

# How can **you** help?

We encourage Councils, collectors and sorters to separate PVC from collected plastic waste, and to make it available for purchase and recycling under the Vinyl Cycle program, benefiting the environment, community and Australian businesses.

The community can help too by finding out if their Councils collect PVC bottles (plastic identification code '3') and, if not, asking their Councils to include PVC in their kerbside collection.

# 50% target

## Signed up to the National Packaging Covenant

The Vinyl Bottle Group is a signatory to the National Packaging Covenant and has lodged a new Action Plan under the Covenant Mk II with defined milestones which pledges to achieve – through Vinyl Cycle – the 50% target recycling rate for post consumer PVC bottles.

## Which bottles are PVC?

One of the advantages of PVC bottles are that they can be made with an integral handle as well as having great clarity. This combination of properties is unique and therefore helps to identify them. If a bottle is both clear and has an integral handle, then it must be PVC. Typical examples are 2 litre cordial bottles and edible oil bottles and large rice bottles. Smaller PVC bottles without a handle can also be identified by the 'smile' on the bottom weld line (----) which is also unique to PVC bottles. Smaller bottles include edible oils, sauces, honey and some jars. Typically the plastics identification code '3' is also engraved on the base of a PVC bottle.

## How can you find out more?

If you would like more information about Vinyl Cycle, the price paid for baled PVC bottles, or PVC recycling in general, please ring Australian Vinyls Corporation on **03 9368 4800** or email us at [vinylcycle@av.com.au](mailto:vinylcycle@av.com.au)

### Useful web addresses:

Australian Vinyls [www.av.com.au](http://www.av.com.au)  
Vinyl Council of Australia [www.vinyl.org.au](http://www.vinyl.org.au)

# Recycling **PVC**

**makes great products,  
great sense**



**VINYL CYCLE  
RECYCLING PROGRAM**



**VINYL CYCLE  
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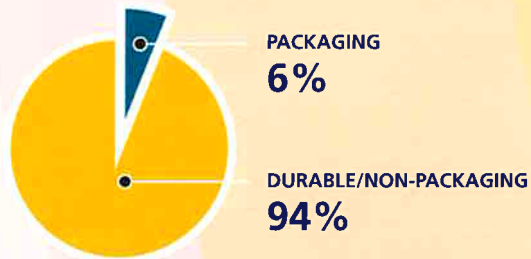
# Set the vinyl cycle in motion

PVC (polyvinyl chloride or 'vinyl') is the second most widely used plastic in the world. It is used to make a wide range of products from packaging to building products; medical devices to toys.

Like other thermoplastics, most products made from PVC can be recycled into other useful products once the original products have reached the end of their useful lives.

## How much PVC is recycled?

Much of the PVC resin used each year in Australia is for medium to long term applications. Only 6% is used in products with a short life span (less than one year). This means only a relatively small proportion of PVC consumed each year is available for recycling.



Recycling of end-of-life PVC has been occurring in Australia for many years. For example, approximately 2000 tonnes of PVC cable insulation and PVC pipe construction and demolition waste are being recovered and recycled into new PVC products every year. There are currently around 12 dedicated PVC pre-processors recycling PVC as well as PVC manufacturers such as pipe-makers who take end-of-life product to regrind and reuse.

Of the short life products, PVC bottles are the most readily available for recycling.

## Post-consumer packaging waste

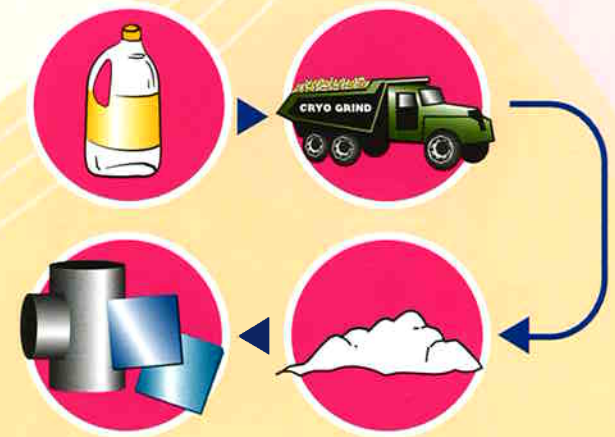
PVC is used to make both rigid packaging such as bottles, and flexible packaging such as cling films. Medical and some food contact packaging can only be used once due to hygiene concerns, but PVC bottles can be, and are, recycled.

Currently, kerbside collection recovers more than 48%<sup>1</sup> of the 3,600 tonnes of vinyl bottles made each year. Most of these bottles are still sent offshore for recycling (where processing is more cost effective) rather than processed here in Australia. The Vinyl Cycle program was established to improve the PVC bottle recovery and the Australian recycling rate, as there are high-quality, long-life applications in Australia that make use of recycled PVC.

## What is Vinyl Cycle?

Vinyl Cycle is a voluntary initiative to increase kerbside collection of PVC bottles across Australia, and to recycle these bottles into long-life applications such as pipe-fittings and floor coverings. With the support of consumers, Councils and waste service providers, Vinyl Cycle's aim is to achieve and sustain the recycling rate

<sup>1</sup>From a 2005 study prepared by independent consultant Hyder Consulting for the Vinyl Bottle Group.



of PVC bottles to greater than 50 percent, and therefore divert from landfill in excess of 2000 tonnes of bottles per year. More than 10% of these bottle will be recycled here in Australia, while the remainder will be recycled in similar applications overseas.

Australian Vinyls, Australia's only PVC resin manufacturer, and bottle manufacturer Plaspak-Peteron form the 'Vinyl Bottle Group' which runs the program. The program began in 1997 and is keenly supported, financially and through active collaboration, by brand owners such as Cadbury Schweppes and National Foods.

Plastic bottles are collected from residential streets under Council waste contracts and sent to collection and sorting facilities. Unsorted bottles are sold overseas and sorted PVC bottles are baled and purchased by Vinyl Cycle through its contractor, Cryo Grind (Australia) Pty Ltd.

Cryo Grind processes the bottles into a clean white powder using special cryogenic technology. The powder is sold to Australian manufacturers to be used in place of virgin PVC resin in practical, everyday products such as pipe fittings and flooring.

Demand for PVC recyclate currently exceeds supply, so the Vinyl Bottle Group is working with the waste industry and Councils to boost supply.