

Living Nature Ltd/Premier Plastics Ltd



Living Nature Range

Presented by Nicola Sharp

Living Nature

- Recognised as one of the world's most truly natural skin care ranges
- Original range packaged in glass
- Approached Premier Plastics to design and manufacture the new range
- Re-launched the range during 2006



D-Shape Design

- Consists of 4 different sizes: 50ml, 100ml, 200ml and 250ml



- Stands upside down
- Comprises of a bottle, base cap and disc top closure
- Closure is an tamper evident disc top cap
- Matt finish
- Silk Screen Printed
- Manufactured in Co-Polymer Polypropylene modified with the addition of 15% (added by weight) calcium carbonate

Polypropylene with Calcium Carbonate

- Dimensional Stability
- Stiffness
- Ability to maintain good sealing surfaces under stress
- Added barrier properties
- High heat stability
- Used as the colourant
- Recycled under the Plastic Identification Code 5
- Aids ink adhesion

New Packaging vs. Old Packaging

New

- Light weight
- 15% less plastic used in each package
- Minimal breakages
- Complete unit is recycled without being taken apart
- More packages can be packed onto retail shelves and shipping cartons
- Tamper evident disc top caps
- No colourants used in the plastic
- UV cured inks (no solvents in ink)
- 100% New Zealand Made



Old

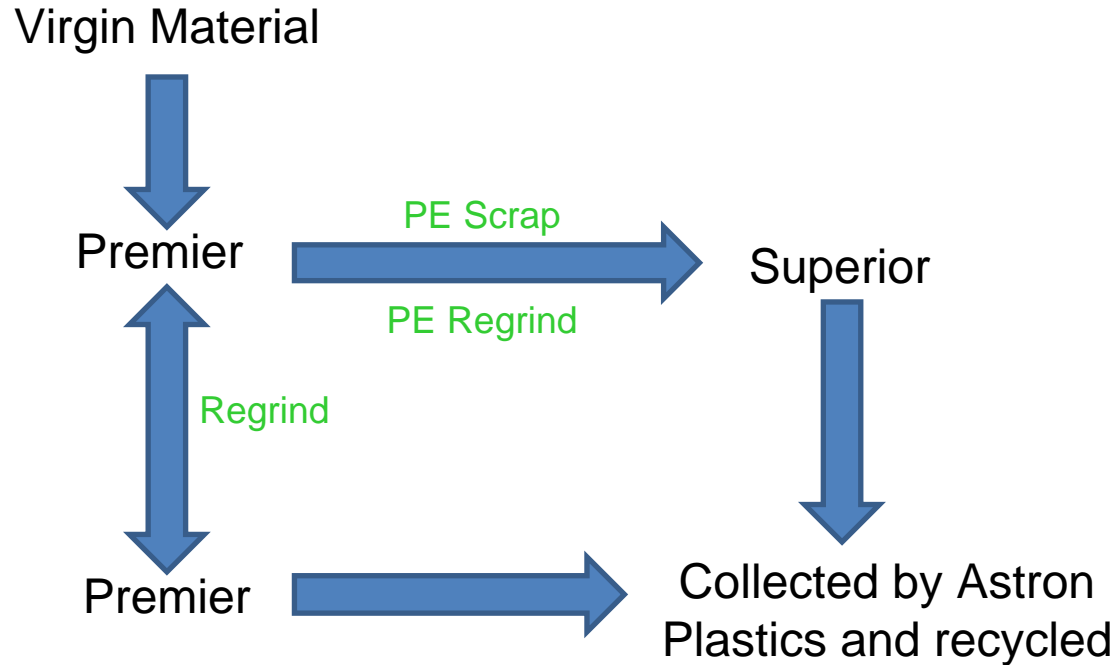
- Heavy as the majority of the range was packaged in glass
- High breakages
- Contract printed
- Expensive
- Imported from Taiwan
- Packages had to be disassembled to be placed in recycle bins
- No form of tamper evidence



Premier's Commitments to the Environment

1. Internal – Reduce, Reuse and Recycle.
2. External - Customers wanting to reduce the effect their products will have on the environment.

Scrap Material



Premier has halved the amount of scrap sent to landfill. We used to send 12 cubic meters per week, we now send 6 cubic meters a week.

