

The Wrap Up

PROMOTING THE SOFT PLASTICS CIRCULAR ECONOMY
RECYCLING.KIWI.NZ

A MEASURE OF SUCCESS

soft plastic recycling promoted by members

Over the last few months, the Soft Plastic Recycling Scheme has continued to gain momentum. Together, with the move back into the South Island and member initiatives, we have been generating plenty of conversation in the media and consumer space.

As a voluntary product stewardship scheme, which is 100% funded by our members, we have little allocated to marketing and communications, so we rely on media coverage of our activities and our social media platforms. We direct the majority of our funds to collections, operational costs and processing, in order to continue our expansion.

Consumer awareness and national coverage are important as we transition towards a priority product scheme - that's why it is so exciting that our members are including soft plastic recycling in their marketing communications.

Integration within the ARL is already proving a success with

brands adding the New Zealand soft plastic logo and the ARL on pack. On pack labelling is the best way to show consumers what can be recycled, and where they need to take their soft plastics.

Our members are really getting behind soft plastics in innovative ways, this month:

Nestlé's KitKat has temporarily replaced its logo with a call to consumers to "Give the Planet a Break" and recycle the packaging at participating stores.

My Food Bag announced its new recycling service in partnership with NZ Post which will allow its customers to opt in to receive a recycling bag to fill with all their household soft plastics.

WOOP is running a media campaign on TV and radio to promote its "Back to Base" programme which includes soft plastics.

NZ Post carried out a "cradle to grave" study which shows New Zealand made recycled

LDPE mailer has the lowest environmental footprint of all mailers and can be recycled via soft plastics recycling.

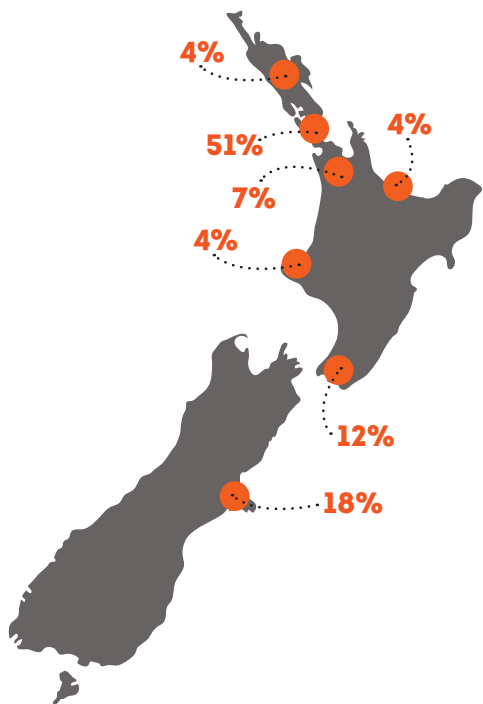
The Warehouse's chief sustainability officer, David Benattar talks about soft plastics in an interview with Stuff and promotes the video "Giving soft plastic a new life" featuring Future Post.

There are many other examples which help amplify our messages to consumers.

We have also extended our supply agreement with Future Post for a further four years. This agreement now provides all of our soft plastics members with Access & Availability Membership of Future Post. This means our members are eligible for a reduced processing fee for their commercial/back of house plastic, and are also able to use Future Post in their promotions.

Ngā mihi nui.





New stores and regions

We've steadily added 36 new stores into the collection service since March and there are now 140 drop off points with half in the Auckland region.

We knew we would get a great response from Christchurch stores and their customers, and so we now have 25 stores in Christchurch which are all serviced by Kilmarnock.

Kilmarnock is a social enterprise employing over 65 people. Kilmarnock collects weekly from store, bales the bin liners, and prepares the bales for transport by Goodman Fielder to Future Post in Auckland. This is a real team effort by all parties to bring soft plastic recycling back to the South Island.

Feedback from both our stores and customers has been overwhelming since the scheme restarted.

“Our customers absolutely love having soft plastic recycling back instore. When we got the opportunity to start recycling again, we jumped at the chance. We are really fortunate to have a local community that is quite environmentally focused, and have been quick to bring back their old habits and recycle their soft plastics.”

Kyle Burnett, New World Lincoln owner/operator

Aaron on his collection round



Collecting from The Warehouse





MARKET RESEARCH IS IMPORTANT TO BUILD CONSUMER AWARENESS

Around 1.74 million New Zealanders know about soft plastic recycling but a similar amount say they are incorrectly putting soft plastics in household recycling bins

Horizon Research surveyed 1,216 people nationwide in March. The results are shown in the infographic above.

KitKat also conducted research to support their “Give the Planet a Break” consumer awareness initiative. 82% of New Zealanders recycle regularly, but half (50%) didn't realise it's possible to

recycle soft plastics, such as lolly and chocolate wrappers and chip packets. A further 54% incorrectly dispose of their soft plastics in household recycling bins, which ultimately end up in landfill.

