritising products which meet these standards and display the FSC label.

Tetra Pak is a long-standing supporter of FSC. On ‘FSC Friday’, we joined other shops and businesses across the UK in celebrating the organisation’s role and work. Our activities included:

• posting FSC promotional material, including posters and factsheets, around our sites and publishing articles on our intranet
• giving every employee an FSC ‘goody bag’ including an FSC postcard, pen and two Ribena ‘Juiced Up’ FSC portion packs
• holding a company quiz, from which the winners received retail vouchers, an FSC hamper and ‘Go Ape’ tickets
• organising a ‘Name that Tree’ competition in our Wrexham and Dublin offices
• promoting a competition for children provided by FSC.

Over 1.5 billion Tetra Pak cartons in the UK and Ireland are now able to carry the FSC label. We provide 77% of our UK & Ireland customers with FSC-certified board and all the European mills we source our paperboard from are FSC ‘chain of custody’ certified (which means the sourcing process meets FSC standards at every stage, from forests though to distribution).

Product ranges using FSC-certified Tetra Pak cartons include:

• Napolina chopped tomatoes and the Sainsbury’s So Organic pulses range, which are available in FSC-certified Tetra Recart cartons;
• innocent’s ‘on-the-go’ kids’ smoothies, which are available in FSC-certified Tetra Wedge Aseptic cartons;
• Ribena ‘Juiced Up’ and Ribena Classic portion packs, which are available in FSC-certified Tetra Wedge Aseptic and Tetra Brik Aseptic cartons
• Avonmore milk, which Glanbia launched as Europe’s first FSC certified carton for dairy in Ireland, is now available in Tetra Brik Square cartons

Globally, Tetra Pak has committed to source paperboard from chain of custody certified paperboard mills only by 2015 and plans to certify the chain of custody of all its packaging material production plants by 2018.
WWF-UK and Tetra Pak: one year on and going strong

This Autumn has seen Tetra Pak and WWF-UK celebrate the first anniversary of our ground-breaking partnership to raise UK consumers’ awareness of ‘renewability’. And we have seen some fantastic results from our joint competition, ‘Your Renewable Idea’, which was launched in the Spring.

Renewability means choosing goods made from responsibly managed sources which, once consumed, can be replaced so that they may be enjoyed for many years to come. But whilst this is important, research shows that consumers don’t always understand what the phrase means or, even if they do, what they should do about it. Our partnership with WWF-UK is a three-year programme to raise consumer awareness and to inspire them to purchase products made from renewable resources.

In the first year, activity has centred on the ‘Your Renewable Idea’ competition. We have invited people to submit their best ideas on how to change people’s habits and lifestyles to get them “thinking and buying renewable”. Entries were submitted through the competition website, www.renewableidea.co.uk, and we have been thrilled with the response we have received.

By the time the competition closed for entries, at the end of October, we had received around 680 ideas from members of the public. These covered a wide range of areas, from energy-saving gadgets linked to children’s rides, to a school competition to design a new renewability logo for goods, to a Facebook renewability game. The breadth of entries showed just how widely we could support renewability in aspects of our daily lives. It has also showcased the great innovation and ingenuity that people can bring to bear on the topic!

Throughout the process, people could vote for their favourite ideas, right up until the end of November. As Tetra Pak News went to press, over 4,000 votes had been cast. This shows just how popular the competition has been.

The competition has also been helping to raise money for WWF-UK and the causes it supports. For every vote submitted, Tetra Pak is donating 10p to WWF-UK. This is added to the £1 it is donating for every idea submitted for the competition. These funds will support a project to help conserve the forest habitat of a number of rare species including the Persian leopard and other important conservation projects.

At the end of the voting period, the ten most popular ideas were collated in a shortlist. These are being reviewed by an expert judging panel, including representatives of WWF-UK and Tetra Pak.

The overall winner will be announced in the New Year and will receive up to £25,000 towards making their idea a reality. The idea will be developed and designed throughout 2011 by a joint team made up of the winner, Tetra Pak and WWF-UK. The individual behind the winning idea will also receive a £1,000 cash prize.

As we approached the end of the voting period, Tetra Pak UK & Ireland’s Director of Environment and Communications, Rupert Maitland-Titterton said: “The range of entries to this competition shows how renewability already touches our daily lives in many ways – without many of us even realising it. From the goods we buy in shops, to the packaging they come in, to the materials we use in buildings, we already use renewable resources.”

“But we need to go further, and to do this we need more people to understand what ‘renewability’ means and how they can help. That’s why our partnership with WWF-UK is so important. We would like to see as many people as possible voting for their favourite idea in the final month, and thereby supporting renewability as well as WWF’s vital conservation work.”

