

The Wrap Up

PROMOTING THE SOFT PLASTICS CIRCULAR ECONOMY
RECYCLING.KIWI.NZ

Clean, dry & empty soft plastics message is working. Audit finds big annual drop in contamination from 8.7% to 4.2%

We celebrated mid-winter and Plastic Free July on a beautiful sunny day in Tauranga with Scheme members, council officials, and community groups. Tauranga is now the city with the most collection points per capita – one bin per 10,000 people compared to an average of one bin per 17,000 in other participating cities.

Todd Muller, MP for the Bay of Plenty, welcomed the introduction of soft plastic recycling bins saying that his family had started separating out their soft plastics to reduce their waste but until now had no way of recycling them.

To celebrate the launch, local school Pyes Pā received a garden frame made from Future Post recycled plastics with garden products donated by local business and Scheme member Tui. Students and Principal Blake Carlin were delighted with the vegetable garden, and one of the students was also keen to get posts for his family's deer farm.

It's incredibly important that we continue to demonstrate the circularity of plastic by showing what is produced from people's recycling efforts.

Another opportunity to make recycling real was Scheme Manager, Lyn Mayes appearing on TVNZ's

Breakfast Show on 1 July to chat with Indra Stewart. Lyn showed props including a NZ Post courier bag made from recycled plastic and a sample of saveBOARD's recycled alternative to plasterboard and encouraged viewers to separate out their soft plastic recycling.

It's three years since we re-started collections with 100% of processing now in New Zealand and, in that time, contamination levels have more than halved (8.7% in 2018 to 4.2%). We have kept our messages simple – “take the crunch test” and “clean, dry and empty”.

Ngā mihi nui





TURN YOUR SOFT PLASTIC INTO PLANTER BOXES (OR FENCE POSTS) BY RECYCLING HERE

RECYCLE ME

BREAD BAGS • FRESH PRODUCE + FROZEN FOOD BAGS • BAGS + WRAPPERS FOR TOILET PAPER, CEREALS, SNACK FOODS + DAIRY PRODUCTS • LIGHTLY FOILED BAGS - CHIP PACKETS + CONFECTIONERY • COURIER PACKS + BUBBLE WRAP • GARDEN POTTING MIX BAGS • DRY PET FOOD BAGS

CHECK ON RECYCLING.KIWI.NZ/FAQS



TAKE THE SCRUNCH TEST!

SCRUNCH YOUR PLASTIC INTO A BALL AND WE CAN RECYCLE IT!



SO WE DON'T CONTAMINATE OUR RECYCLING, **DO NOT** PUT THESE IN OUR COURIER BAGS

- COMPOSTABLE PLASTIC BAGS
- FACE MASKS, DISPOSABLE GLOVES OR RAT TEST PACKAGING
- GENERAL RUBBISH
- FOOD OR DRINK CONTAINERS
- FOIL OR METAL



SOFT PLASTIC RECYCLING LAUNCHED IN TAURANGA

The sun shone for the launch of soft plastic recycling in the Tauranga region with more than 40 community and business leaders welcomed by PAK'nSAVE Tauriko Owner Operator, Jon Morrison to the Tauranga Crossing Centre. Future Post founder Jerome Wenzlick brought along a garden frame made from recycled plastic, which was then gifted to local school Pyes Pā.

The distinctive soft plastic recycling bins are now being filled at PAK'nSAVE Tauriko, Papamoa and Cameron Road; New World Tauranga – Gate Pa and Mount Maunganui; Countdown Bethlehem, Bureta Park, Fraser Cove, Tauranga and Papamoa; The

Warehouse Tauranga, Tauranga Crossing, Fraser Cove and Papamoa and at two locations in the Bayfair Shopping Centre.

With 16 drop off locations across the region, Tauranga now has more places for recycling soft plastic per capita than any other city in the Scheme. It is estimated that the Tauranga region will divert approximately 43 tonnes of soft plastic per year from landfill to be recycled into fence posts and building products.

