



HARROGATE WATER LEADING THE FIELD ON PLASTIC BOTTLE RECYCLING

17th June 2019

Ascot's Official Water, Harrogate Spring Water, is bottled in PET (polyethylene terephthalate) plastic.

Over Royal Ascot, plastic bottles will be collected in dedicated bins at Ascot and sent to Harrogate Water's recycling partner, Cleantech.

PET bottles will be reprocessed and used to produce new bottles as part of the Ascot-Harrogate sustainable closed loop recycling system.

Bottles that aren't PET will be sorted and sent elsewhere for recycling.



Nicky Cain, Marketing Director, Harrogate Water, said:

“We are proud to have worked closely with Ascot to develop a sustainable waste strategy.

“Recycling is the here-and-now solution to avoiding waste and creating a sustainable circular economy. PET bottles are easily recyclable and should never go to landfill or incineration.

“When recycled, PET is a more sustainable material than other forms of packaging which are more detrimental to the environment.

“It is estimated that the overall environmental cost of producing a PET bottle is nearly four-and-a-half times less than that of aluminium, carton or glass.

“PET bottles of Harrogate Spring contain more than 50% UK sourced, post-consumer recycled content, which results in a reduction of 1,250 tonnes of greenhouse emissions per year. If everyone recycled more this could move towards 100% of recycled content.”

Harrogate Water pioneered the “Incredible Shrinking Bottle Campaign” in partnership with Keep Britain Tidy which encourages customers to ‘Twist It, Cap It, Recycle It,’ to make their bottle extremely compact and increase recycling efficiency.

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For further information, please contact:

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