Newshub created a guide to soft plastic recycling around New Zealand bit.ly/newshub-SPguide

New research from **My Food Bag** found that 79% of their customers say household collection is the best way to recycle soft plastics.

WELCOME TO OUR NEWEST MEMBERS OF THE PACKAGING FORUM'S SOFT PLASTIC RECYCLING SCHEME

Back Country Foods
Classique
Dalton's
Foundation Coffee
Hanes
Karajoz Coffee
SC Johnson – Ziploc
Sea Treasure

WEBINAR SERIES

Labelling, Materials Compliance and the Future of Soft Plastic Recycling in New Zealand and Australia

Over 260 people registered for the Packaging Forum's joint webinar with APCO and REDcycle. Steering Committee members Steffan Pedersen, national sales manager at Caspak and Lou Sherman, senior packaging technologist from Asaleo Care joined Lily Barnett programme manager for APCO and Liz Kasell, Founder of REDcycle in a discussion facilitated by scheme manager Lyn Mayes.

The principal areas of interest included use of logos on packaging; material thresholds and opportunities to increase soft plastic recovery and processing capacity.

A recording of the webinar is available for scheme members. Please contact donna@packagingforum.org.nz



Waste Not Consulting team conducting audit at Waitakere Transfer Station

ANNUAL SOFT PLASTICS AUDIT

Bruce Middleton and the team from Waste Not Consulting conducted our annual soft plastics audit in March. Bags of soft plastics were collected from Abilities and selected Countdown stores and separated initially by category and then by brand. Thousands of bags were sorted and the results will be released to members at a webinar in May.

Initial reports suggest that there has been an increase in compostable packaging noted – often with the compostable packaging labelled as recyclable as well as compostable. This is very confusing for customers.



Love NZ Soft Plastics Recycling

Recycling centre



**Are you one of our 9555 Facebook followers?
Help us get to 10,000...**

If not, head on over and like the Love NZ Soft Plastics Recycling Facebook page and keep up to date with everything happening in the soft plastic space as well as promoting your support!

facebook.com/softplasticrecycling

FEEDBACK FROM CUSTOMERS & STAKEHOLDERS

What is the date you'll be live in Cambridge please. Welcome back !!

Please come to Hawke's Bay!

When are you coming to Hastings?

Looking forward to a Napier or Hastings drop off point. I save mine up, and deliver them to the North Shore, whenever I visit my son.

“More in the South Island, please!”

Wondering whether the supermarkets need to place the soft plastic bins in a dead end corner with signage on the walls above it, so that it becomes a "destination" you have to specifically go to, to recycle your plastic bags, rather than "just another bin" that lazy or disinterested people would drop a coffee cup into on the way past it on the entry or exit aisle.

Such a fantastic scheme. Keep up the good work.



Member update

As mentioned in the editorial, we have some great stories coming in from our members. If you have any news, or would like us to profile any innovative programmes your organisation is working on, please let us know!



Nestlé – Innovating for the future

Nestlé launched a new KitKat prototype in Australia to showcase the opportunity to close the loop on recycling soft plastics.

A group of companies worked together to show that soft plastics can be a resource, not waste; and brought their individual expertise to the challenge of producing a KitKat wrapper that is Australia's first soft plastic food wrapper made with recycled content.

This project was a partnership with iQ Renew and CurbCycle to trial kerbside collection of soft plastics; Licella converted the plastic to oil, Viva Energy Australia refined the synthetic oil, LyondellBasell made food grade PP and Taghleef Industries created a metallised film, Amcor printed and created the wrapper, and Nestlé wrapped the KitKat.

bit.ly/KK-SP

NZ Post – Measure so you can manage your carbon footprint

NZ Post conducted a life cycle assessment to help select their new mailer. The study compared the existing virgin LDPE mailer with a New Zealand made recycled LDPE mailer, a Chinese made recycled LDPE mailer, a home compostable mailer and a paper mailer. Using New Zealand made recycled LDPE, with the option to recycle via the Soft Plastic Recycling Scheme, proved the best and ultimately, the chosen option with a much lower carbon footprint than home compostable or paper mailers.

The full report is available at bit.ly/NZP-sp



Tui Garden Products

Tui Garden Products has been promoting how to accurately clean and dry their growing media bags so they can then be recycled through the scheme!



Welcome to Dalton's

Dalton's is delighted to be a new member of the Soft Plastic Recycling Scheme. NZ family-owned and operated, Daltons has been manufacturing and supplying growing media made from natural and renewable resources to Kiwis and their gardens for over 75 years.

Dalton's participation in the plastic recycling scheme will be promoted on their packaging and website to encourage Kiwi gardeners to drop their clean, empty and dry Dalton's bags to collection locations. This is just the first step in Dalton's journey as they focus on the production of more sustainable packaging.

daltons.co.nz



My Food Bag

My Food Bag is working with the Soft Plastic Recycling Scheme to roll out the service to customers who opt in with their subscription, and who will then receive a recycling bag via mail to fill with all their household soft plastics (including those not received from My Food Bag). Once full, customers in metro areas can arrange a time via the NZ Post website for pick-up of the bag. Those in more regional locations will be able to drop-off their bag at their local post shop, opening up a number of new drop-off locations for the scheme.

