

# The REDcycle Program

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The REDcycle Program is a voluntary, industry-led initiative and a true product stewardship model where everyone involved in the life cycle of a product's packaging – manufacturers, retailers and consumers – choose to share responsibility for its best end-of-life outcome.

The REDcycle Program is proudly brought to you by these environmentally-responsible partner organisations.

The RED Group has teamed with Coles, Woolworths and some of Australia's most loved brands to bring you the REDcycle Program, an innovative recycling program that diverts plastic bags and packaging from landfill and turns them into the resource used to manufacture new products.



Visit [redcycle.net.au](http://redcycle.net.au) to learn more.

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Australians throw away about 7,150 recyclable plastic bags a minute or 429, 000 per hour!\*

And this figure doesn't include the countless bread bags, frozen vegetable bags, pasta bags, biscuit packets and sachets consumers bring home from the supermarket every time they shop.

Plastic bags and packaging can't be collected by most local councils as part of their kerbside pickup. Instead, they typically end up in landfill or as litter, harming wildlife and the environment.

\* Clean Up Australia

## HOW IT WORKS

The REDcycle Program makes it easy for consumers to keep plastic bags and packaging out of landfill.

It works like this:

- 1 COLLECT!**  
Collect all the soft plastics that can't be recycled at home. Please ensure it is dry and as empty as possible
- 2 DROP!**  
Drop them into REDcycle Program drop off bins at participating supermarkets. Visit [redcycle.net.au](http://redcycle.net.au) to find your nearest drop off point.
- 3 RECYCLE!**  
We'll recycle them into fitness circuits, sturdy outdoor furniture, bollards and other products.

## Do the SCRUNCH test!

If the plastic CAN be scrunched up (into a ball), it can be placed in a REDcycle Program drop off bin. If CAN'T be scrunched, it should be recycled at home via kerbside collection.

## MORE THAN JUST PLASTIC SHOPPING BAGS!

We collect:

- Bread bags
- Biscuit packets
- Frozen food bags
- Rice & pasta bags
- Confectionary packets
- Plastic film from grocery items
- Cereal box liners
- Old reusable bags
- Newspaper wrap
- And much more...

## WHERE DOES THE PLASTIC PACKAGING GO?

The collected plastic is returned to RED Group's facility for initial processing then delivered to Australian manufacturer Replas where it undergoes an incredible transformation.

The resulting recycled-plastic products are extremely robust, as well as water and termite resistant. They won't crack, splinter or rot and will never need painting. Amazing!

