

MEDIA RELEASE

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SITA TEAMS UP WITH CARNIVAL TO RECYCLE TV'S

Many televisions at the end of their useful lives are dumped in landfill but leading waste management group SITA Environmental Solutions and cruising company, Princess Cruises, have decided that there is a better way.

Recently Princess Cruises replaced 660 cathode ray TVs with the LCD flat screen variety on the premium superliner Sun Princess, whose features include 975 staterooms, eight restaurants and cafes, seven lounges and bars and a theatre seating 550 passengers.

The Sun Princess squeezed into history late last year when she became the largest passenger ship ever to sail under the Sydney Harbour Bridge.

All 660 TV's will be recycled by SITA Environmental Solutions.

Mike Ritchie, SITA's General Manager, Marketing and Communications, and NSW president of the Waste Management Association of Australia, said that landfilling televisions and other electronics goods was a waste of resources and the high concentrations of heavy metals contained in them contributed to environmental pollution and the costs of landfill.

"Through recycling we can divert 98 percent of the TV components from landfill. That means less landfill, less resource loss and greater opportunities for employment creation in the recycling sector."

Ann Sherry, Chief Executive Officer of Carnival Australia which operates Princess Cruises in this market, said recycling was the centerpiece of its new contract with SITA.

"This was a great opportunity to upgrade the TVs on the ship as well as ensure we sensitively dispose of the units," Ms Sherry said.

"The waste management contract with SITA is focused on diverting the waste that comes off our ships, where possible, away from landfill and into recycling.

"In addition to recycling the TVs, the ships are installed with water saving devices in the showers and we also have an onboard desalination plant."

The TV's will be manually dismantled by SITA in partnership with PGM Refiners, recovering plastic, copper and some steel. The glass screens are also crushed and sent to a smelter where lead is recovered.

Mr Ritchie congratulated Ann Sherry and Carnival Australia on their leadership in the area of recycling.

"The biggest challenge with improving recycling rates in Australia is the relative costs compared to landfill. Unless there is an Extended Producer Responsibility Scheme in place, recycling can cost more than dumping in landfill."

An EPR scheme on TV's would see manufacturers and importers covering the costs of recycling at the end of the useful life of the TV. Often this is passed on to buyers of new TV's as a small additional payment.

“Australia is yet to develop EPR schemes for TV’s, computers and white goods. Until it does many more recyclable products will go to landfill.” Mr Ritchie said.

“SITA looks forward to working with the new Minister for the Environment, Peter Garrett, on getting Extended Producer Responsibility programs off the ground”, Mr Ritchie said.

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ENDS

SITA Environmental Solutions, a SUEZ Environment subsidiary, provides weekly services to over 43,000 commercial and industrial clients and more than 800,000 households across Australia

SITA’s services include domestic, commercial & industrial waste collection; waste assessments; resource recovery and recycling options; processing of organic materials into compost; renewable energy facilities; hygiene services; waste treatment; and product destruction.

More information on SITA’s service can be obtained by calling 13 13 35 or visit www.sita.com.au

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