



# PACKAGED UP

TOWARDS SUSTAINABLE PACKAGING

Packaging Council of New Zealand - Newsletter

March/April 2011

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

We always welcome contributions. The deadline for the next edition is 16th June 2011.

## Important Date for your Diary - Annual General Meeting – 23rd June, Auckland

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This year's AGM will be held on Thursday the 23rd of June and will be a breakfast function at the BNZ Business Centre, Highbrook, East Tamaki, Auckland.

The function will commence with breakfast at 7.30am with the formalities immediately after breakfast. Once the formal business is completed our guest speaker Kymberley Martin, International Strategist for BNZ will give us her insights into both New Zealand and international economic trends.



Kymberly holds the role of International Strategist in the wholesale business of the BNZ, focusing on interest rate markets, whilst also covering foreign exchange markets. Prior to returning to NZ, Kymberley worked for about 10 years in London as a global equity strategist mainly with JPMorgan investment bank. Formal invitations to the AGM and nominations for the Packaging Council's Executive Committee (board) will be sent out to our primary contacts within the next couple of weeks.

## April's Code of Practice Workshop

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The Code of Practice Workshop held at the beginning of April in Auckland was attended by almost 30 members.

The 2-hour session was facilitated by Terry Quilty, Senior Lecturer at the Manukau Institute of Technology, who took the participants on a journey through sustainability in both an international and local context and explained how the Code can be used to navigate through the types of performance indicators which are increasingly being demanded from suppliers and customers alike.

The key message of the workshop was to give our members an awareness that disclosing performance data



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## Packaging Product Stewardship Scheme – New Signatories

We are pleased to announce that the following members have signed up to the Packaging Product Stewardship Scheme during March / April:

- Cerebos Greggs
- Coca-Cola Amatil
- OfficeMax

Click [here](#) for the full list of scheme members.

**SUSTAINABLE 60**

is becoming an essential element of doing business and to create a sense of 'preparedness' on how to select and source the data which is meaningful to your organisation.

Overall the workshop received excellent reviews with all respondents to the on-line survey wanting varying levels of follow-up. In summary:

- 75% of respondents said the workshop met their expectations
- 75% said they had a thorough understanding of the structure of the Code
- 92% said they intend to implement the learnings into their business
- 50% said they wanted more detail, 50% wanted less

With this in mind we are keen to look at how we design the next workshop on the Code of Practice to ensure that members feel they are receiving on-going support in using the Code.

If any of the workshop attendees are interested in having a hand in designing the next workshop would you please contact Sharon [Sharon@packaging.org.nz](mailto:Sharon@packaging.org.nz) to discuss the type of content you would like to see in the next workshop.

## 2011 Environmental Packaging Awards – Call for Entries

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### Less than one month to get your entries in!

Registrations for this year's Environmental Packaging Awards programme have been coming in steadily during in April.

Make sure you don't miss out on this biannual opportunity to display your new product/service or recognise that special employee who has driven environmental change within your business, at our gala showcase event on **2nd September** at the Hilton Hotel, Auckland.



**Remember all entries are displayed and you've got to be in to win the 2011 Supreme Award!**

Click [here](#) for full details about the 2011 Awards.

## 2011 Environmental Packaging Awards – Supporting Sponsorship

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The Environmental Packaging Awards are the only one of their kind in New Zealand. The gala dinner and awards presentation evening on the **2nd September** is a great opportunity to promote your brand, product or service by taking up one of the available sponsorship packages. The gala dinner typically attracts over 200 guests and has become one the most important dates in the calendar for the industry.

Four supporting sponsorship packages are still available:

- Photography – professional photographs taken throughout the Awards presentation evening (\$1500 excluding GST)
- Room decoration for the Awards presentation evening (including tables, chairs and table centres (\$3500 excluding GST)
- Master of Ceremonies (Mike King) (\$5000 excluding GST)
- Entertainment (live band and other entertainment) (\$2500 excluding

Click [here](#) to see the next in the series of the Sustainable 60 workshop series:

<http://sustainable60.co.nz/>

### Waste Advisory Board

The Minister for the Environment has appointed Gareth James to the Waste Advisory Board (replacing Lynne Kenny) and has re-appointed Sheryl Stevens.

Click [here](#) for more information about the Waste Advisory Board:

### PAC.NZ Meeting Room for Hire



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

Please contact Roshni for further information.

[roshni@packaging.org.nz](mailto: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>

GST)

Contact Roshni [Roshni@packaging.org.nz](mailto:Roshni@packaging.org.nz) to discuss these sponsorship opportunities.

## Member Briefing Lunches

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The Member Briefing Lunches held in March in Auckland and Wellington were well attended and the presentations from TechNZ about the Government's Research and Development grants were very well received. Copies of the presentations are in the Member's Only section of our website (contact Roshni [Roshni@packaging.org.nz](mailto:Roshni@packaging.org.nz) if you have forgotten the username and password).

This was the first time we had invited outside speakers to present at the Member Briefings and the feedback was so positive we have decided to change the format of future briefing lunches to include outside speakers more regularly.