My Food Bag CEO Kevin Bowler said: "Our customers agree with us that packaging is the biggest challenge in our sustainability journey. Reduction of our packaging waste is and always has been an ongoing priority for us. On that journey our first target is ensuring everything in our delicious range is 100% recyclable to 100% of Aotearoa. We're delighted to be working with The Soft Plastic Recycling Scheme and Future Post to recycle soft plastics into plastic fence posts, garden boxes, vehicle stops and a range of new durable plastic products."





TUI GARDEN PRODUCTS HITS THE ROAD

The month of April saw Tui Garden Products hit the road on a national tour in celebration of its newest range – Tui Performance Naturals. The first weekend of events saw more than 200 people, from across six stores, from Warkworth to Pukekohe, turn up to talk everything gardening with the Tui team, as well as hear more about the naturals range and, of course, Tui's packaging sustainability journey – including end of life recycling through our scheme. Tui's custom-made trailer is looking sharp with the scheme's logo included in the livery!

(NON)BREAKING NEWS!



EXCITING VINEYARD NEWS... THREE SEASONS THROUGH MECHANICAL HARVEST AND NOT ONE BROKEN FUTURE POST – MEANING GROWERS CAN GET ON WITH THE IMPORTANT STUFF, LIKE MAKING GREAT NZ WINE!

Sealed Air – creating smart packaging solutions for its customers

Scheme member Sealed Air has also been working together with Tui Garden Products in the production of its new range of packaging for its large bags of Performance Naturals growing media (30L Compost, 30L Vegetable Mix and 30L Potting Mix) which are all 50% recycled content film. This product innovation for Tui has been developed by, and is being made by Sealed Air, locally in Hamilton.

Sealed Air has also been working with other customers (including scheme member New Zealand Post) doing the same thing, which is helping reduce New Zealand's reliance on imported resin and driving their sustainability story (see earlier story).

bit.ly/NZP-sp





More on Tui Garden Products' new packaging made from recycled content

Scheme member **OF Packaging** has been working with its New Zealand customers (including Tui Garden Products) on further packaging innovations that utilise more recycled content, and increase recyclability at end-of-life.

The latest innovation for Tui Garden Products' (which we briefly covered in the last newsletter) created a great design challenge due to the use of 40% recycled content and strict 100% PE construction. The use of recycled content within the packaging was of huge importance and value to Tui, which is moving towards meeting the 2025 targets for packaging waste. The 100% PE bags for Tui allowed them to be involved with the end-of-life process in addition to sustainable solutions in product and packaging creation.

The team at OF Packaging takes us through the thinking behind the fantastic product.

Tui Products - made from 40% recycled content/100% PE pouches

When it came to Tui's new packaging innovation, the brand wanted to replicate its current designs as much as possible, with the packs maintaining a quad seal style and use of printed side gussets for important branding and product information. The pack also needed to include a matte finish that best replicated the previous matte biaxially-oriented polypropylene (BOPP) as an outer lamination layer.

Replacing this with a special matte varnish to eliminate the BOPP layer, the material was then given a soft touch like appeal that helped elevate the pack artwork and bright

imagery. Reverse-printed using gravure technique, the imagery and text elements stand out easily despite the recycled content in the materials affecting the transparency and ease of printing of the PE film.

Using recycled content in packaging has many challenges — from print efficiency, barrier concerns, bag production line alterations and of course costs for using recycled content.

Despite these challenges, Tui's end product — a large gusset quad seal pouch with full printing and matt finish — rivals the multi-laminate structures currently on the shelf. Importantly, the mono-polymer structure allows them to be processed through existing soft plastics recycling in New Zealand, as well as providing potential for future innovations in kerbside recycling.

NEWS FROM OUR PROCESSING PARTNERS



Future Post

The Future Post team has been busy travelling the country at various events promoting their fantastic range of products.

NZ Speed Fencing Championship sponsored by Future Post

From “over the jumps” in February to Speed Fencing Championships in March, there is no stopping Future Post. The rural games in Palmerston North hosts the STIHL Timbersports Championship and the Harness Racing Gearing Up Champs and now features the Future Post Speed Fencing Champs.

Jerome and Chris made this a road trip coming back from Palmerston North via Central District Field Days in Fielding before flying down to the South Island Agricultural Field Days which is the largest field days event in the South Island.

In early April, Jerome and Future Post also appeared on TVNZ's Seven Sharp in a brilliant piece which shared the unique story behind the development of the company, and its range of innovative products that are helping to divert tonnes of plastic waste from landfill. Nice work team!

Check it out here bit.ly/FP-7S