



Wright Here
Right Now!



The Good The Fad & The Ugly

Roger Wright : 4th November 2025

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The *Why* Makes the
What Make Sense

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The *Why* Makes the
Waste Make Sense

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My Journey in Print & Packaging



Roger Wright

Waste Strategy and Packaging Manager



Over 30 years of knowledge and experience gained in Packaging Design, Manufacturing, Reprographics, Print and Retail has helped me develop a unique perspective in supporting businesses efforts to become more sustainable and circular. By thinking differently about waste and a creative and collaborative approach helps Biffa customers redesign or design-out packaging they don't need, and implement the innovative, scalable alternative they do.



Operational Footprint

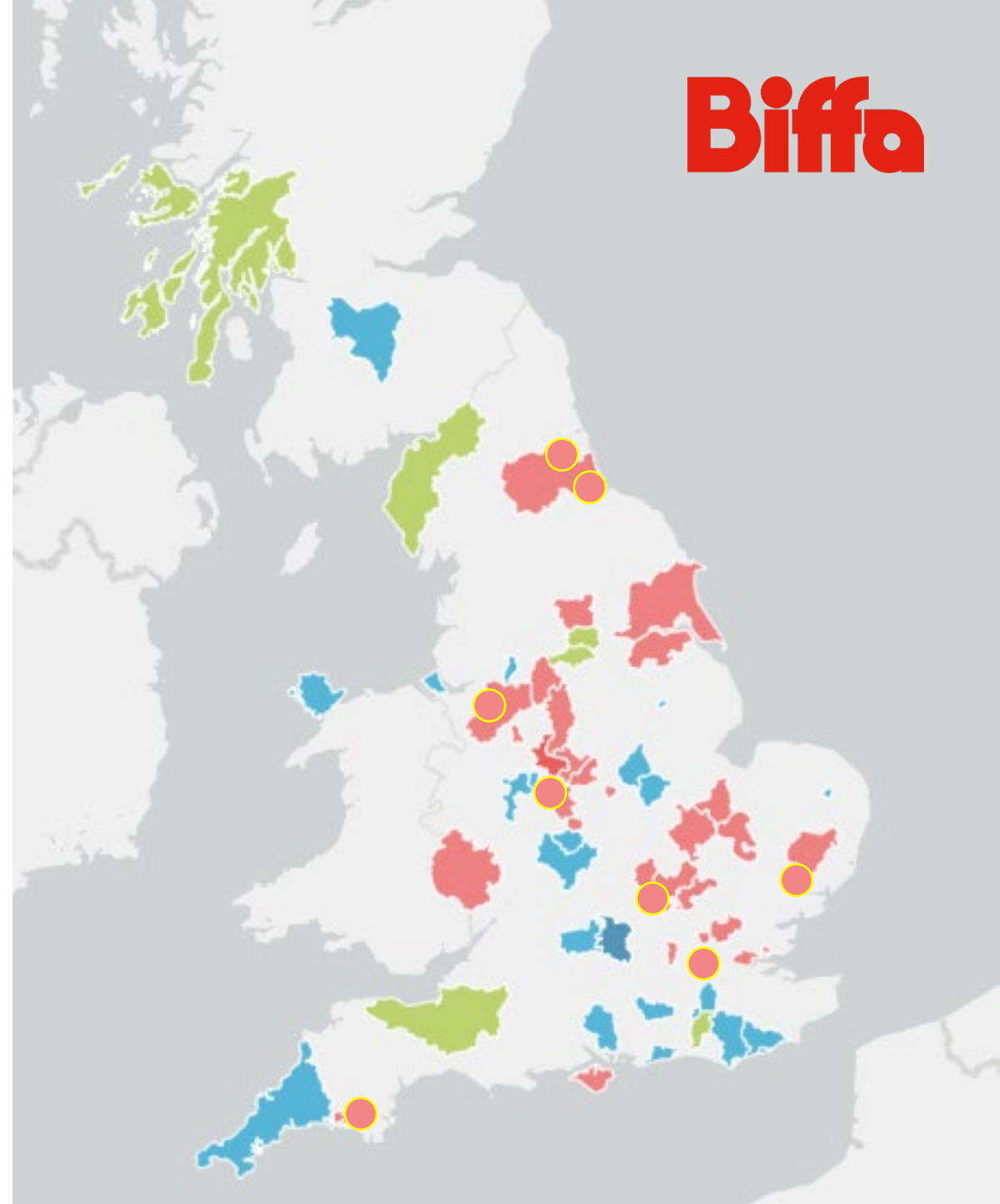
- Resource & Energy
- Municipal Collections
- Treatment (ex-Renewi)