The soft plastic is collected by our service partner Redline Transport and will be baled ready for processing.

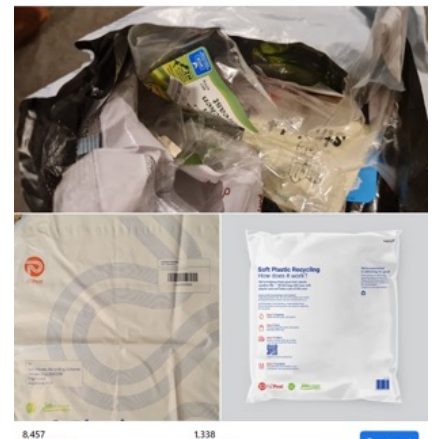
bit.ly/TWU822-4

NZ POST COURIER BAG SERVICE

Since the April launch, thousands of New Zealanders have bought one of the NZ Post courier bags and posted them back via the NZ Post courier network, with the bags being picked up by Abilities Group; and baled and transported to Future Post. We are now reviewing the results from the 10,000 bag trial, which will include a full study in order to understand who is using the service; but, new bag orders have already been placed with supplier Sealed Air. With each bag holding up to 1kg, that equates to approximately 10 tonnes of plastic sent in by post, to be recycled into posts.

recycling.kiwi.nz/recycle-courier-bags

Published by Lyn Mayes • July 27 at 5:53 PM
Thousands of New Zealanders have bought one of the NZ Post courier bags and posted back their soft plastic for recycling. The bag will hold around 1kg of plastic or around 150 pieces of plastic. That's more plastic being turned into posts #FuturePost.
However we have also received clothing, gifts and even a modern in the recycling bags from people who seem to think it's for general postage. We don't want anything that isn't soft plastic! #softplasticrecyclingtinthetansand



“ Good to know you can't put cellophane in, I thought you could. Thanks for the info. ”



100% SOFT PLASTIC 0% CONTAMINATION

FOR THE COURIER BAG SERVICE AUDIT

We weighed and audited the courier bags at Abilities showing that you can get 1kg of plastic bags into the bag. We found no contamination in any of the bags with people using the service presenting soft plastic which was clean, dry and without any food or liquid contamination.



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. Let us know what you are up to!

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

- AMES
- ARVIDA
- KMART
- PROCTER & GAMBLE
- SLEEPYHEAD
- SWP COMMERCIAL

Our membership has now doubled in the last two years; and 20% of our membership is now from outside the food and grocery sector – which means members in the DIY, household and gardening products, building materials and clothing sector have become part of the Scheme.

CONGRATULATIONS

Two of our members won awards at the recent Export NZ - Wellington Export Awards:

Good Nature was winner of the Best-Established Business and Exporter of the Year

Tom & Luke was winner of the Judges Choice

“ Love being able to recycle my soft plastic ”



EARTHLINK

On a particularly wet and stormy day, Lyn caught up with the team at Earthlink which collects soft plastic from the Wairarapa down to Wellington. In the past 12 months, they have collected and baled over 80 tonnes of soft plastic which has been sent to Future Post and saveBOARD. It'll be 100 tonnes this year...

NEW PARTNER IN HAWKE'S BAY

Huge thanks to 3R Group in the Hawke's Bay who helped us start up soft plastic collections a year ago and we have collected over 17 tonnes of soft plastic in that time. With the service now embedded in the region, we are delighted to start a new partnership with local business Bin Hire Company who are already collecting recycling from Hastings and Napier stores.

IN THE NEWS



Scheme Manager, Lyn Mayes joined Indra Stewart on the TVNZ Breakfast Show couch on 1 July to talk about soft plastic recycling to launch the start of Plastic Free July.