Instead of splitting the next Auckland Member Briefing Lunch over two days as scheduled, the next briefing for Auckland will be held on the **27th July**. Senior representatives from Food Standards Australia New Zealand (FSANZ) have agreed to present on Food Contact Packaging issues.

Food packaging, and the potential migration of chemicals from packaging into food, has emerged as a major issue for all companies in the food and packaging supply chain. The presenters will cover the state of thinking globally and within FSANZ on these issues and what regulatory action in Australia and New Zealand might be looming.

We will bring the same presentation to Wellington for the Wellington Member Briefing Lunch on the **4th August**.

Full details about the lunches will be sent out in due course.

## Consumer Law Reform Bill

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The Government introduced the Consumer Law Reform Bill into Parliament on the 21st April 2010. The Bill is expected to have its First Reading in May and then be referred to a Select Committee for consideration. The Packaging Council will maintain a watching brief.

The cabinet papers and decisions, discussion document, additional papers and submissions are available at:  
[www.consumeraffairs.govt.nz/legislation-policy/policy-development/consumer-law-reform](http://www.consumeraffairs.govt.nz/legislation-policy/policy-development/consumer-law-reform)

The Bill may be accessed from:  
<http://legislation.govt.nz/bill/government/2011/0287/latest/DLM3672914.html>

Check out our website for a brief summary on the Consumer Law Reform:  
[www.packaging.org.nz/policy/policy\\_consumerlaw.php](http://www.packaging.org.nz/policy/policy_consumerlaw.php)

Contact Paul [Paul@packaging.org.nz](mailto:Paul@packaging.org.nz) if you have any further questions.

## Environmental Protection Authority (EPA) Bill

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The Environmental Protection Authority Bill passed its second reading in Parliament on the 12th April and the legislation is on schedule to establish the EPA on the 1st July 2011.

The key regulatory features of the EPA will be:

- National consenting under the Resource Management Act (currently done by the EPA statutory office housed in the Ministry for the Environment)
- Regulation of pesticides, fireworks, explosives and other hazardous substances (currently done by the Environmental Risk Management Authority (ERMA))
- Regulation of new and genetically modified organisms (currently ERMA)
- Administrative functions of the ETS, including register (currently done by the Ministry for Economic Development)
- International obligations on hazardous waste (currently done by the Ministry for Economic Development)
- Advice and information on the development and implementation of National Environmental Standards (currently done by the Ministry for the Environment)
- Advice to the Ministry of Foreign Affairs and Trade regarding environmental assessments for Antarctica NZ (currently done by the Ministry for the Environment)

Contact Paul [Paul@packaging.org.nz](mailto:Paul@packaging.org.nz) if you have any questions about the proposed EPA.

## Thomson Reuters report: Convenience vs. Conscience - Food Packaging in the 21st Century

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The latest free intellectual property report released by the IP Solutions business of Thomson Reuters titled *Convenience vs. Conscience – Food Packaging in the 21st Century* is now available for download.

The report explores the food packaging industry to identify its trends and drivers. The analysis assesses the state of food- and beverage-packaging innovation across a number of information sources, including patents, trademarks, scientific literature and litigation data.

Key findings from the report include:



**Convenience vs. conscience - a tie:** In the great “convenience vs. conscience” debate, people are fairly evenly split between environmental conscience and consumer convenience when it comes to making food- and beverage-packaging decisions. The industry is headed in the direction of providing both convenient packaging and conscientious protection of the environment, satisfying both needs rather than making it an either/or decision.

**Consumer-facing companies top leader lists:** Companies such as Procter & Gamble, Kraft Foods and Mars Inc. are the top B2C (business-to-consumer) filers of design patents in terms of their packaging innovation, while others such as Reynolds, Solo Cup Company and Nestle are the leading consumer product companies filing for protection of packaging-related trademarks. The top B2B (business-to-business) packaging innovators that supply the consumer product companies include Dianippon Printing, Toppan Printing and Yoshino Kogyosho (Yoshino Plastics).

**Green labelling “loophole”:** While patents mentioning biodegradability, recycling and barrier films are increasing in frequency, a lack of standardization in what constitutes an environmentally friendly package has resulted in ambiguity as to which packages really are “green.” With organizations including the U.S. Federal Trade Commission, the U.S. Sustainable Packaging Coalition and the European Organization for Packaging and the Environment currently working on standards, this issue will likely receive more attention in coming months.

**Looking ahead – interactive packaging:** Beyond the “green” theme, other

key areas of focus showing up in the Thomson Reuters analysis are innovations in tamper-evident packaging and interactive packages that use RFID technology to track food from source to destination.

Click [here](#) to download the full report.

## Board Talk

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The Packaging Council's [Executive Committee](#) (board) met on the 28th April and discussed:

- Feedback from the Code of Practice Workshops and Member Briefing Lunches
- Barriers to companies signing up to the Packaging Product Stewardship Scheme
- Tools and processes to help companies embed the scheme into their company's procedures
- Opportunities provided by the Green Growth Initiative
- Auckland Council's Waste Assessment Report
- Interim report from a sub-committee tasked with developing the Packaging Council's Vision to 2015

## Dates for Your Diary

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Click [here](#) to download our key dates for your diary

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