

News Release

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MOUNT FRANKLIN CLEANS UP WITH KEEP AUSTRALIA BEAUTIFUL PARTNERSHIP

Mount Franklin and Keep Australia Beautiful (KAB) today announce a new partnership to educate, inspire and take action to enable better recycling opportunities for Australians.

KAB has a vision for a litter free and sustainable Australia and has been recognised as a leader in the litter prevention and sustainable practice space since 1971.

Coca-Cola Amatil – the makers of Mount Franklin - is one of Australia’s largest bottlers of non-alcoholic beverages, with a sustainability focus including increasing the use of recycled plastics, eliminating plastic drinking straws and introducing 100 per cent recyclable packaging.

Coca-Cola Amatil’s Director of Strategy and Marketing Gaelle Boutellier said the partnership was a natural fit with Mount Franklin, given the brand’s sustainability focus.

“By utilising KAB’s National Litter Index, we can identify priority areas that may benefit from increased recycling education and infrastructure, and help reduce the number of bottles and cans that go to landfill,” Ms Boutellier said.

“We think every beverage container should be recycled and live again, not become waste in our marine and land environment.

“It’s why Mount Franklin bottles are 100% recyclable, and single-serve Still bottles are now made from 100% recycled plastic.”¹

“In addition to supporting cost-effective, well-run container deposit schemes that exist around Australia, together with KAB we are exploring how we can improve recycling opportunities for Aussies, particularly when they are out and about.”

Val Southam from KAB said inspiring positive recycling habits among consumers is a straightforward and effective way for communities to positively impact their environment.

“We’re proud to partner with a brand like Mount Franklin, part of a company that is very aware of their environmental responsibilities and are prepared to do their bit.

“Business and not for profits coming together to find solutions to tackle waste and recycling is a win for the business, the charity, consumers and the environment.”

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¹ Excludes Mount Franklin Still Flavours & Mount Franklin Lightly Sparkling.