



Searle: "political meddling"

## Searle attacks Defra on report

Packaging Federation chief Dick Searle has blasted the government for "outrageous political meddling" against packaging in a new document on environmentally friendly behaviour.

Searle said the *Framework for Pro-Environmental Behaviours*, published by the Department for Environment, Food and Rural Affairs (Defra), made "almost no overt reference" to packaging with "one huge exception" – a pledge to increase producer responsibility for packaging.

The 109-page document identifies 12 headline behavioural goals, including more recycling and less food waste, but only mentions packaging twice.

## '£2m' Wealmoor probe to run on

The police investigation into the fatal fire at the Wealmoor Atherstone fruit and vegetable packaging warehouse in Warwickshire could continue until April.

In January, Warwickshire Police said the investigation was reaching an important stage because forensic recovery experts were close to where the bodies of the four firefighters who died tackling the November 2007 blaze were recovered.

This area, and the route the firefighters took, would be subject to "detailed forensic examination".

Structural engineers were shoring up the sides and roof of the building so this examination could take place.

Sixty-five police officers are working on the investigation. The operation and police investigation could cost £2m.

# BRC recycling logo 'puzzles' European

By Simeon Goldstein

The British Retail Consortium (BRC) has admitted there are "likely to be amendments" to the proposed common retail packaging recycling logo, but has maintained it would help to improve recycling rates.

The European Council for Packaging and the Environment (Euopen) said, in its response to the BRC and Waste and Resources Action Programme (Wrap) consultation, that a number of factors had caused "surprise and puzzlement" among its members.

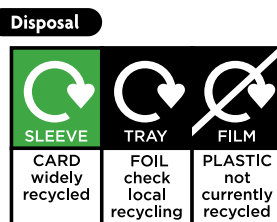
Managing director Julian Carroll pointed out that, under the European Packaging and Packaging Waste Directive, the decision to use the label would require prior notification to the European Commission because a government-funded organisation, Wrap, was one of the signatories (see box).

He also highlighted the absence of any reference to the Green Claims Code, published in June 2000, which suggested the ISO 14021 standard was the

### WASTE DIRECTIVE – OBSTACLE TO ADOPTION

Article 16 of the European Packaging and Packaging Waste Directive says that member states must submit "drafts of measures that they intend to adopt within the framework of the directive" to the Commission for examination, including the "technical specifications" of fiscal measures, but not the measures themselves.

For more information on the directive, visit [http://ec.europa.eu/environment/waste/packaging\\_index.htm](http://ec.europa.eu/environment/waste/packaging_index.htm)



BRC logo: amendments likely

"benchmark of good practice for this type of information".

The proposed logo, which shows the recyclability of the different components of a pack, was launched last November (*Packaging News*, December 2007) and has already been trialled on around 24 Asda products.

BRC policy advisor Edward Cook said the aim of the consultation was to "utilise the expertise" of stakeholders. The BRC is reviewing submissions and its response is due "shortly".

The logo's three categories are 'widely recycled', for materials recycled by more than 65% of local authorities; 'check locally', from 20% to 64%; and 'not currently recycled', less than 20% of local authorities.

Tetra Pak remains confident that it will be moved out of the bottom category, but Wrap declined to say if it would recommend a change in status.



Ardagh: facilities to close

## 'No enforced job losses' at Ardagh

Ardagh Glass is to close some facilities in the UK, Germany and Poland but has said there will be "no enforced redundancies in the UK".

The plans are part of a £335m (€450m) investment across Europe, because Ardagh owns a number of furnaces that are coming to the end of their lives.

A spokeswoman said there would be "no reduction in capacity in the UK or Europe".

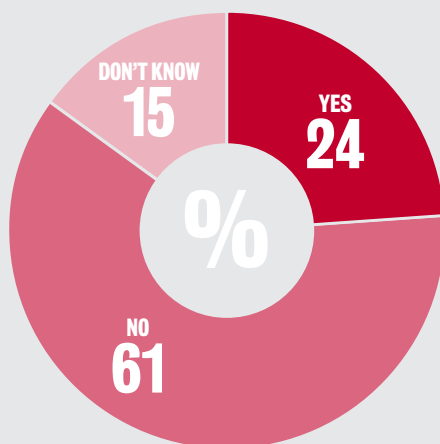
The firm will reopen previously closed capacity in Germany and the UK and is building a new furnace in the Netherlands.

Barnsley Central MP Eric Illsley, whose constituency was hit by furnace closures last year, said investment in facilities would be welcome, but he was unaware of specific plans for the area.

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## WI focus moves from packaging

The Women's Institute (WI) has called time on its anti-packaging movement so it can focus its campaigning on violence against women.

The WI said, as a result of the two-year campaign, supermarkets were "selling more of their products without plastic bags, and are looking to make more packaging recyclable".

But the Industry Council for Packaging and the Environment (Incpen) criticised the WI for its "narrow definition" of "excessive" packaging.

"We still maintain that fruit and vegetable packaging is a valuable use of material if it extends shelf life," said director Jane Bickerstaffe.