



PACKAGED UP

TOWARDS SUSTAINABLE PACKAGING

Packaging Council of New Zealand - Newsletter

January - March 2010

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

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Packaging Product Stewardship Scheme - Update

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We now have a detailed draft scheme which we've taken for a test drive at member briefing sessions held recently in Auckland and Wellington. The purpose of the briefing sessions was to test the practicality of the scheme, ensure vocabulary and performance indicators are understood and meaningful and use the feedback for final modifications and discussions with the Ministry for the Environment.

Thank you to all our members who attended and provided feedback. The next stage will be to meet with the Ministry for the Environment to take them through our proposed scheme and report back to the Packaging Council's Executive Committee (board) at its next meeting on the 15th April. Our intention is to launch the scheme to our members at a seminar in Auckland on the 22nd April. Please note this date in your diaries.

Further details will be provided shortly. For further information, contact Paul Curtis, Executive Director p.curtis@packaging.org.nz

Sustainable Pack Revenues Rise

The sustainable packaging sector is growing faster than the overall packaging industry and eco-friendly packaging will nearly double in revenues between 2009 and 2014, from \$88bn to \$170bn, according to a report by research and consulting firm Pike Research.

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

Upton leads global agency's environment arm

Former Environment Minister Simon Upton will take the reigns of the OECD's environment arm, heading the team that runs an eye over countries' environment policies and helps governments tackle thorny issues such as water shortages and climate change.

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

Code of Practice for Packaging Design

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Work on our brand new Code of Practice for Packaging Design, which began last October, is now largely completed. The Code focuses on four key principles:

1. Functionality
2. Resource Efficiency
3. Low Impact Materials
4. End of Life options

The Code also contains performance indicators and examples of metrics, based on international best practice, for anyone needing guidance in establishing measurement systems. Once completed, the Code of Practice for Packaging Design will form an integral part of the Packaging Product Stewardship Scheme and will be launched with the scheme at the same seminar on the 22nd April. For further information please contact Sharon Jereb, Environment Manager Sharon@packaging.org.nz

Thank you to the Code of Practice Review Group which has met on a weekly basis to ensure that the finished document is relevant and comprehensive. The main challenges faced by the group have been to produce a document which can be easily read by a wide ranging audience, yet technically robust enough to provide a good overview of the complexities faced by designers of packaging.

The Review Group consists of Richard Manaton (Progressive Enterprises), Deryk Mason (Huhtamaki), Rachel Depree (NZ Post), Penny Garland (O-I New Zealand), Alistair Sayers (Fruco Beverages), Fiona Arthur (Healtheries) and Spring Humphreys (Fonterra).

Degradable Plastics – Industry Guide & Commitment

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In 2007 Plastics New Zealand established a group to develop an industry guide which would address the issues presented by an increasing use of degradable plastics. The Packaging Council's Environment Manager, Sharon Jereb, was an inaugural member of this group and she provided a balance to the technical aspects of degradable plastics. Two years later, the document "Managing the Transition: An industry guide and commitment to degradable plastics" was launched.

A key commitment in this guide is an ongoing review of the document and Sharon Jereb was elected to Chair a group which would manage the next stage of the process. The group will meet four times a year with an initial brief to provide updates to the guide, share knowledge of industry developments particularly in relation to regulatory updates and infrastructure development.

For further information contact Sharon Jereb, Environment Manager
Sharon@packaging.org.nz

Project to Quantify the Benefits of Resource Efficiency

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The Ministry for the Environment is inviting proposals for a project to quantify the resource savings and associated financial benefits to priority New Zealand sectors and the wider economy that could be made through businesses adopting cost-effective resource efficiency measures. The primary objectives of this project are:

1. To quantify the potential financial and resource use benefits to the New Zealand economy from priority sectors undertaking resource efficiency measures (for example waste reduction and water efficiency).
2. To identify a range of cost-effective resource efficiency measures applicable to businesses in priority sectors.

Potential priority sectors are:

- Agriculture: for example dairy farming
- Food and Beverage Manufacturing, including Agricultural products
- New Zealand-based Manufacturing, excluding food and beverage
- Construction: for example building construction
- Tourism: for example accommodation Potential resource efficiency measures:
- Water use
- Material use
- Waste production
- Green house gas emissions The deadline for proposals is 4.00pm on the 1st April.

For further information, contact Paul Curtis, Executive Director
p.curtis@packaging.org.nz

\$3 million to councils for waste minimisation

City and district councils have received their first payment of waste levy funding collected under the Waste Minimisation Act, Environment Minister Nick Smith says.

