



Coca-Cola Amatil (NZ) Limited Plastic Packaging & Inhouse Waste Minimisation



ENTRANT

Craig Green
Communications Advisor
Ph : 09 970 8174



CATEGORIES ENTERED

Plastic Packaging



SPECIAL FEATURES



CCA have minimised waste to landfill by light-weighting all bottles and the use of recycled resin. Key initiatives are:



Material Selection
Source Reduction - light weighting
Buy Recycled - purchasing policy



Materials Selection : currently carrying out trials using less pallet stretch wrap - replaced with strips of sticky tape - more expensive but uses less material. Results will be analysed and next steps outlined.



Source Reduction - Light Weighting : since 2001 CCANZ have light weighted PET to a target of 3%. 45 million less PET bottles produced annually - 1,980 tonnes less going to landfill (eqv to 291 elephants!) It is unlikely that further light weighting can be feasible - the package must remain fit for purpose.
Shrink wrap light weighted to target of 20% of total tonnage used.



Buy Recycled Purchasing Policy : Committed to purchasing product with recycled content where economically/practically feasible.
Agreement with Visy (bottle) ensuring all PET has a minimum recycled content of 10 - 25%. This means in NZ CCA spend \$2.2million more p.a. than if they had used virgin PET.



CCANZ:

- Recycle 86% of all solid waste from plants
- Active : NZBCSD
- Launched public place recycling trial 2005
- Provide plastic package recycling at Coca-Cola Christmas In the Park - Aki / CHCH
- Ranked Top 5 Environmentally Responsible companies in NZ
- All CCANZ production plants have new ISO 14001
- Use fully recyclable material for most products
- Use minimum raw material in containers
- 1991 first non-alcoholic bev company in NZ to package a food grade product using recycled content PET - still only company using recycled content
- Members of KNZB and Government led Litter Alliance

007-07

