



PACKAGED UP

TOWARDS SUSTAINABLE PACKAGING

Packaging Council of New Zealand - Newsletter

July / August 2010

Welcome to the Packaging Council's bi-monthly newsletter – Packaged Up.

We always welcome contributions from our members. The deadline for the next edition is 21st October 2010.

PAC.NZ Reference Library

[BACK TO TOP](#)

We've amassed quite a considerable library of reference material since PAC.NZ was first incorporated in 1992. For example:

- Business implications of sustainability reporting
- Assessments of economic instruments to promote sustainability
- Environmental benefits of packaging and recycling
- Life cycle analysis reports of packaging materials
- Recycling guides and environmental claims
- Government reports on the environment, waste and waste strategies
- Standards for packaging and the environment
- Sustainable packaging indicators and metrics
- Sustainable procurement guides

We are also well connected nationally and internationally. So if you're looking for information to support your particular project or report, then use us as your first 'port of call' – **we may just save you a lot of precious time!**

Consumer Law Reform – Discussion Paper

[BACK TO TOP](#)

As we advised in our last newsletter, seven consumer laws (including the Fair Trading Act, the Consumer Guarantees Act and the Weights and Measures Act) are being reviewed as part of a major reform of New Zealand's consumer law.

The Ministry of Consumer Affairs sought submissions on its [Consumer Law Reform](#) discussion paper.

Of particular interest to PAC.NZ is a proposal to amend the Fair Trading Act **to prohibit unsubstantiated claims** and give the Commerce Commission powers to issue substantiation notices. The discussion document notes that *'...claims of eco-friendliness and sustainability is a growth area where there is significant potential to confuse and mislead consumers, but where there are few guidelines on what is meant by*



In This Issue

- » PAC.NZ Reference Library
- » Consumer Law Reform
- » Metal Can Manufacturers Forum
- » Product Stewardship Workshops
- » Annual Golf Tournament
- » Staff Changes
- » Silverfox Solutions
- » Annual General Meeting
- » Board Talk
- » Diary Dates

Tony Nowell – New Roles

Tony Nowell CNZM has been appointed to the board of FSANZ and has also been appointed as Chairman of the board at Scion, a Crown Research Institute.

Tony was the Chairman of the Packaging Accord Governing Board and is a former Chairman of the New Zealand Food and Grocery Council.

Tony's most recent corporate roles have been as CEO of Zespri International and MD of Griffin's Foods. Tony has also held senior positions with Sara Lee in Asia and with both Sara Lee and L'Oreal in Indonesia.

Consumer Goods Companies Tackle Packaging & Sustainability

The Consumer Goods Forum initiative releases global framework measurement system for trading partners.

[Click here](#) for more information.

such

definitions'.

We surveyed our members to ask for your thoughts about the proposal to require claims to be substantiated and to give the Commerce Commission powers to issue substantiation notices, which would effectively shift the burden of proof on to the person making the claim. We got a strong response. You are concerned about misleading environmental claims about packaging and all respondents asked the PAC.NZ to enter a submission.

We prepared our submission with legal advice from Rae Nield Marketing Law and made the following recommendations:

We would support a power to issue substantiation notices, but our support is conditional on a number of recommendations being adopted:

Recommendation 1: The Ministry should consider promoting and supporting compliance with packaging standards, industry Codes of Practice and guidelines as a means of providing incentives for substantiating environmental claims about packaging

Recommendation 2: Only the person who initiates the claim should be the target of a substantiation order.

Recommendation 3: There should be no general provision, either enforceable privately or by the Commerce Commission, prohibiting unsubstantiated claims. *This is to prevent competitor companies from taking private action to gain trade secrets from each other and attempting to stifle competition. And a general prohibition on unsubstantiated claims would give the Commerce Commission no advantage in an investigation over and above their current powers.*

Recommendation 4: The Commerce Commission should be required to have reasonable grounds before issuing a substantiation notice.

Click [here](#) to download PAC.NZ's full submission.

PAC.NZ worked closely with Plastics New Zealand, who entered a similar submission but with a particular focus on degradable plastics. Rae Nield also drafted the Auckland District Law Society's submission and aligned its recommendations on unsubstantiated claims with PAC.NZ's submission, which lent our recommendations extra weight.

On the 9th August, PAC.NZ's Executive Director presented the PAC.NZ's and Plastics New Zealand's submissions at the oral hearing in Wellington. The panel was comprised of the (then) Minister for Consumer Affairs, Hon Heather Roy, and two representatives from the Ministry for Consumer Affairs.

The submissions were well received and the panel was receptive to the idea of referring to industry Codes of Practice in the appropriate regulations.

The next steps will be (i) discuss our recommendations in more detail with the sector associations and co-ordinate the work programme to develop guidance material around substantiating environmental claims about packaging and (ii) evaluate the draft legislation when it is introduced into Parliament later in the year.

Fonterra Creates Success with Sustainability

Fonterra has shown how to combine environmental sustainability with business profitability.

Click [here](#) for the full story.

Health & Safety in Employment Act 1992

The Department of Labour has launched new guidelines to help principals to contracts to meet the requirements of the Health and Safety in Employment Act 1992. In recent years up to a third of prosecutions taken by the Department of Labour for breaches of the Health and Safety in Employment Act 1992 have been against principals to contracts. The new guidance sets out a broad process for building health and safety into contract management and will assist businesses to comply with the Act. To find out more visit www.dol.govt.nz

Foodtech Packtech 2010

Don't forget if you want to exhibit at this years Foodtech Packtech all Packaging Council Members attract a discounted rate.

