

case study: kepak kirkham



FOOD EXCELLENCE

“A hassle free solution to meeting our packaging waste obligations - we’re 100% satisfied.”

Kepak Kirkham Limited is part of the KEPAK group of companies whose head office is based in Clonee, Ireland. The Group’s activities are based around the meat industry, operating a number of abattoirs and convenience food manufacturing plants both in the UK & Ireland. The Kirkham site is the newest facility within the Kepak Group, commencing operations in May 2004 and is part of Kepak Convenience Foods which produces “Rustlers” and “Speedy Snacks” branded ‘heat to eat’ products.

The Kirkham site is essentially two operations located within one building. The Cook Line is the first operation where meat products are manufactured. Once manufactured the meat products are frozen and packed into intermediate packaging before being placed into cold storage for later use. All the meat products manufactured are used within the “Rustlers” and “Speedy Snacks” branded products. The second operation is Assembly, where convenience foods are assembled into heat to eat products in a state-of-the-art facility. A variety of microwaveable meat products are assembled, including beef, pork and chicken products.

A significant amount of packaging waste is processed at the Kirkham site with both plastic and cardboard baled prior to disposal. Approximately 156 tonnes of cardboard and 36 tonnes of plastic are recycled annually.

kepak kirkham’s recycling needs

Prior to choosing Valpak Recycling, packaging waste at Kepak Kirkham was recycled using a local waste contractor which handled all the waste generated on the site. Whilst this operation proved efficient in removing the waste from site, the contractor was

unable to provide Packaging Waste Recovery Notes (PRNs) for the waste recycled. In addition, it was not providing value for the site’s plastics due to the contractor’s assessment regarding the level of contamination, which was perceived by Kepak to not be at a significant level.

The lack of PRNs was an issue for Kepak Kirkham as it has a significant obligation to recover packaging and although the company was fulfilling this obligation - by recycling approximately 150 tonnes of paper and 36 tonnes of plastic each year - it was unable to provide the necessary evidence of this to offset against its producer obligations.

Kepak was also frustrated regarding the lack of value for its recycled plastics despite going to considerable lengths to reduce levels of contamination; its current contractor was not proving responsive enough to its concerns.

why kepak kirkham chose valpak recycling

Kepak Kirkham had previously worked with Valpak, of which Valpak Recycling is a wholly owned subsidiary, and felt it had received an excellent standard of service. Valpak Recycling was a trusted name and Kepak was therefore keen to look into what benefits Valpak Recycling could offer the company regarding its waste recycling obligations. Kepak reviewed a number of companies prior to making a choice and decided on Valpak Recycling due to its competitive rate for processing waste and the cost savings it could offer through direct processing of Kepak’s PRNs, saving Kepak both time and money.



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In addition, Kepak were impressed with Valpak Recycling's professionalism, right from the initial meeting, and its ability to provide timely information and packaging waste solutions that really addressed Kepak's key needs.

Asked about their perceptions of the service from Valpak Recycling, Kepak recently commented that it was 100% satisfied with the delivery of the service; the follow up it has received since purchasing the service and with the overall quality of the service. Valpak Recycling has delivered value for money for Kepak not only through increased revenue from the recycling of the waste but also by reducing other related costs.

Choosing Valpak Recycling has achieved "a hassle free solution" for Kepak Kirkham and delivered significant financial benefits as well. Changing over to Valpak Recycling has saved Kepak money: nearly £5,000 has been paid for materials collected to date and an additional £3,000 has been saved on Valpak Recycling compliance bills.

"Valpak Recycling have met Kepak's expectations 100% providing an excellent standard of service. They have provided an auditable, professional, hassle free service helping us to maximise the benefit we can obtain from our packaging waste whilst meeting our statutory obligations. Using Valpak Recycling has saved us money and we benefit considerably from the tailored service it provides. We also appreciate the good customer service we receive - we trust Valpak Recycling and so far they have totally delivered."

