



18th May 2011

Cornish Crisp Company on a roll to reuse and recycle

In continued efforts to reduce, reuse and recycle waste where possible, The Cornish Crisp Company has been collecting cardboard inner tubes from rolls of tapes and packaging film for the past year and this week delivered over 100 to Cornwall ScrapStore in Liskeard for reuse by charities and children's and community groups in arts, craft and other projects.

A box of the large cardboard tubes was immediately snapped up by the Wild Futures Monkey Sanctuary based near Looe who will use the tubes as toys for the monkeys and also to hide food in to make feeding more interesting for the animals.

Rachael Clayton from The Cornish Crisp Company said: "We try and reduce our waste as much as possible and our environmental impact. So, instead of putting these cardboard tubes in our recycling bin, it is lovely to think they will be put to good use and created into something else before being recycled."

The Cornwall ScrapStore's mission is to take unwanted materials from industry and pass them on to community groups, such as schools, playgroups and charities who then use the materials for art and play activities. The work that Cornwall ScrapStore undertakes helps prevent useful items going to landfill thus helping the environment, saving both industry and the community of Cornwall money by providing free materials and, stimulates creativity and diversity within education.

The Cornish Crisp Company was highly commended by judges in the 2009 and 2010 Cornwall Sustainability Awards for its social and environmental credentials as a small business. In 2010 The Wild Future Monkey Sanctuary were named as runners up in the award for Best Managed Medium business.

Editor's Notes

For more information please contact Rachael Clayton at the Cornish Crisp Company on (01579) 383332

The accompanying [photo](#) [large file] shows Peppy, a capuchin monkey playing with the tubes at The Wild Futures Monkey Sanctuary.