

**\$3.9Billion**  
Annual industry sales supports:

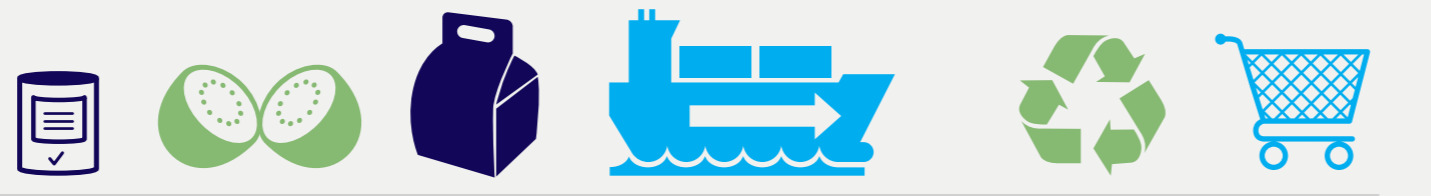
- ▶ **\$32Billion** Agribusiness exports
- ▶ **\$18Billion** Merchandise exports
- ▶ **\$58Billion** Domestic trade

**Packaging – the value multiplier in our global supply chains**



**Packaging – It's a real NZ Value Creator and an industry that adds huge sustainable value**

**\$3.9b**  
Annual industry sales  
i.e. more value than the combined exports from horticulture and seafood sectors



- Enables efficient supply chain logistics** (pack configuration)
- Physically protects the product** through the value chain
- Enables food safety and food freshness**
- Reduces waste** (particularly in food exports)
- Enables supply chain traceability** and supports product authentication
- Enables point of sale communication with retailers** and supply chain partners (replenish signal etc)
- Reduces counterfeit sales**
- Promotes unique brand** and product attributes at the point of sale
- Communicates critical supply chain transaction information** (for shipping border access etc)
- Communicates critical post purchase information** (safety, use, age, recycle)
- Enables point of sale communication with customers** (QR Code etc for authentication)
- Delivers customer experience of at home storage and consumption**

**1.8% OF NZ's GDP**

**1 TONNE OF PACKAGING HAS 5x THE VALUE OF AN EXPORT LOG**

**The raw material for packaging can potentially be continually recycled**



**PACKAGING CONTENT OF EXPORTS IS WORTH \$1Bn+**  
(2015 Log Exports were worth \$2.1b)

**PRODUCTIVITY**  
Increasing production and value per employee  
Decreasing resources per tonne of good sold



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