

007-05



## Ecokraft Kraft Top Liner Supermarket Paper Bag



### ENTRANT

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Manager

Technical & Product Development Paper  
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OTHER ENTRANTS : FOODSTUFFS (AKL) LTD  
UNIBAG PACKAGING LTD



### CATEGORIES ENTERED

Paper Packaging  Australian Paper

Recovered Packaging  
Materials



### SPECIAL FEATURES



This project has been a joint venture between CHH Pulp & Paper, Foodstuffs (Auckland) Ltd and Unibag Packaging Ltd.



The aim was to develop an alternative to plastic shopping bags to contribute to Foodstuffs commitment to reduce the use of plastic shopping bags by 20% by 2009 under the NZ Packaging Accord. Using Ecokraft top liner in this application meets that objective.



The bag can also be promoted for reuse to put paper recyclables in. Recyclability and environmental impact were key considerations for this project.



This project has just moved through the trial phase and only recently has sufficient feedback on bag performance and customer acceptance been received. The results look good and Foodstuffs (Akl) have subsequently ordered more Ecokraft top liner bags and are reviewing using the bag as a preferred choice option in their supermarkets nationwide.



Ecokraft top liner (115g/m<sup>2</sup>):

- Minimum 60% recycled fibre
- Contains up to 40% virgin fibre /origin NZ renewable plantation forests
- Both paper and bag are manufactured in New Zealand - positive social / economic benefits
- 7% thicker
- If product ends up in the environment it breaks down easily - biodegradable