



# Case Study

CARLSBERG UK -  
NORTHAMPTON BREWERY & UK DISTRIBUTION CENTRES

## Maximised Recycling - Zero to landfill

Carlsberg is the fastest growing company in the brewing industry and want to grow responsibly with the aim of being recognised as an environmentally responsible company. Within Carlsberg UK's Corporate Social Responsibility programme a key focus area is reducing waste and promoting recycling within all of it's UK operations.

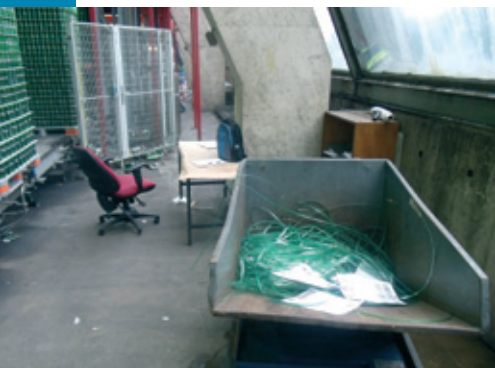
It made perfect sense to focus attention initially on Northampton Brewery, one of the largest in Western Europe, that brews many types of beer and packages them in bottles, aluminium cans and kegs.

The aims:

- Educate employees
- Ensure Legal and Corporate compliance
- Improve recycling percentage rates
- Send no waste to landfill within 3 years
- Reduce costs

To achieve their stretching targets Carlsberg UK needed to select the right partner to help them educate employees, improve recycling levels and reduce their environmental impact.

Working in partnership with Cory Environmental Recycling Services Carlsberg UK



Northampton have implemented many waste handling improvements.

The partnership began by Cory completing a waste audit of all processes and procedures. Local Brewery management were then engaged in the findings and a tailor made solution designed and implemented.

One of the key changes was to instate an on site operative to coordinate day to day operations and also identify further potential improvements.

Working in partnership also means that both parties are involved in daily discussions and have the overall same aim.



*“In a growing business its is sometimes difficult to continue to reduce your environmental impact. Working in partnership with such a proactive company like Cory Environmental Recycling Services and learning from their knowledge and experience has helped us, Carlsberg UK, in continuing to reduce our environmental impact within the society we are operating in”*



A Cory Environmental Company

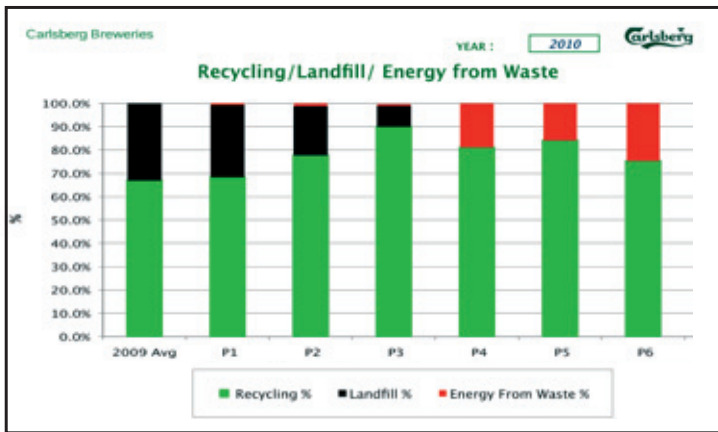
Matt Winterburn  
UK Safety Health and Environment  
Manager – Carlsberg UK

## Managing Waste as a Resource

The Cory operative on site delivers regular updates to employees to ensure awareness of recycling initiatives, the key message and aims are understood and adhered to.

Recent results show that maximum values are being recovered from the recyclable materials for Northampton Brewery, driving down costs and continually improving processes on site.

One of the most recent and exciting improvements is a solution for residual general waste. This is now processed and used as Refuse Derived Fuel. This has meant that in the past months Carlsberg UK Northampton has achieved one of their long term goals in sending no waste to landfill.



To improve things further Cory and Carlsberg have developed a suite of management reports designed to give clear and open visibility of waste activities on site, vehicle movements all material weights and revenues. These reports ensure that everyone in the partnership is aware of developments and focus areas as well as costs and revenue.

The partnership between Carlsberg UK and Cory Environmental Services is still in its infancy and has delivered some great results:

- Zero waste to landfill at the Northampton Brewery
- Ensured auditable legal compliance
- Reduced costs
- A gold Green Apple Award for Environmental best practice
- Zero to landfill at 4 distribution centres
- Overall recycling rate of over 80%

With further improvements planned it is exciting to see what the partnership will deliver next.



Carlsberg also has a network of 14 regional distribution centres across the UK and many improvements have already been made with the waste and recycling processes at these locations.

Most of these centres were sending all of their waste directly to landfill, but with this new initiative giving them all the facilities to segregate, the recycling percentage for the distribution centres averages between 70 – 80%+. There is still some fine tuning to be done at the DCs, Carlsberg and Cory are constantly exploring new recycling and recovery routes



## Further information

If you are interested in finding out about Carlsberg's Corporate Social Responsibility Programmes and Carlsberg UK products please visit [www.carlsberg.co.uk](http://www.carlsberg.co.uk)

For further information or queries concerning this or other service solutions from Cory Environmental please contact our National Operations Centre in Telford:  
Telephone: 0870 850 3074 Fax: 01952 204482  
E-mail: [servicedesk@coryenvironmental.co.uk](mailto:servicedesk@coryenvironmental.co.uk)  
Or visit: [www.recycling-services.co.uk](http://www.recycling-services.co.uk)



### Recycling Services

Nationwide House, Stafford Park 7, Telford, TF3 3BQ  
Tel: 0870 850 3074 Fax: 01952 204482  
e-mail: [servicedesk@coryenvironmental.co.uk](mailto:servicedesk@coryenvironmental.co.uk)  
website: [www.recycling-services.co.uk](http://www.recycling-services.co.uk)



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