

# The Wrap Up

PROMOTING THE SOFT PLASTICS CIRCULAR ECONOMY  
RECYCLING.KIWI.NZ

## DELIVERING AND SUSTAINING GROWTH

It's fair to say that 2022 is moving at pace with the Government's consultation on "Transforming Recycling" — announced on 13 March — occupying a considerable amount of time, as well as the planning and activation of several exciting soft plastic recycling initiatives which you will read about in this newsletter.

There are now 175 drop off points nationwide, with South Island stores now representing 22% of the network through the addition of Dunedin and Rangiora to the collection service.

We have also launched the soft plastic courier bag service in partnership with NZ Post, Future Post, Foodstuffs and The

Warehouse. The pre-paid recycled courier bags manufactured by Sealed Air are now on sale from NZ Post, The Warehouse and Warehouse Stationery stores and selected New World stores in the Manawatu region as well as online through NZ Post, The Warehouse and The Market Place.

We have also submitted our 2021 Annual Accreditation Report to the Ministry for the Environment in accordance with our obligations as an accredited scheme under the Waste Minimisation Act (2008). You can read the report here [bit.ly/TPF-SPAR21](https://bit.ly/TPF-SPAR21)

Ngā mihi nui



### HAURAKI DISTRICT COUNCIL LAUNCH

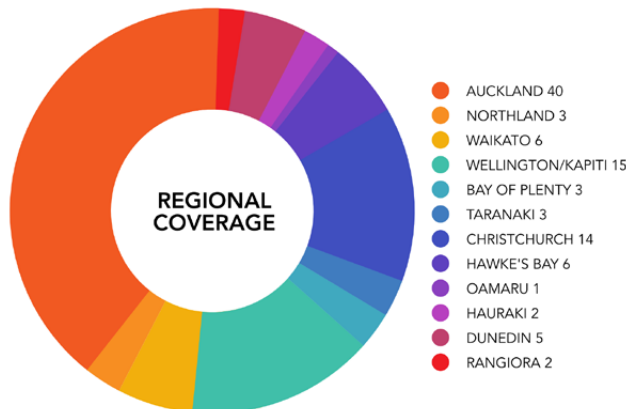
The team at Hauraki District Council celebrated the introduction of soft plastic recycling at Ngatea Four Square, Waihi New World, Hauraki Repair & Reuse Centre, Council's two refuse transfer stations as well as Countdown in Paeroa. Mayor Toby Adams welcomed the initiative: "Soft plastics are not collectable in kerbside recycling bins so this is a great way to get them out of landfill bags. Every time one soft plastic collection bin is emptied, that's one fencepost, bollard or vegetable garden post made by Future Post. How cool is that?"



### RANGIORA

Waimakariri District councillor Robbie Brine was one of the first to drop off his soft plastic at Countdown Rangiora as soft plastic recycling returned to Countdown, New World and The Warehouse in the town.

Geographic coverage has increased with one in five of the 175 store drop off points now in the South Island





## NZ Post courier bag service

On 22 April we launched our soft plastic recycling courier bag service.

“Purchase one of NZ Post’s latest pre-paid soft plastic recycle courier bags, fill it with your clean soft plastics, book a courier for pick-up and we will take care of the rest,” NZ Post Group sustainability manager, Dawn Baggaley summarised the simplicity of the service.

The partnership with founder members: NZ Post, The Warehouse, New World and Sealed Air, is a way to open the soft plastic recycling scheme to communities who don’t currently have access to a soft

plastic recycling bin, or those who are unable to get to their local store to drop off their soft plastics.

The soft plastics will be collected from NZ Post and baled by Abilities Group, and then dropped off at Future Post for recycling. The pre-paid recycle courier bags (which are made of recycled plastic) will be on sale from NZ Post stores, and selected New World supermarkets, The Warehouse and The Warehouse Stationery stores as well as online and cost \$7 each.

Find out more  
[bit.ly/TWU422-NZpost](https://bit.ly/TWU422-NZpost)



**Step 1: Organise**  
Wash & dry your soft plastic.



**Step 2: Pack**  
Fill your bag with clean soft plastic and seal when full.



**Step 3: Send**  
Book a courier pickup, or drop off at your local NZ Post store.



**Step 4: Renew**  
Your soft plastics will be transformed into long-life products.

“Awesome to see you spreading nationwide to do good nationwide.”



### DUNEDIN LAUNCH

Aaron Hawkins, mayor of Dunedin was one of the first to drop off his soft plastic recycling when the bins returned to nine stores across the region.

Craig Broderick, owner operator New World Gardens welcomed the mayor ahead of the “virtual” launch with soft plastic recycling scheme members. The relaunch in Dunedin was the result of significant teamwork between scheme members and local business to make this happen.

The soft plastic dropped off at selected Countdown and New World stores is collected by Cargill Enterprises and baled by Waste Management. The baled plastic is backhauled to Christchurch by Cottonsoft, then to Auckland by Goodman Fielder.

