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**DON’T WASTE YOUR FOOD WASTE – GET AN INSINKERATOR**

InSinkErator®, the global leader in food waste disposers, offers consumers otherwise unable to compost, an alternative to sending waste to over-loaded landfill sites.

It is a shocking fact that seven million tonnes of food and drink are being wasted every year in the UK, according to WRAP (Waste and Resources Action Programme). This is not only damaging to the environment, but landfill sites are under pressure with the mounting food waste.

InSinkErator® is an active campaigner in encouraging the public to dispose of their food waste sustainably, and advises consumers to compost wherever possible. Composting has excellent environmental benefits, as the waste has been diverted from landfills, which decreases the production of methane. Composting increases the nutrient content of the soil and helps it to retain moisture. It can also aid the reduction of plant disease and even minimise annoying pests that destroy cherished flower beds and vegetable patches.

If there is not the option of composting, then an InSinkErator® food waste disposer is an ideal alternative. InSinkErator® food waste disposers grind food waste into minute particles that can be harvested to produce biogas or fertiliser, reducing our own and the planet’s carbon footprint. This offers a sustainable solution as well as a practical, contemporary convenience to food waste in the kitchen. In addition, InSinkErator® food waste disposers are clean, hygienic and reduce smells, bacteria and insects in the kitchen.

Ashley Munden, Managing Director, Europe, for InSinkErator®, says: “ With food waste accounting for no less that 20 per cent of household waste, there is no better way than to compost; this is the most environmentally-responsible means of disposal. However, not everyone is lucky enough to have a garden patch, or a place for a food waste bin; the next best thing and totally in tune with the way we live our lives today is the installation of a food waste disposer as a hygienic, safe and sustainable alternative.”

Benefits of an InSinkErator® food waste disposer: • Food waste is dealt with hygienically and instantly – rather than leaving it in a bin to encourage smells, bacteria and insects • Less food waste has to be collected and transported to land fill sites – which helps to reduce greenhouse gasses • Safety isn’t a problem for a young family – the grind ring does its work in seconds without the use of sharp blades

For more information about InSinkErator® food waste disposers call 0800 389 3715 or visit the website at www.insinkerator.co.uk.

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Image caption: The InSinkErator® Evolution 200 food waste disposer, an ideal alternative for consumers that are unable to compost

Notes for Editors: About InSinkErator®: InSinkErator® UK, a business unit of Emerson, is the UK and world’s largest manufacturer of food waste disposers and the clear global market leader. Food waste disposers divert around 20 per cent of household waste away from landfill and have been shown to have a smaller carbon footprint than kerbside collection. In 2007 InSinkErator® launched a brand new product, the Steaming Hot Water Tap, which delivers 98 degree centigrade, filtered, hot water on demand.

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**About Emerson**

Emerson, based in St. Louis, Missouri, USA, is a global leader in bringing technology and engineering together to provide innovative solutions for customers in industrial, commercial, and consumer markets through its network power, process management, industrial automation, climate technologies, and tools and storage businesses. Sales in fiscal 2012 were $24.4 billion. For more information, visit [www.Emerson.com](http://www.Emerson.com).

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