

New head of REPA appointed

REPA's internal organization recently underwent major changes. REPA was recently merged with Förpacknings och Tidningsinsamlingen (FTI) into a common company. The time has come for REPA's new manager to take charge. His name is Jonas Pettersson, and will have the title of Marketing Manager, reporting directly to FTI's President John Strand. In addition to Jonas Pettersson, the new REPA department will consist of five customer-responsible individuals plus a customer service unit that will continue its daily contact with the companies associated with REPA. Jonas Pettersson is 42 years of age and comes directly from a sales manager position at Valio, the Finnish dairy products company which is also active in Sweden. During his 20-year career, Jonas has been in sales and marketing with various companies and handled fast-moving consumer goods, beverages, chemical-technical products and now, most recently, dairy products. These are products that require a variety of packagings and fill an important function in the very crucial area of food safety and traceability. Thanks to his background, Jonas possesses broad know-how and insight into the importance of packaging in modern society. He believes that it is important to truly understand that the primary purpose of packaging is to protect products and the consumer thereby obtains better products. Jonas is personally a concerned, environmentally aware consumer.

- "For me, it is obvious that packaging should be sorted and segregated for recovery. At home, we sort almost everything into separate bags and containers before carrying them to the collection station."
- "The concept behind producer responsibility is dear to me, and it often happens that I discuss the purpose of recycling with my friends. I believe that it is right that goods-producing companies also take responsibility for recovery. At the same time, I believe that producers will come to realize the need for rational, environmentally compatible packagings."

In his new job as Marketing Manager at REPA, Jonas hopes to be able to create satisfied owners, customers and employees. He will promote a strategy of, in the first instance, initiating a sound, open dialogue both with customers (i.e. the customers associated with REPA) and with other interested parties. He considers that an open dialogue is a precondition for succeeding, both in the internal and external work.

- "To work as a manager in an organization is comparable to the operation of a closed circuit," according to Jonas. "Even though things were done well before, quality is something that can always be improved."
- "Working as Marketing Manager for REPA is both fun and an exciting challenge. This is an important job, and it is my ambition that the companies with which we are associated will come to realize that that they participate in both a necessary and fair system. I also desire that companies recognize that they are part of a fair, efficient and cost-neutral system, that is, that all who participate also pay their share."

Privately, Jonas lives in the Stockholm suburb of Huddinge, with his partner and three children. He devotes his free time to tennis and golf. He appreciates food and wine, and the company of friends.



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Marketing Manager

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We visit our friends

One of the responsibilities of our customer-responsible employees is to visit associated companies to assist in clearing up uncertainties with regard to reporting packaging volumes and our regulations. These visits are usually booked through our initiative, but if you think you are in need of a visit, you are welcome to contact us and book a meeting.

New website launched

After the previous newsletter had been published, there were delays in the work with REPA's new website and the notice that it featured a new design was incorrect. Since the end of January, the new version was implemented, with new appearance but largely according to the same content structure as previously.

Packaging fees

Metals, cans > 16 cm in diameter	SEK 0.45/kg
Metals, aluminium, other	SEK 0.75/kg
Metals, steel plate, other	SEK 0.75/kg
Metals, drums	SEK 0.06/kg
Metals, steel band and wire	SEK0.20/kg
Cardboard/paper, beverage carton ¹	SEK 0.60/kg
Cardboard/paper, other	SEK 0.45/kg
Cardboard/paper, certain industrial packaging ²	SEK 0.02/kg
Corrugated board ³	SEK 0.02 - 0.75/kg
Corrugated board, service packaging ⁴	SEK 0.45/kg
Plastics, commercial packaging ⁵	SEK 0.00/kg
Plastics, other (household)	SEK 1.25/kg
Plastics, service and grower packaging ⁶ ,	SEK 1.13/kg

1) E.g. juice and milk packaging, cartons for soup etc.

2) That is shells and paper tubes (paper cores in the center of rolls) except those which could end up with the consumer. Molded pulp drums. End covers and wrapping paper for large paper rolls delivered from paper mills.

3) The fee payable is printed on the reporting form and depends on the company's operating sector.

4) Service packaging refers to packaging that is mainly "filled" in the store/restaurant (e.g. pizza cartons made of corrugated board) or by consumers themselves.

5) Commercial packaging means plastic packaging for goods that are not intended for individual consumer use. Amounts shall be shown despite the fact that the fee is SEK 0.00/kg.

6) Service packaging refers to plastic packaging that is mainly "filled" in the store/restaurant or by consumers themselves, for example bags on roll, carrier bags and cling film. Grower packaging refers to plastic packaging that is used for packaging mainly unprocessed products from agriculture, market-gardening and the like for example cucumber film, lettuce film and plastic bags for carrots.

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