[bit.ly/TWU422-01](https://bit.ly/TWU422-01)



## ANNUAL SOFT PLASTICS AUDIT

Waste Not Consulting are conducting the annual analysis of soft plastic packaging with sample bags taken from Abilities Group, New World and Countdown stores.

**Last year the team counted around 7000 items weighting 59 kilograms into 19 categories and by brand over two days.**

We know this massive effort from Waste Not Consulting is appreciated by our members providing valuable information for brands.

**“Yay!! Recycling soft plastic is so awesome, cuts down so much waste going out in the weekly rubbish!”**

## MARKET RESEARCH IS IMPORTANT TO UNDERSTAND CONSUMER AWARENESS

Horizon Research surveyed 1152 people nationwide in March. The results are shown in the infographic above.

### IN THE NEWS

It's good to see that all of the media coverage relating to soft plastic this year has been positive and that we are seeing reach across mainstream, industry and social media.

### SENTIMENT

Sentiment	Soft Plastics I New.
Negative	0
Neutral	40
Positive	12
<b>Total</b>	<b>52</b>

### TOP SOURCES

Publicatio..	Soft Plastics I New.
FMCG B...	4
Radio N...	7
Scoop	3
Stuff.co...	2
Stuff.co...	4
Superm...	4
The Gua..	2
The New..	4
The New..	3
Voxy.co...	3
<b>Total</b>	<b>36</b>

Meltwater



## MEMBER UPDATE

It's great to see how our members are reducing their use of plastic, as well as promoting and increasing soft plastic recycling. If you have any news or would like us to profile any innovative programmes your organisation is working on, please let us know!



### MEADOW MUSHROOMS

Meadow Mushrooms has introduced a trial of 100% recyclable plastic mushroom punnets. The tray is made from 100% recycled PET plastic (rPET) and can be recycled at kerbside, and the soft plastic top can be recycled at stores participating in the soft plastic recycling scheme.

### SANITARIUM

Marmite and Weet-Bix are 100% recyclable and now carry the Australasian Recycling Label. Great to see Marmite jars are now made from 100% recycled plastic – they can be recycled again and

again. There's also less high-density plastic in the lid. It all adds up. Together these changes will reduce the amount of virgin plastic used by more than 40 tonnes a year.

Find out more: [sanitarium.co.nz](http://sanitarium.co.nz)



“Very, very excited to have it in Hauraki. Thanks for what you're doing!”

“I've been collecting for 2 years - can't wait for it to come to my area.”

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

**KING SALMON**  
**MCPHERSONS**  
**NULON**  
**NZ SAFETY BLACKWOODS**  
**OMEGA SEAFOODS PRODOTTI**  
**D'ITALIA**  
**SMALES FARM**

“ Before anyone put soft plastic items in the bin, it must be clean, dry and empty otherwise it can cause contamination to recyclable items. ”



**Are you one of our 11,187 Facebook followers? Help us get to 15,000...**

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](https://facebook.com/softplasticrecycling)



## NEWS FROM OUR PROCESSING PARTNER



### DOC HUTS

Department of Conservation gets set to install Future Post squares at a popular hut at the top of the south.

### WATERWAYS FENCING

No rotting, no leaching (Bio-Gro certified) and competitive pricing for posts that last.

#FuturePost #waterways  
#wetlands #freshwater #coastal

### TEMUKA SALE YARDS

One of New Zealand's oldest sale yards still operating, is putting modern Future Posts to the test. High stock usage means posts are regularly broken or knocked, so it's good to see these hardy posts in action.

## AROUND THE WORLD

Imitation is the sincerest form of flattery... so it's great to see the UK's **Coop Store** promoting soft plastic recycling with similar messages as ours.

[coop.co.uk](http://coop.co.uk)

**Sainsbury's** provide guidance on what they accept and don't accept.

[sainsburys.co.uk](http://sainsburys.co.uk)

It's also worth watching Tesco's video which explains what happens when you deliver cucumbers without the soft plastic...

[bit.ly/TWU422-02](https://bit.ly/TWU422-02)

**Morrisons** has announced plans to own its own recycling operations through the acquisition of a significant stake in a new recycling site in Fife. The site will reprocess 'hard-to-recycle' soft plastics. The Fife site is the first of its type in the world. It is co-owned and being constructed by recycling plant specialists - Yes Recycling. The plant will turn hard-to-recycle flexible food packaging into plastic flakes, pellets and boards. At current capacity, the site will take 15,000 of tonnes of flexible plastic packaging a year.

**And Ireland has introduced soft plastic recycling at kerbside (because there's no such thing as waste)**

All plastic packaging waste — including soft plastic — can now be placed in Irish household recycling bins as long as it is clean, dry and loose. Irish recycling plants are upgrading their mechanised sorting facilities to allow for more sorting of plastic.

[mywaste.ie](http://mywaste.ie)