Contact Irene Smith at

Irene@expo.co.nz

Metal Can Manufacturers Forum (CANZBAC)

[BACK TO TOP](#)

Following the success of CANZBAC's lesson plan about steel and aluminium cans for the term 2 edition of Starters and Strategies (a teacher's magazine which goes to 28,000 teachers of years 1 to 10), the Forum has agreed to fund a story writing competition about "The recycling adventures of a new recycling superhero - Hanable the Can-able".



This competition will go into the term 3 edition of Starters and Strategies. There will be three age categories and prizes will go to the winning classroom.

The prizes are an Apple iPad for the older age groups and a digital camera for the younger age group.

Packaging Product Stewardship Scheme - Workshops

[BACK TO TOP](#)

We've recently held a series of member lunches in Auckland and Wellington to create some 'noise' around the Packaging Product Stewardship Scheme and ask you, our members, what support you want from the Packaging Council to help you sell the scheme internally, to 'operationalise' the strategic intent of the scheme and implement the *Code of Practice for Packaging Design, Education and Procurement*.

You told us that you want workshops to address:

- The 'why' - *why do we have a scheme?*
- The 'roadmap' - *the journey towards accreditation and why the quality of the data is important*
- The 'what' - *what does the scheme require a company to do?*
- The 'how' - *tools to help report against the scheme's KPIs and the Code of Practice.*

You said that the 'torch bearer' in each company needs tools to help change behaviour. The tools for engaging with frontline staff will be different to the tools for engaging with management. You said that case studies would be an important component of any workshops.

We are already in discussion with the Manukau Institute of Technology (MIT) about collaborating on these workshops. MIT have relevant expertise in this area and are keen to work with the Packaging Council.

We anticipate that we will be holding the first of these workshops before the end of the year.

PAC.NZ Meeting Room for Hire



The PAC.NZ offices in Greenmount Drive, East Tamaki, Manukau have a fully equipped, air conditioned boardroom available for hire for meetings.

Please contact Roshni for further information.

roshni@packaging.org.nz

Twitter



If you like to be kept right up to date on environmental issues related to packaging, but hate information overload, then follow us on Twitter.

<http://twitter.com/pacnzinc>

PAC.NZ Ambrose Rules Golf Tournament – 11th November

[BACK TO TOP](#)

PAC.NZ's annual Ambrose rules golf tournament will be held on the 11th November at [Muriwai Golf Club](#), on Auckland's west coast.

This is a fabulous opportunity to entertain your clients, customers, suppliers or staff and enjoy a great day out.



The event is always well sponsored, which helps us to give away such great prizes.

Contact Roshni (roshni@packaging.org.nz) if you would be interested in entering a team or sponsoring a team prize, or sponsoring product for give-aways.

Staff Changes

[BACK TO TOP](#)

Donna Hellens, our Office Administrator will be leaving us on the 24th of August. After 5 years in the role Donna has decided to pursue new opportunities. She will be a big loss to our small team and we wish her every success for the future.

For all enquiries which would have been directed to Donna should now be sent to Roshni Prasad, Roshni@packaging.org.nz.

New Member – Silverfox Solutions Ltd

[BACK TO TOP](#)

www.silverfoxsolutions.co.nz

Silverfox Solutions Ltd are Importers and Exporters. Our staff have over 20 years experience in Equipment Sales and Service.



We are pleased to introduce our newest Equipment partner, Harmony Enterprises Inc.

Harmony, with over 35 years experience, offer a wide range of Compactors and Balers. Ranging from small business needs to large commercial requirements. Harmony is also a market leader in 'Liquid Extraction Compactors and Balers'. The ExtractPack and SSHB models will drain, compact and bale aluminium cans and plastic containers in one operation.



Harmony has the equipment to provide cost effective solutions for your waste and recycling needs.

For any further information

Contact Paul
Managing Director
09 9503930
Email: sales@silverfoxsolutions.co.nz.

Tansley
Director.
Auckland.

Annual General Meeting

[BACK TO TOP](#)

PAC.NZ's Annual General Meeting was held on the 18th August at ASB Showgrounds in Auckland. David Carter, Group Environment & Technical Projects Director, Lion Nathan was appointed as President for a second term. Melissa Hodder, Executive Manager, Foodstuffs (NZ) Ltd was appointed as Vice President for a second term.

[Click here](#) to see the new 2010-2011 [Executive Committee](#) (board).

Board Talk

[BACK TO TOP](#)

PAC.NZ's [Executive Committee](#) (board) met on the 18th August and discussed:

- Feedback from the members regarding training support around the Packaging Product Stewardship Scheme.
- The Consumer Law Reform submission and next steps.
- The categories for the 2011 Environmental Packaging Awards.
- Reviewing PAC.NZ's strategy and resource needs for the next two years.

Dates for Your Diary

[BACK TO TOP](#)

12 – 14th October – Foodtech Packtech 2010, Auckland
11th November – PAC.NZ Annual Ambrose Rules Golf Tournament, Muriwai

Packaging Council of New Zealand (Inc)

77 Greenmount Drive, East Tamaki, Manukau 2013
PO Box 58899, Botany, Manukau 2163
PHONE: 09 271 4044, FAX: 09 271 4041
EMAIL: pac.nz@packaging.org.nz

WEBSITE: www.packaging.org.nz

[Unsubscribe me please](#)

Delivered by **Outreach™**CRM