Finished Product

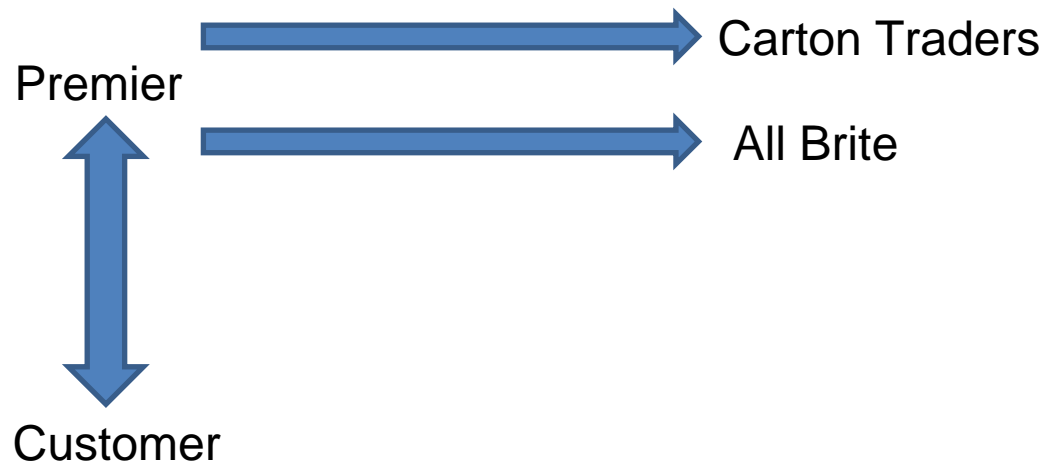


Scrap

Water

- Water is circulated through the factory and is continually reused
- Tank topped up automatically, to account for water lost due to vaporisation. Only a few litres a day.

Cardboard Cartons



New Zealand Sustainability Initiative

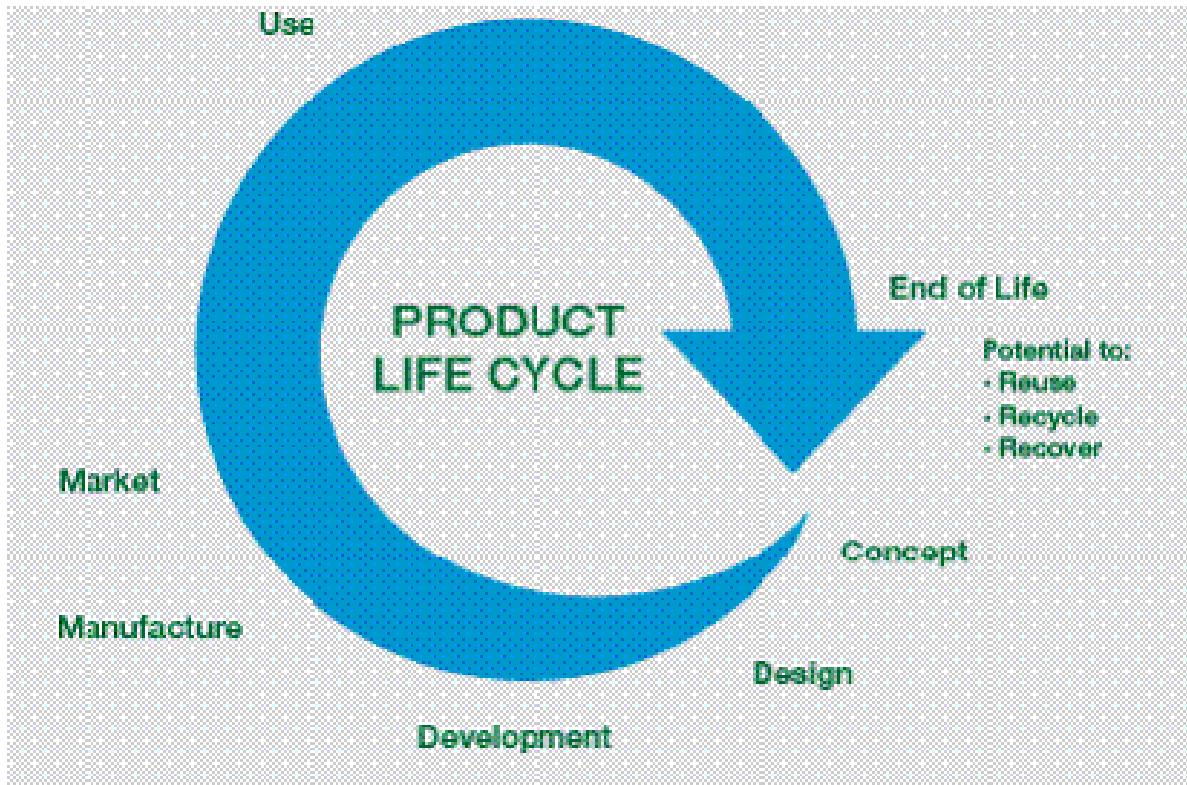
Premier is an active participant in the New Zealand Sustainability Initiative

- To design new products for recyclability and/or waste minimisation
- To label all rigid plastic products with the Plastics Identification Code
- To educate and advise customers on product design and selection, based on best sustainable development practice.

Environmental Check List Applied to Living Nature Project

1. Material Selection
 - PP is recyclable
 - Components and bottle all made from PP
 - No colourants
2. Product Design
 - Less plastic, due to addition of Calcium Carbonate
 - No disassembly needed
3. Communication
 - Artwork states Plastics Identification code
4. Distribution
 - Transport costs reduced due to weight reduction
5. Reduction of Impacts
During Production
 - Complete package manufactured in the same factory
 - Package is 100% New Zealand manufactured, therefore carbon footprint reduced
6. End of Life Options
 - Complete package can be recycled under code 5

Product Life Cycle



Premier tries to apply this to every new design we take on.