



TOMRA Cleanaway JV announces Woolworths as first retail partner to help support the delivery of NSW Government sustainability initiative

Monday, 9 October, 2017: TOMRA Cleanaway, the NSW State Government appointed Network Operator of the new *Return and Earn* Container Deposit Scheme (CDS), today announced that Woolworths will be the first retail refund partner when the program launches on December 1st, 2017.

Under the CDS, consumers will be able to return eligible beverage containers for recycling in exchange for a 10 cent refund.

The arrangement with Woolworths aims to provide up to 180 collection points in metro and regional areas of NSW.

Reverse Vending Machine (RVM) kiosks will be located across the state for the return of eligible containers. Consumers will be able to choose to donate their refund directly to selected charities or receive the refund via electronic payment to their registered account.

Customers can also use a credit voucher issued by the RVM towards their shopping at Woolworths or simply redeem for cash in Woolworths supermarkets¹ across NSW.

Markus Fraval, Director, Strategy & Business Development, TOMRA Collection said; "We are pleased to have the state's largest retailer, Woolworths on board as the first partner to be announced to provide redemption locations for residents to receive their refund.

"This will help support the delivery of the scheme in time for the December 1st launch. It will also provide customers with convenient RVM locations where they can drop off their containers and then redeem their vouchers at a nearby Woolworths supermarket."

The NSW Government introduced the CDS as a further initiative to help reduce the volume of litter across the state, with an expected reduction of 40% earmarked by 2020

The RVMs provide an efficient recycling system, which ensures containers are collected free of contamination so they can be recycled multiple times in 'closed loops'. Containers returned to the RVMs are collected by Cleanaway and processed through a sorting centre in Western Sydney. The containers are then sold into both domestic and export markets for reprocessing.

Steve Greentree, Managing Director, Woolworths FoodCo, said; "As one of Australia's largest retailers we are committed to supporting initiatives that help improve and protect the environment.

"The agreement with TOMRA Cleanaway will ensure consumers have the option to support this NSW State Government sustainability initiative, with convenient locations to return their containers and claim their refund."

The exact locations of the RVM kiosks will be announced closer to the launch date.

#ENDS#

For further details regarding the RVMs or the Network Operator contact Melissa McColl 1300 723 685

For further information from Woolworths please contact the Woolworths Media Team (02) 8885 1033

¹ With the initial exception of Woolworths Metro branded stores

About TOMRA Cleanaway

Founded in 1972, TOMRA creates sensor-based solutions for optimal resource productivity, and has a vision to lead the Resource Revolution. The group employs approximately 3,300 people globally.

TOMRA is the preferred partner for reverse vending solutions for collecting, reusing and recycling cans and bottles. TOMRA partners with the beverage industry, retailers and system administrators, offering machines, digital solutions and services to make recycling easy for consumers.

With over 75,000 installations across more than 60 markets, TOMRA's reverse vending machines capture 35 billion used beverage containers every year – reducing reliance on raw materials and ensuring fewer containers end up in landfills, oceans and streets. Visit our [Reverse Vending](#) pages on www.tomra.com, and follow us on [Facebook](#), [Twitter](#) and [LinkedIn](#).

TOMRA Cleanaway is the joint venture between TOMRA and Cleanaway, Australia's leading waste management, recycling and industrial services company. TOMRA Cleanaway was appointed as the Network Operator of the Return and Earn scheme and is responsible for the collection infrastructure across NSW and for ensuring that collected containers are recycled.