

Recycling is at the heart  
of everything we do



The Power of Less®

# Your partner in recycling and waste management

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The world is changing fast. The digital boom is transforming the way we live and as consumers we are expecting more, but seeking ways to reduce our environmental impact at the same time.

At DS Smith, sustainability and innovation are at the heart of everything we do. Making us the ideal partner to meet your customer demands, hit your recycling targets and future proof your recycling and waste management strategies.



## **Sustainability is going to take new thinking and leadership**

At DS Smith Recycling, we are already using our experience, innovation and ambition to develop the bespoke strategies and solutions that our customers need and society demands. We currently collect millions of tonnes of recyclable material from a wide range of customers every year - and we use it to provide our Paper and Packaging divisions with the highest quality raw materials they need for their businesses.

Whilst we acknowledge that waste to energy can have an important role in waste management, we believe that any materials that can be recycled should not end up in incineration. Instead we provide Closed Loop Recycling solutions that keep quality recycling in the supply cycle for as long as possible to reduce waste and capture its maximum value.

That's good news for your business, our business and the environment.

# A forward-thinking approach

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**Developing the right strategies.** Everything we do is focused on providing customers with innovative, effective, sustainable strategies that help to increase recycling and reduce their waste. That's why we've won multiple awards with our customers for our long-term partnerships.



**Thinking differently.** Everyone talks about waste as a resource, but at DS Smith Recycling, it really is. That's because, as part of the DS Smith Group, we have a crucial role to play in providing our Packaging, Paper, and Plastics divisions with the raw materials they need for their businesses.



**Innovating together.** We've been innovators in the recycling industry for over 40 years. Today we're one of Europe's leading paper and cardboard recycling companies, managing over 5.5 million tonnes of material for recycling every year. We innovate throughout the supply cycle - from collections through to the supply of recycled materials.



**Putting sustainability at the heart.** We help our customers establish auditable recycling and recovery routes to improve their Corporate Social Responsibility and environmental credentials. The material that we collect from our customers is reprocessed by our Paper division and turned into new cardboard boxes by our Packaging division to be back on retailers' shelves within 14 days.

# A joined-up solution that's sustainable for all

We've been innovators in the recycling industry for over 40 years and today we're one of Europe's leading paper and cardboard recycling companies. Recycling is at the heart of everything we do - quite simply because our business depends on it.



We have the size and scale to manage all your recycling and waste management needs. Over half the 5.5m tonnes of material we manage every year is processed through our own operations. The remainder we export to our global network of paper mills and other material reprocessors.

We currently operate in 15 countries across Europe, with nine depots located in the UK and a further 32 spread from France to Macedonia, and from Portugal to Poland. We're also proud to own Europe's second largest recovered fibre-based paper operation at Kemsley Paper Mill in Kent.

By working together to increase your recycling and reduce waste, we can help you to meet your financial targets as well as your sustainability goals.

### **More than just a recycling company**

As part of the DS Smith Group we are listed on the FTSE 100. Our cross-business expertise, from design to production and supply to recycling, means we can create tailored, flexible solutions that meet the needs of a whole organisation, not just a part of it.



A FTSE 100 company



32,000 employees across 250 sites in 37 countries worldwide



Helping our customers with the sustainable packaging solutions our society needs



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

# Quality is everything

Being part of the DS Smith Group, we make millions of our own packaging products from the materials we collect. And like any other raw material, quality is vital.

That's why we've developed a unique service that reduces contamination and maximises the value of your recycling.

For example, the cardboard we collect is processed by our Paper division and turned into new cardboard boxes by our Packaging division, in just 14 days.

And that's genuine Closed Loop Recycling in action.



# Innovative ways to help businesses to increase recycling

From simple recycling collections to sophisticated, integrated recycling and waste management services, we are the experts in recycling.

So whether it's paper, card, food, plastics or metal cans; we collect your materials efficiently through a source segregated system using our own vehicles and our network of trusted partners. Because we manage the entire process and we're focused on collecting quality material which is in greater demand, this creates more value for you and ensures materials that are intended for recycling are indeed being recycled.



# A partnership that's good for your business...

We work collaboratively and proactively with our customers, continually looking for ways to innovate together, reduce waste, save money and create new revenue streams.



Our dedicated teams ensure we deliver on our commitments and a constant dialogue with you and your team is maintained. Regular reviews are held to ensure targets and projects are being successfully met and delivered, while being on hand to help with every facet of your recycling and waste management strategy.

