

Kite Environmental Solutions

CONSUMER INFORMATION OBLIGATION



What is it?

The Consumer Information Obligation (CIO) applies to companies who supply packaging around product to the end user of that packaging. The CIO requires these companies to provide information on re-use, recycling and recovery to their consumers in order to increase the amount of packaging waste being recovered and recycled.

Am I affected?

Yes, if your primary activity in the packaging chain under The Packaging Regulations is as a seller. This means that the majority of your obligated packaging by weight is from supplying your goods to end users who remove the packaging.

What do I need to tell my customers?

You need to tell your customers whether the packaging around your goods can be returned or re-used. If this is not possible then you need to inform them of the best ways to dispose of this packaging. This includes providing information about where packaging can be recycled and where they can find out more information about recycling.

Informing my customers

There are a variety of ways to inform your customers about recycling issues. These include:

- providing links / references on your website
- putting information on your delivery paperwork
- in store / point of sale information
- on-packaging information
- using recycling information in direct marketing

What can be recycled and where?

There are a variety of websites providing information about various aspects of recycling, including recycling and collection facilities.



<http://www.recyclenow.com/>

Businesses disposing of large amounts of packaging waste may be able to introduce segregation and baling systems which enable them to sell the waste to re-processors.

The Waste Hierarchy

REDUCE - Whenever possible you should reduce the amount of packaging you use to supply goods to your customers.

RE-USE - Where packaging is used around goods it should be used as many times as possible before disposal, whether by yourself or your customers.

RECYCLE - When disposing of packaging it should be recycled wherever facilities are available, rather than sent to landfill.