[Click here for full media release](#)

Sustainable packaging: threat or opportunity?

Under constant pressure from government, the media, customers and consumers, the packaging industry is increasingly being forced to consider how its products can be made more sustainable.

Faced with pressing issues of over capacity, low prices and high raw material costs, should 'sustainable packaging' be a top concern for packaging senior executives? Will the issue have any real, lasting impact on how the industry does business, and how will packaging shape up?

[Click here to download the report:](#)

Hank the Singing Bottle

A new star is born - Hank the Singing Bottle sings: I'll be back!

www.friendsofglass.com

Department of Labour

The Department of Labour is seeking public submissions for the review of the personal grievance system established under the Employment Relations Act 2000, and for the Review of Part 6A of the Employment Relations Act 2000 (continuity of employment if employees' work affected by restructuring).

Submissions on the review of Part 6A close on 15 March, while the closing date for submissions on the review of the personal grievance system is 31 March.

[Click here.](#)

Reharvest Timber Products

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Meet the latest company to join the Packaging Council. Reharvest Timber Products are a specialist recycler of wood products pioneering the development of premium products manufactured from 'urban forest' (industrial wood waste).



Operating from their base in Papakura, South Auckland, for the last ten years they have built up a significant business utilising wood waste instead of sending this material to landfill. Significant achievements over this time include:

- Introducing Cushionfall (Cushionfall – Highest Impact Tests in Australasia) playground surfacing in 1997 to Auckland City, Manukau City, and Waitakere City Councils.
- Introduced the first woodchip Mulch to the Alport motorway in 1999.
- Supplied majority of woodchip Mulch to Orewa / Silverdale motorway.



With a great deal of packaging still utilising one way pallets and/or crates, wood waste potentially is an expensive material to dispose of, being heavy and bulky.

If you have an issue with this type of waste and are looking for recycling options, rather than facing increasing costs of waste to landfill contact the team at Reharvest ross@reharvest.co.nz

Board Talk

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The Packaging Council's [Executive Committee](#) (board) met on the 18th February and discussed:

- The proposed key performance indicators for our packaging product stewardship scheme
- Next steps to seek further feedback on the proposed scheme and then present to the Ministry for the Environment
- Work to date on updating the Code of Practice
- The PAC.NZ budget for the 2010-2011 financial year

Metal Can Manufacturers Forum - CANZBAC

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The first Metal Can Manufacturers Forum of the year was held in February. The main purpose of this meeting was to set a work programme for the year. It was agreed that the focus of the forum should be to educate 7 – 13 years olds about the recyclability and environmental benefits of recycling steel and aluminium cans, building on the success of the [CANZBAC](#) programme.

The forum agreed that it would investigate opportunities to collaborate with other companies and organisations on joint educational initiatives. Initially it is seeking feedback on any programmes a company or organisation is looking to implement where alignment to, or input from, the Metal Can Manufacturers Forum would benefit both parties.

If you know of any such programmes, or are interesting in pursuing a joint initiative with the Forum, then please contact Sharon at the Packaging Council Sharon@packaging.org.nz

Earth Hour

Earth Hour - 27th March, 8.30pm

In 2009 hundreds of millions of people around the world showed their support by turning off their lights for one hour. Earth Hour 2010 will continue to be a global call to action to every individual, every business and every community.

A call to stand up, to show leadership and be responsible for your future.

Click [here](#) for details

Honeycomb Core Cardboard

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We have received an enquiry from a New Zealand based company wanting to know if any of our members intend to import or manufacture honeycomb core cardboard.

Please contact Paul Curtis, Executive Director p.curtis@packaging.org.nz

Intern Opportunity

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A French student, one year away from achieving his Master Degree in Packaging Technology, will be available in New Zealand for a 5 month internship from July to November 2010.

For further information, contact [Roshni](#).

Dates for Your Diary - 2010

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2010 is going to be another busy year for the Packaging Council. Below are our key dates for your diary:

22nd April – Packaging Product Stewardship Scheme Launch, Auckland
24th June – PAC.NZ AGM, ASB Showgrounds, Auckland
28th July – Auckland Member Briefing lunch, PAC.NZ offices
4th August – Auckland Member Briefing lunch, PAC.NZ offices
5th August – Wellington Member Briefing lunch, Venue TBC
12–14th October – Foodtech Packtech 2010, ASB Showgrounds, Auckland
11th November – PAC.NZ Annual Golf Tournament
17th November – Auckland Member Briefing lunch, PAC.NZ Offices
24th November – Auckland Member Briefing lunch, PAC.NZ offices
25th November – Wellington Member Briefing lunch, venue TBC

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