Visit the website: www.renewableidea.co.uk
Find the campaign on Facebook: www.facebook.com/renewableidea
Follow on Twitter: www.twitter.com/renewableidea

Make a difference with your own renewable idea

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Follow on Twitter: www.twitter.com/renewableidea
Tetra Pak continues to work with local authorities to help increase kerbside collection coverage even further. As a nation we consume an estimated 58,000 tonnes of paper-based cartons every year for milk, juice, sauces and other liquid foods and drinks – the equivalent weight of a whopping 337 blue whales, or 2.3kg per household, which could be recycled – so the easier we can make it for households to recycle, the better.

Fay Dashper, Recycling Operations Manager at Tetra Pak UK & Ireland, commented, “The latest breakthrough on kerbside collections is fantastic news for consumers, who can now recycle even more of their cartons. We and our industry partners are committed to increasing the level of carton recycling in the UK and our work with local councils across the country takes us and people living in these areas one step closer to achieving that.”

Kerbside collections on the rise

The UK reached an important milestone in recycling of household resources this November, with the news that 31% of local authorities are now collecting cartons for recycling at kerbside. This means 126 local authorities are now collecting cartons, with more poised to make the move next year. This is a sign of great progress – from a standing start several years ago. With carton recycling facilities now available in a total of 87% of local authority areas nationwide, and kerbside collections increasing year-on-year, households are now able to recycle far more of the resources they use.

Kerbside collection in action: Bournemouth

Back in 2006, Bournemouth Council introduced the ‘Big Bin, Little Bin’ kerbside recycling scheme across the borough. As part of the scheme, each household was provided with a Big Bin (240l) for recycling on a fortnightly collection and a Little Bin (140l) for weekly refuse collection. Flat properties were also included on the scheme, with the Council providing communal bins. In the first year of the scheme, Bournemouth’s recycling rate nearly doubled from 23% to 42%.

From the beginning, residents could recycle paper, cans, cardboard, plastic bottles and glass in their recycling bin. However, Bournemouth Council and residents are very keen to continue to increase the range of materials that can be recycled. The Council can now include bottle tops, windowed envelopes and telephone directories in Big Bin.

Carton recycling had been a regular topic at community events and for resident enquiries. Cartons make up 1% of Bournemouth’s residual stream, which considering their light weight is quite a feat! Now, after a number of months working closely with Viridor Waste Management (Bournemouth’s recycling contractor) and Tetra Pak, the Council is really pleased that food and drink cartons can be recycled in the kerbside recycling bin.

The news has proved very popular with the local media, featuring in radio bullets and regional TV news. The Council is holding a launch event in Bournemouth Square, where it will use a giant Ribena carton to spread the good news. And it has just received official confirmation that its recycling rate for 2009/10 has reached 50%.
Tetra Pak opens up new technology

In October, Tetra Pak hosted journalists from countries across Europe at the Stora Enso facility, near Barcelona. The visit was designed to showcase new technology at the plant to help the company separate aluminium from the waste stream.

The fourteen journalists were given a tour of the Semesa sorting station and Stora Enso’s recycling plant. They were shown the groundbreaking technology that has been introduced to recycle more from used cartons. This focuses on the 25% of material which cannot be recycled in the on-site paperboard mill – polyethylene and aluminium.

This material is cleaned and dried, and then introduced into a reactor without oxygen (a process called ‘pyrolysis’) which heats it at about 450 °C. This breaks down the polyethylene into gases such as butane and methane – which are used to generate energy for some areas of the paperboard mill – whilst the aluminium is recovered intact for re-use by the aluminium industry.

The visitors were also given talks from the Tetra Pak experts, who explained how the new facilities support the company’s overall commitment to sustainability.

Nick Price, Recycling Officer at Tetra Pak UK & Ireland, who visited the facility, said “This is cutting-edge technology. It’s early days, and the plant is not yet fully operational, but the innovative approach being pursued here suggests that this process could significantly enhance the effectiveness and efficiency of used beverage carton recycling”
Breaking down barriers to recycling

Carton recycling has come a long way in the past three years. More UK local authorities are offering recycling facilities than ever before: 87% of them now recycle cartons and 31% do so through kerbside collections from households.

This is fantastic news, of which Tetra Pak – along with ACE UK (the Alliance for Beverage Cartons and the Environment) – are really proud. But challenges remain, some of which currently hinder some local authorities from collecting cartons, particularly at kerbside.

There’s a distinction between source-separated and co-mingled kerbside recycling. While some kerbside collections of cartons are source-separated (which involves sorting at the kerbside into different parts of a collection lorry), most are done through co-mingled (where cartons are mixed in with other materials and separated later at a recycling facility). Neither system is a barrier – Tetra Pak is willing to work with Local Authorities wherever it can to deliver kerbside collections.