Lyn spoke about what can be recycled, and how all the soft plastic collected is turned into **Future Post** fence posts and garden beds, as well as building supplies with **saveBOARD**.

bit.ly/TWU822-1

ANNUAL SOFT PLASTIC AUDIT

In April, Waste Not Consulting conducted our annual audit of soft plastic. Up to **15** bags of soft plastic was collected from Abilities Group in Auckland, Countdown Northcote, PAK'nSAVE Mt Albert, Countdown Grey Lynn, and Victoria Park New World. Prior to the audit, approximately **370** brands (250 in 2021) were identified. Around **50kg** of material was sorted into primary categories and around **5000** items were counted by brand or material type.



Are you one of our 11,518 Facebook followers?

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

Fantastic information thank you. Recycling soft plastic has been a game changer for reducing landfill.



WHAT GETS MEASURED GETS MANAGED

TUESDAY 13 SEPTEMBER 2022 | 11AM-12 NOON

WHAT types of soft plastic are the most recycled and **WHICH** brands are getting ahead?
HOW does labelling impact consumer behaviour?
WHO knows about soft plastic recycling?
WHAT'S next?

Join **Bruce Middleton** Waste Not Consulting, **Malcolm Everts** scheme chair and New Zealand lead on the Australasian Recycling Label working group and **Lyn Mayes** scheme manager.

RSVP donna@packagingforum.org.nz



NEWS FROM OUR PROCESSING PARTNER



Jerome Wenzlick from **Future Post** welcomed Manawatu Mayor Helen Warboys, MP's Tangi Utukere and Ian McKelvie, as well as The Packaging Forum's Rob Langford and Malcolm Everts, at a factory visit to show the waste plastic to post recycling process.

Waikato Regional Council has introduced Future Posts in their lake water level monitoring stations. It's great to see another council buying recycled plastic posts made with waste soft plastic to create circular economy solutions. Buy local!



SAVEBOARD TURNS SOFT PLASTIC INTO BUILDING MATERIALS

saveBOARD continues to innovate by using collected soft plastic to make its sustainable building products such as wall linings (a replacement for plasterboard or "GIB").

"When we tell people we only use everyday packaging waste and heat, pressure and time, not everyone believes it is possible. This is part of the IP and know how of making our boards with a recipe of soft plastics,

liquid paperboard and mixed fibre. saveBOARD isn't a plastic board, our products contain approximately 70% wood fibre, however the soft plastic in the packaging waste is our glue. By weight its similar to plywood, which contain up to 25% of glue to bond the laminated timber together."



AROUND THE WORLD SOFT PLASTIC RECYCLING IS GAINING MOMENTUM

UK MP calls for kerbside soft plastic collections to start before the 2027 target

The UK Government has announced its decision to roll out flexible plastic collection from households by March 2027. However, MPs want soft plastic to be collected at kerbside sooner to provide greater access to recycling. Just 17% of UK councils currently provide a soft plastic waste collection service and the main service is provided by supermarkets.

bit.ly/TWU822-2

Developing new UK recycling solutions for soft plastics

Tesco collects soft plastic from 885 stores and since August 2021 has collected 1000 tonnes. James Bull, head of packaging for Tesco Stores UK talks about why they use soft plastics "they play a significant role in protecting and preserving the food we sell" and about turning soft plastic into cheese packaging; Bags for Life; plant pots and Heinz snap pots. He says Tesco would also like to see the inclusion of soft plastics in kerbside recycling to increase recycling rates.

bit.ly/TWU822-3

Fife Council introduces kerbside soft plastic recycling

Fife is the first council in Scotland to introduce a kerbside collection for soft plastics. Its Dunfermline plant will sort and bale the soft plastic which will be transported to YES Recycling in Glenrothes to produce Ecosheet, an alternative to plywood. Fife Council will use the TOMRA Optical Sorter to segregate flexible plastics, purchased with the £470,000 it received from the Scottish Government's Recycling Improvement Fund.