

Media release  
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## **Fisher & Paykel Appliances' Recycling Days a hit 48 tonnes of waste saved from going to landfill**

Over the last week Kiwis saved an outstanding 48 tonnes of waste from going to landfill, as part of this year's Fisher & Paykel Appliances' recycling days.

Held in Auckland, Wellington and Christchurch, the annual recycling event encouraged the public to drop off any brand of inefficient appliances at identified locations, with the items then recycled for free. The first people to drop off their appliances were rewarded with a discount voucher for a new Fisher & Paykel appliance.

The company's Recycling Manager George Gray says the 2009 programme was extremely successful and well supported by the public.

"Kiwi communities really got in behind this initiative and brought in approximately 800 appliances across the three centres," says Mr Gray. "This year Wellington and Christchurch were added to the mix, with a combined effort of 18 tonnes. When we add in Auckland's 30 tonnes, an impressive 48 tonnes of waste was saved from going to landfill as a result of these recycling days."

With tens of thousands of appliances put into landfill nationwide each year, the days enable the public to recycle their appliances in an environmentally friendly, convenient manner at no cost. This initiative is part of Fisher & Paykel Appliances' environmental focus and commitment to make homes more energy efficient.

But one unique appliance delivered to the Auckland recycling day is set to stay around for many more years to come. The late 1950s washer/wringer will shortly take its place in the Fisher & Paykel Appliances 'museum'.

Mr Gray says: "This particular appliance is in exceptional condition and we understand it originates from England. We've added it to our museum which preserves appliances like this for future generations to learn from and enjoy."

For more information visit [www.fisherpaykel.co.nz](http://www.fisherpaykel.co.nz) or call 0800 FPCARE.

### **About Fisher & Paykel Appliances' environmental initiatives:**

Fisher & Paykel Appliances' principles are founded in recycling and a commitment to safe environmental processes. Back in 1993, the company started independently taking back old appliances, marking the start of its appliance take-back scheme. Today the company has six staff working full time in its dedicated East Tamaki recycling centre which deals with about 40,000 old washers, dryers, cookers, refrigerators and freezers every year. An estimated 1,600 tonnes of separated materials and 800 tonnes of composite materials are recovered and sold to various merchants for reprocessing and recycling every year.

In addition, the company re-uses and/or recycles all of its packaging, conducts waste audits on materials that come out of its factories and all of its garden waste is mulched on site and reused.