Switching to kerbside reaps huge rewards for carton recycling. WRAP studies show a 60% return for local authorities collecting these types of materials at kerbside. The effectiveness of kerbside collections is also borne out by anecdotal evidence from some local authorities. Mid Devon has seen the inclusion of cartons in kerbside collections trigger a percentage increase in the recycling of other materials.

However, the materials produced from recycled cartons in the UK continue to attract a low price on the open market – which acts as a barrier to some local authorities adopting carton recycling. In Europe, manufacturers contribute to the cost of recycling meaning recycled carton materials are given a price ‘boost’. Tetra Pak is keen to see the full value of recycled material recognised in the UK.

Let’s not forget the significant carton bring bank coverage. Tetra Pak works with its other partners in ACE UK to fund carton recycling bring banks across the country. Moreover, the bring bank budget is agreed through ACE UK each calendar year.

For many local authorities, the switch from bring banks to kerbside raises the question: what happens to the bring banks? Tetra Pak research has found there is a drop in bring bank usage once kerbside collections start. With this in mind, Tetra Pak works with local authorities to agree a timeline for bring bank removal once kerbside collections have been successfully started – enabling redeployment to other local authority areas in need.

In conclusion, Tetra Pak knows that it must work with local authorities to overcome the challenges of setting up carton recycling schemes. We have provided a host of communications materials on our website to support them, and we will continue to work with them – and partners such as ACE UK – on making this happen. Tetra Pak’s goal remains 100% kerbside UK coverage and we look forward to seeing further progress on this in 2011.

Fay Dashper
Recycling Operations Manager
Tetra Pak UK & Ireland

Carton recycling is available through bring banks in 56% of UK local authorities.

Carton recycling is available through kerbside collection in 31% of UK local authorities.
Innovation: at the heart of environmental performance

Employees across Tetra Pak are always looking for new ways of helping customers boost efficiency and environmental performance.

A recent example was the launch of the latest generation of Tetra Therm Aseptic Drink pasteurisers, which help beverage producers make significant savings in terms of water consumption, energy use and product loss.

Pasteurisation involves applying heat to a beverage to eliminate micro-organisms that would otherwise spoil the product during storage. Tetra Pak systems are designed to ensure high levels of energy recovery and minimal product waste during the process.

Tetra Therm Aseptic Drink pasteurisers were first launched in 1992. New versions have been introduced over the years to help customers continue increasing efficiency and reducing environmental impact. This latest generation of units is suitable for juices & nectars, still drinks, tea drinks and enhanced water, including new “wellness” drinks with high value-added sensitive ingredients.

Key features include:

- **Double hot water circuits**
  Using two hot water circuits allows individual control of the flows in the heating and heat recovery sections and is one way in which the units minimise energy consumption.

- **An optional closed circuit deaerator cooling coil**
  Fitting this system eliminates the risk of contamination and helps customers achieve major savings on water consumption.

- **Better balance tanks and return recovery**
  The balance tanks are designed to ensure undisturbed flow of product through the system. They also prevent air from entering the pasteuriser when water and product are changed over during the process.
  
  The return recovery system uses compressed air to push product from the filler back to the balance tank so that – unlike in a conventional system – product already in the return line is not lost when the filling line is stopped.

These developments – and the advanced automation features in the panel opposite – mean that the new generation of pasteurisers can help customers:

- Cut water consumption by up to 80%
- Reduce energy use by up to 30%
- Lower product losses by up to 30%

Tetra Therm Aseptic Drink pasteurisers form part of the Tetra Vertenso range of solutions for beverage production. This range covers a range of operations – e.g. heat treatment, mixing, blending, along with many other processes – from which Tetra Pak Processing can create a customised approach to meet customer needs.

**Advanced automation**

The Tetra Therm Aseptic Drink has a number of extremely useful automation functions designed to reduce the risk of human error, cut downtime, improve operating efficiency and enhance environmental standards.

**Intelligent maintenance**

The new IntelliMaintenance HMI tool can be tailored according to each customer’s production system to provide automatic notification of maintenance requirements. Maintenance needs can be checked and reports filed on maintenance history, helping prevent annoying and costly stoppages.

**New performance package**

A new ‘Life-cycle Performance’ package includes an integrated performance deviation alarm which can be customised for different programs and recipes and alerts the operator if production parameters exceed set tolerances. The system also monitors energy use and water consumption, making it easy to keep tabs on exactly how the system is performing at any given time – including at each phase of production.

**Full reporting and traceability**

All new Tetra Therm Aseptic Drink units are fully compatible with the Tetra PlantMaster control system, which provides full reporting and traceability functions with unit history, batch control and a review of all actions.
Increasing efficiency at Juiceworks

Tetra Pak Processing has recently been working with Juiceworks, a beverage manufacturer in Manchester, to improve flexibility, efficiency and environmental performance within its production process.

