

Recycled Content Data for Consumers Glass

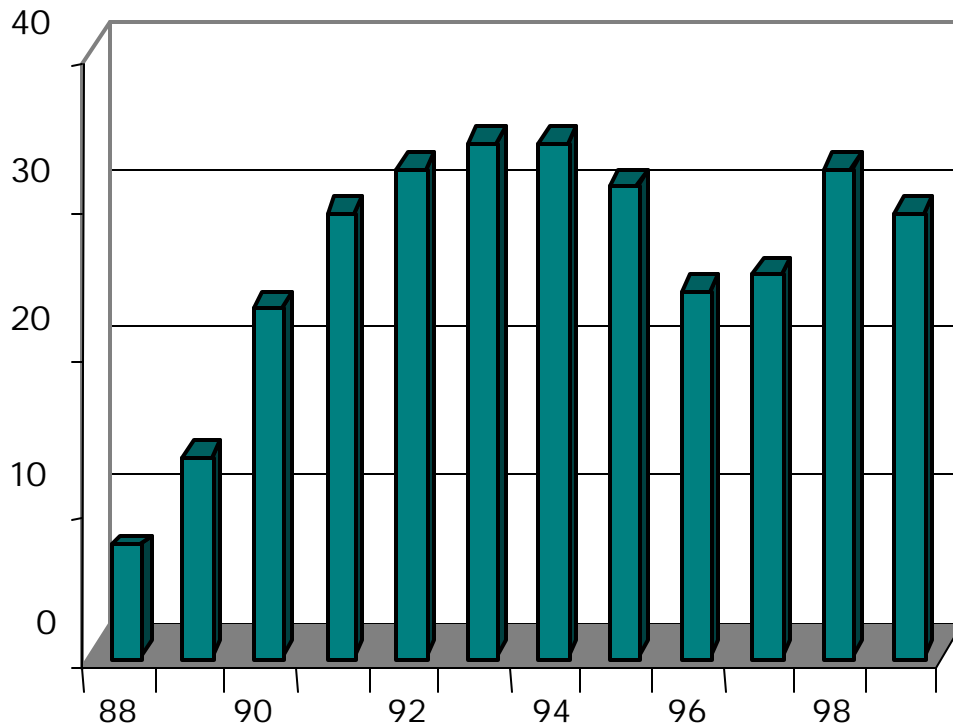
Consumers Glass has used furnace-ready recycled container glass, or cullet, as a main ingredient in production since its furnaces first heated up almost a century ago. The source of the cullet in early times was industrial, either internally generated or from customers. As public interest in recycling developed, Consumers Glass offered a "store-front" outlet, paying 2 cents a bottle for clean material. Scout troops, Girl Guides, special interest groups and dedicated individuals represented the majority of recyclers. Pounds, not tonnes, were the measuring stick.

Over the 1980's the face of recycling changed as communities, responding to the growing environmental ethic of their citizens, evolved recycling into a community based programme. During the period of 1985 to 1987 Consumers Glass was directly involved with other grandfathering packaging material industries and the soft drink sector to develop OMMRI. This organization was mandated with the task to help implement the development of the blue box programme in Ontario. Concurrently, Consumers Glass reviewed its relationship with the burgeoning recycling operators representing both private and public sector entities. By the end of the 1980's recycling transformed into being a business issue and Consumers Glass responded accordingly, incorporating post-consumer, post-use recycled glass into the production of its new glass containers. As a result of a detailed assessment, Consumers Glass unveiled its Product Stewardship process in 1990 in which recyclers were recognized as suppliers, curbside material was accorded the same status as other raw materials and municipal programmes were viewed as the primary source of cullet.



While cullet is subject to the same market fluctuations as other international commodities, Consumers Glass understood that those responsible for municipal programmes were more comfortable with steady, flat-line budgets. By providing a consistent market for recycled container glass, Consumers Glass was able to work with stakeholders in its supply chain to have a regular supply of quality material.

Recycled Content as a Percentage of Production
from 1988 to 1999

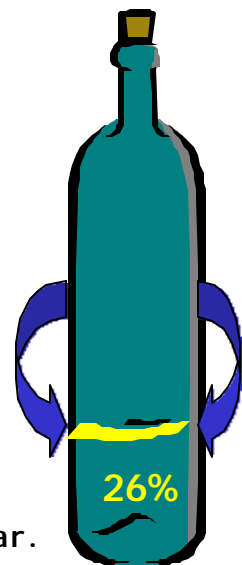


From 1988 to 1999 the company used over 2 million metric tonnes of recycled container glass in the production of its new glass containers, thus providing a strong market, and diverting the equivalent of:

- 3 Skydomes (Toronto)
- 2.5 Olympic Park Stadiums (Montreal)
- 6 BC Place Stadiums (Vancouver)

This means that of all the glass containers produced by Consumers Glass between 1988 and 1999, **26%** have been made from post-consumer, post-use recycled glass.

That's over 5.2 billion bottles in 12 years! It means on average Canadians recycled about 436 million bottles a year.



See links [S1](#) and [S2](#) under [Statistical Information](#).