MRF'S

PRF'S

POLYMERS

Biffa



Don't Play Whack-a-Mole with Waste

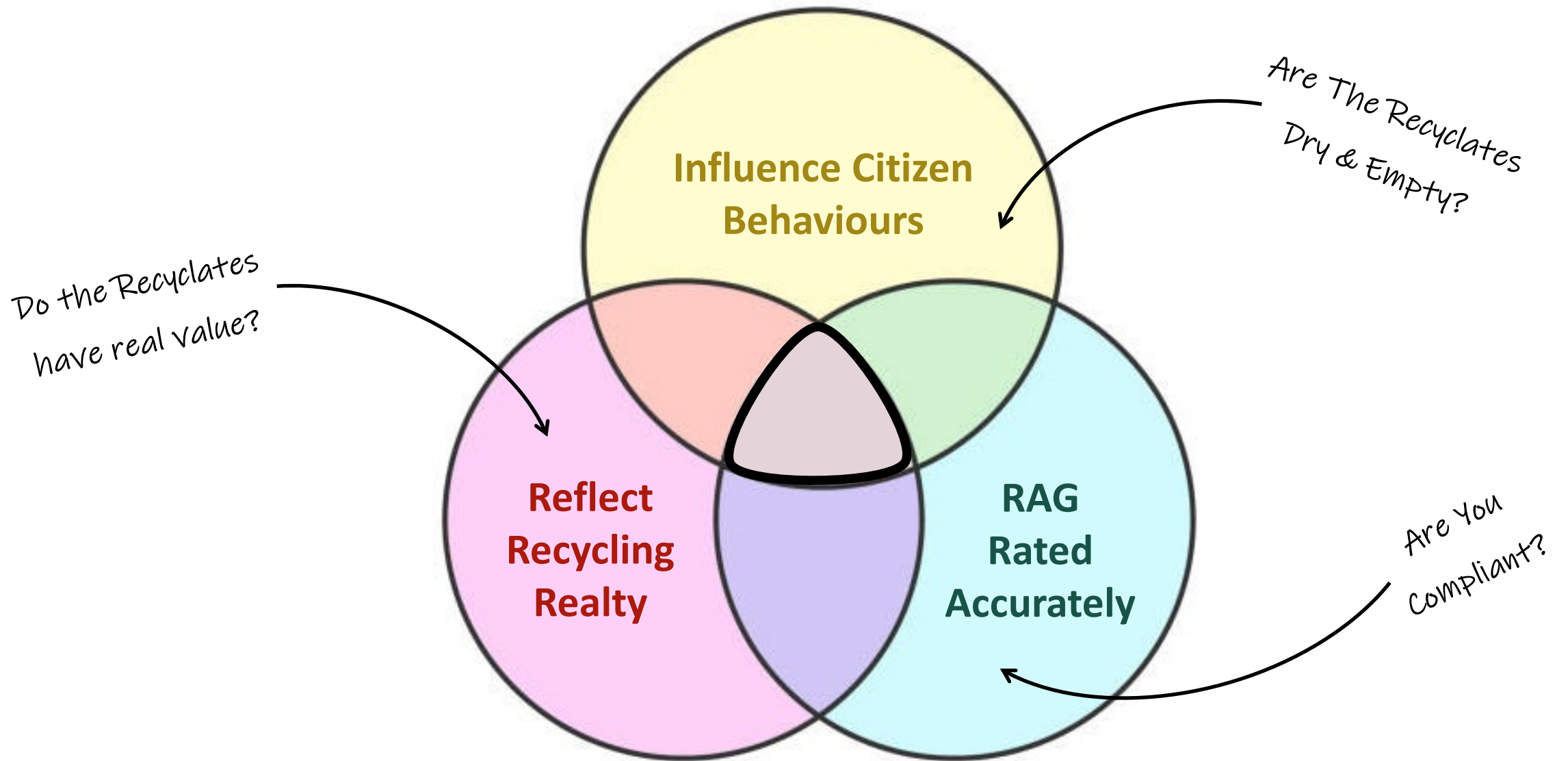
Biffa



The 5 'C's



Recyclability > Finding the Sweet Spot

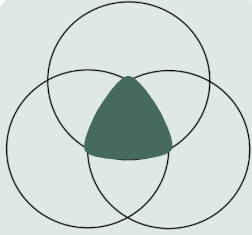


Recyclability > Fit For The Future



ECONOMIC

Advocating for fairer unobstructive & more productive mechanisms that facilitate **sustainable growth**

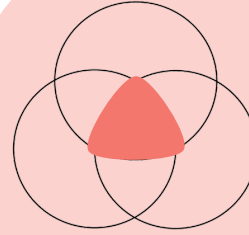


Intuitive enough when something is/isn't recyclable and/or recycled the user can see accordingly & make a meaningful change

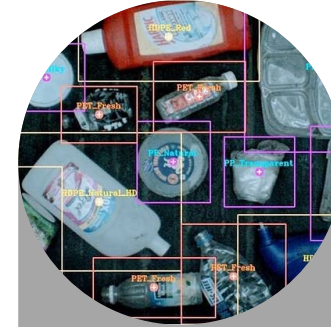


EFFECTIVE

Consistently maximising the **capture** & collection rates of an agreed roster of materials from Citizens & Business

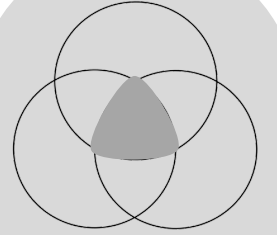


Working in real time with a dynamic ability to update or refined as collection sorting reprocessing and/or end markets change



EFFICIENT

Exploiting the latest human & artificial intelligence plus robotics to further enhance the **yield** of recyclates



Address the reality of different MRF's and/or complete an accurate desktop assessment without going to expense of a physical trial

Common Cause > Safety Integrity & Innovation



The Good > Happy When it Works



Inclusive or Accessible

Standardised or Harmonised

Redesigned or Reimagined

The Good > Happy When it Works



Inclusive or Accessible

Lens me
your Ears!

The Good > Happy When it Works



Standardised or Harmonised

Plastic Free?
It's no Yoke

The Good > Happy When it Works



Wood you believe it?

Redesigned or Reimagined

The Fad > Hesitant Until it Scales



Pulped & Paperised

Renewable & Compostable

Innovated & Iterated

The Fad > Hesitant Until it Scales



Pulped & Paperised

*Will they lose
their bottle?*

The Fad > Hesitant Until it Scales



The School of Rot

Renewable & Compostable

The Fad > Hesitant Until it Scales



Wake up and Smell
the Coffee

Innovated & Iterated

The Ugly > Hopeless On All Levels



Poorly Conceived

Complex or Greenwashed

Polluting or Dangerous

The Ugly > Hopeless On All Levels



Poorly Conceived

Little Shop of
Horrors

The Ugly > Hopeless On All Levels



Water they
thinking?

Complex or Greenwashed

The Ugly > Hopeless On All Levels



This is not just any
Ugly Box; This is...

Polluting or Dangerous

Packaging Future > Renew Reuse & Rationalise

Biffa





Drop me a
line!

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