Juiceworks employs over 50 people and produces a wide range of products, including pure fruit juices, sugar-free jelly desserts, non-dairy smoothies, creamed rice desserts and even cat milk for the pet sector. Working with Tetra Pak Processing, the company recently made a major investment in new equipment: replacing an old tubular, direct steam heat exchanger with a new, more energy-efficient Tetra Spiraflo CM70.

The Tetra Spiraflo range of heat exchangers provides effective pasteurisation, heating and cooling of liquid foods and beverages. It has a modular design, which means it can handle a wide range of different products and applications – ideal for the varied range produced by Juiceworks. It also has two holding cells, providing the necessary flexibility for juice or milk. Milk is maintained at 140°C for four seconds in one cell and, when processing juice, the product can be held in the second cell at 90°C to give the extra time needed.

Juiceworks co-founder, Martyn Prideaux, said “Our old unit was simply too slow. We looked at units from four different suppliers and decided the Tetra Spiraflo was best for our system. It is very efficient, giving us cost savings, is gentle on the product and has a very effective cleaning cycle.

“After stripping the room of the existing fittings, laying a new floor and installing the unit we were offered full commissioning but on starting the unit it ran perfectly, so we dispensed with commissioning and went straight into production. The whole exercise took nine days.”

Following the introduction of the system, Juiceworks has doubled throughput (from 1,000 to 2,000 litres an hour) and with running times between cleaning cycles up to five times that of the older equipment, single production runs can be increased to 10,000 to 12,000 litres.

Other recent upgrades at Juiceworks have included a Tetra Plex plate heat exchanger. This unit provides a high level of heat recovery and is able to process fibrous liquids which tended to block the previous heat exchanger.

The new equipment has been fully integrated into the existing systems to give maximum flexibility, enabling Juiceworks to take on projects that would otherwise prove excessively expensive or impractical.

The Tetra Spiraflo has increased efficiency at Juiceworks

“We were delighted to help” said Alan Stack of Tetra Pak Processing. “By working closely with Juiceworks we have been able to introduce the system that works best for them, helping them produce their high-quality products in a more efficient and environmentally-friendly way.”

A new Tetra Plex plate heat exchanger provides a high level of heat recovery and is able to process fibrous liquids

Alan Stack, Manager of Beverage category, Tetra Pak Processing
Tetra Pak supports ‘Tree Day 2010’

This Autumn, Tetra Pak worked with the Tree Council of Ireland and the Department of Education & Science (plus their partners) on the 14th annual ‘Tree Day’.

Tree Day is an educational event designed to build awareness and understanding of trees and the environment among primary school children across the country. The aim is to ensure that every child has eight full days of education on the topic by the time they leave primary school.

This year’s event – held on 7th October – was themed ‘Year of the Birch Tree’. It involved 100,000 children, from all of Ireland’s 3,400 primary schools, taking part in guided woodland walks at over 120 locations around the country. Throughout the day, children carried out exercises to help them learn about different types of tree, with a special emphasis on the birch. There are two species of birch native to Ireland, downy and silver. The most common is the downy, which like silver birch is a delicate tree with fine branches and small leaves.

Tetra Pak sponsored Tree Day, for which the Tree Council provided a comprehensive resource pack for primary schools across Ireland.

Help for hospices

Tetra Pak is committed to supporting the communities in which we operate. Over 25% of employees in the UK & Ireland have become involved in community programmes or causes, in particular on behalf of three hospices for which we have been raising funds.

The hospices are Nightingale House Hospice, Wrexham (providing palliative care), Hope House Hospice, near Oswestry (a children’s hospice) and Barretstown in Ireland (a children’s respite hospice). As a flavour of the activities Tetra Pak has supported as part of this:

- Organising a sponsored White Water Rafting Day in which 22 Tetra Pak employees participated
- Holding ‘Donate, don’t Dump’ collections for goods to be sold in Nightingale House and Hope House Shops
- Organising a party with auction, raffle and quiz in aid of both Nightingale House and Hope House hospices
- Hosting a afternoon tea picnic across our main sites in the UK & Ireland in aid of Barretstown
- Donating water in Tetra Pak cartons events such as sponsored walks
- Using our iconic cow made from Tetra Pak cartons, to promote local initiatives, with both the Celtic Crusaders rugby league team, and Nightingale House.

Rik Jacobs, Managing Director of Tetra Pak UK & Ireland, said “We’re delighted that so many of our employees have become involved in community and charity activities. Such commitment is an important part of our ethos as a business and it is something that makes me very proud to work for this company.”

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