Through our own group operations and our global network of mills, we can provide guaranteed, transparent end destinations for our customers' recycling material. Our joined-up solutions deliver better value and help customers of all sizes to achieve something we call 'The Power of Less': That's less complexity, less cost, less waste, less impact on the environment and more recycling.



# ...and good for your sustainability goals

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Today's customers, employees, investors and shareholders all expect you to adopt a more sustainable approach. And because sustainability is at the heart of everything we do, we work in partnership with you to establish the auditable recycling and recovery routes our business demands - and that will improve your Corporate Social Responsibility and environmental credentials.

Knowing where each and every material in your waste chain ends up, along with a more effective waste management strategy, can put you ahead of the competition. We've already helped many of our customers to win prestigious industry awards for their recycling efforts, and we can help you too - we'll give you all the support you need to meet and improve your recycling targets.





## Improving your recycling, step by step

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We work hard to delight our customers and become a valuable partner to your business. We take a flexible approach to the recycling and waste management solutions we create and we operate where and when you need us.

We're proactive too, recommending and installing bespoke equipment, from containers to compactors or complete baling systems. We'll always ensure you have the right equipment in place to save you money and maximise your revenue.



### Understand

We examine how your business handles waste, exploring your different waste streams, to identify how we can reduce waste and stop potentially valuable resources being sent to incineration or landfill.



### Increase recycling

We develop your recycling systems so that the maximum amount of material is captured for recycling. With a focus on quality, we reduce contamination and ensure all materials that can be recycled are recycled.



### Measure and manage

Our performance is tracked against KPIs and SLAs while regular strategy reviews ensure you're always on the path to better recycling performance.

# We are guided by the Waste Hierarchy

Our strategic approach to eliminating unnecessary waste and delivering maximum recycling is driven by the Waste Hierarchy:



# We are building a better business

Sustainability lies at the heart of the DS Smith business model. We believe that sustainable value is found when balancing the needs of our business, our environment and our people. It's an approach that has led to our inclusion in the FTSE4Good Index - a series of ethical investment indices based on a range of Corporate Social Responsibility criteria.



## Our Business

We create shared value through responsible recycling, supporting our customers to operate more sustainably through our circular business model.



## Our Environment

We minimise our impact on the environment through supply cycle thinking, focusing on reducing waste to landfill, and increased recycling rates.



## Our People

We ensure the safety, wellbeing and development of our colleagues and support local communities and charities through our Charitable Foundation.

And we're proud to be an Ellen MacArthur Foundation Partner, supporting their mission to speed up the transition to a circular economy. Working together with government, business and education we can build a framework for an economy that is restorative and regenerative by design.



# We are innovating with Tesco

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Tesco and DS Smith have been innovating together in a partnership that spans over 20 years. Closing the Loop on recycling and overcoming sustainable recycling and waste management challenges have been a priority.



Placing sustainability at the heart of a strong, collaborative partnership enabled both DS Smith and Tesco to think differently and innovate to develop industry-leading, award-winning practices. These included more effective materials segregation to increase recycling and backhauling to reduce costs.

The results include:

- Achieving zero waste to landfill target
- Over 300,000 tonnes p.a. of cardboard recycled
- Implementation of food waste segregation and utilisation of anaerobic digestion
- Reduced vehicle movements, carbon emissions and fuel costs

Today our partnership means Tesco continues to send zero waste to landfill. As a result, we are working together across central Europe to further improve Tesco's recycling and waste operations and carbon footprint.

## Working together to achieve more

We provide integrated recycling and waste management solutions to businesses of all sizes throughout the UK and Europe. Through our experience and expertise, we help them achieve their recycling targets, improve business performance and meet their sustainability goals.



JoJo Maman Bébé  
maternity | baby and child | nursery and toys

Clarks

GOURMET  
BURGER  
KITCHEN



TESCO

PEACOCKS



ASOS  
discover fashion online



m  
mothercare



one stop

Auchan

M  
MORRISONS

GRUPPO  
CAMPARI

Laithwaite's  
WINE

WHSmith

The co-operative

## Discover The Power of Less today

To find out how DS Smith could help you achieve less waste and more recycling, get in touch today:



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Find out how DS Smith could help you  
achieve less waste and more recycling:

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