

Tom Campbell-White | DS Smith Recycling

Recycling is at  
the heart of  
everything we do

02/06/2020



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Who we are



# More than just a recycling company

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We are part of the DS Smith Group.  
Together we are 'Redefining  
Packaging for a Changing World'.



A FTSE 100 company

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32,000 employees across  
250 sites in 37 countries

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We are helping our customers  
with the sustainable packaging  
solutions our society needs

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From design to production,  
supply to recycling, we offer our  
customers a joined-up solution

# We have a circular role to play

- Everyone talks about waste as resource, but at DS Smith Recycling it really is
- We provide our paper and packaging divisions with the quality raw materials they need for their business
- Increasingly we are looking at how new materials form part of this loop, such as coffee cups



# Redefining Packaging for a Changing World

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We are living in extraordinary times. The digital boom is revolutionising virtually everything we do – and expect.

- We want to shop on demand and our purchases delivered now. But we also want to reduce our impact on the environment
- Sustainability is going to take new thinking and leadership
- Our vision for the packaging industry can play a powerful role in meeting some of the world's complex sustainability challenges
- We are already using our experience, innovation and ambition to develop the bespoke strategies and packaging solutions our customers – and our planet – needs

# 02

## Coffee Cup Recycling



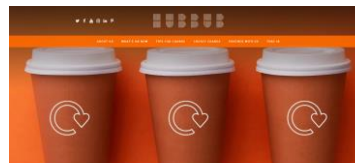
# Timeline



**First trial at Kemsley Mill**

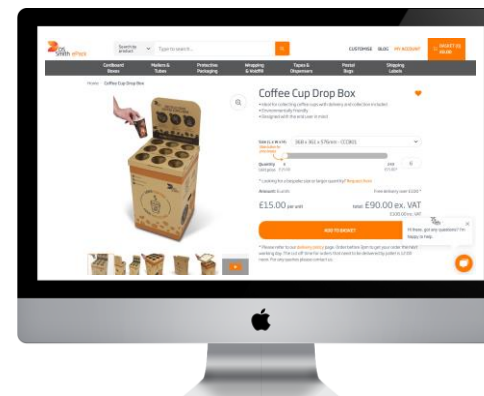


**First full load of cups into mill from Simply Cups**



**HUBBUB ANNOUNCES SIGNIFICANT NEW INVESTMENT IN UK RECYCLING**

**Hubbub announces DS Smith as a winner of the Cup Fund ' 2018**



**Generation 2 of box realised for sale via epack website**



**Partner with Zeus packaging**

2017

2018

2019

2020

**Industry announcement DS Smith can handle coffee cups**

DS Smith breaks new ground with coffee cup recycling

**Trail drop box scheme**



**AVS onboarded as vending partner for Drop box**



**Box presented Ellen MacArthur foundation event**



**Partner with Keep Scotland Beautiful**



# The Dropbox





# Thank You

Danke Dankjewel Благодаря 谢谢 Hvala Děkují Tak Aitäh Kiitos Merci Ευχαριστώ  
Köszönöm Grazie Paldies Ačiū Ви благодарам شكرا لكم Dziękuję Obrigado Mulțumesc  
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**The Power of Less®**