



# PACKAGED UP

TOWARDS SUSTAINABLE PACKAGING

## Packaging Council of New Zealand - Newsletter

September/October 2011

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 **8th December**.

## Packaging Product Stewardship Scheme – Year One Reports Due

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Our Packaging Product Stewardship Scheme's reporting year ended on the **30th September 2011**. The **22 companies** signed up to the scheme have been asked to return their individual reports to PAC.NZ by the **31st October 2011** to allow sufficient time to publish the aggregated Year One report by the end of the calendar year.

Publishing the Year One Report will mark a significant milestone for PAC.NZ and send a clear message that industry is willing to minimise the environmental impact of packaging without regulatory intervention.

**Please do not hesitate to contact our Executive Director, Paul Curtis ([p.curtis@packaging.org.nz](mailto:p.curtis@packaging.org.nz)) or our Environment Manager, Sharon Humphreys, ([Sharon@packaging.org.nz](mailto:Sharon@packaging.org.nz)) if you have any questions.**



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## Packaging Product Stewardship Scheme – New Signatory

We are pleased to announce that Heinz Wattie's have signed up to the Packaging Product Stewardship Scheme.

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

## Confidential Data Sharing – PAC.NZ Survey on Member's Views

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With the first reporting on the Packaging Product Stewardship Scheme due on 31st October we thought it would be timely to conduct a survey of our members to better understand your views on sharing the type of confidential data that is associated with any sustainability reporting and seek your views on the role of an industry organisation in promoting sustainability within its industrial grouping.

An issue highlighted by a number of members is that of where sustainability data goes, how it is collated, and how it is reported. This is particularly important as data on areas such as inputs, waste streams, packaging and product is core and often sensitive in itself or could be analysed to reveal sensitive information.

The survey and background work is being done by Terry Quilty from the Maunukau Institute of Technology who has worked with PAC.NZ on these areas before and some of you will recall him from our seminars on the Product Product Stewardship Scheme. Terry researches in this area and has an extensive background in sustainability going back over 15 years. He has built an online collection website specifically for this survey and it is completely confidential.

## New Members

We are very pleased to welcome Frog Recruitment and Punchbowl Packaging as new members. See the main newsletter for more information about these companies and what they offer.

## Paper4Trees

Our 2011 Environmental Packaging Awards Supreme Award winner, EERST, has been given a Waste Minimisation Fund grant of up to \$199,500 to expand the Paper4Trees programme into at least 1000 more schools and preschools in the Auckland area.

[www.eerst.co.nz/paper-4-trees](http://www.eerst.co.nz/paper-4-trees)

The survey will not take you long to complete and we urge everyone to take the time to undertake the survey so that we can continue to shape reported data to suit the dual purposes of scheme reporting and your own business needs.

[www.nzsurvey.info](http://www.nzsurvey.info)

## Auckland Member's Lunch – 23rd November

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The next Auckland member's lunch will be held on 23rd November at the BNZ Business Centre, Highbrook Drive.

Our guest speaker for our final Auckland event of the year will be Jenni Whitnall, **Programme Director Sustainability, Fonterra**. Jenni, prior to taking up her position at Fonterra, worked for KPMG in Australia advising clients on sustainability issues.

She will be sharing her wealth of experience, together with her views on future trends in what we hope will be an informative, interactive session where you will have the opportunity to gain from Jenni's knowledge and insight.

**Full details will be circulated shortly, but in the meantime you can contact Roshni ([roshni@packaging.org.nz](mailto:roshni@packaging.org.nz)) to register your interest.**



## Hanable the CAN-able's Website Challenge

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The latest competition from PAC.NZ's CANZBAC group - the 'Hanable Website Challenge' - closed on 9th September. The competition asked children to design a website where *Hanable the CAN-able*, as host of the website, spreads the message of metal can recycling, and informs website visitors about the special properties of cans and their positive attributes for reducing carbon footprint.



The winning school was Solway College in Masterton. The school received an iPad2 for their efforts which was presented by PAC.NZ's Environment Manager at a school assembly on Friday 30th September.

Their entry was outstanding both in terms of the technical features they incorporated into their web pages, and the content. CANZBAC intend to incorporate the work into the CANZBAC site as a fully functioning addition. Once this is completed, CANZBAC intends to promote this to other schools and encourage them to use the CANZBAC website.

Palmerston North Girls High School was awarded a 'Highly Commended'. Their entry consisted of the whole class designing individual webpages which the teacher used as a 'formal' class assignment and marked accordingly. This entry displayed some excellent creativity on the part of the individual students and CANZBAC were delighted to be able to offer this additional prize to reward their efforts. Palmerston North Girls High School received a Camcorder as their highly commended prize which will reside in the IT department to enable all students to be able to produce video clips for a variety of IT curriculum activities. This was also presented by the Environment Manager on Friday 30th September.

[www.canzbac.co.nz](http://www.canzbac.co.nz)

## ISO releases accessible packaging design guide

The International Organization for Standardization (ISO) has issued guidelines on designing easy-to-use packaging.

[Click here for more information](#)

## Opportunities for resource efficiency in the food and drink sector

This WRAP report summarises the findings of 13 site reviews carried out on a variety of UK food and drink manufacturing companies. It covers waste arisings in food and packaging, identifies where resource efficiency savings can be made and estimates that the whole UK food and drink manufacturing sector could save about 720,000t/£404 million.

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

## Food Waste Minimisation & Food Packaging Optimisation

The EU has released a series of questions and answers on food waste minimisation & food packaging optimization, which recognize that packaging as part of the solution.

[Click here for the Q&As](#)

## Scope 3 GHG Reporting Standards Finalised

The Greenhouse Gas Protocol has published two standards to help businesses measure, manage and report GHG emissions beyond their own operations, including the finalized version of long-awaited scope 3 guidance.

[Click here for more information](#)

## Food Technology Interns

PAC.NZ has been contacted by two students looking for internships in food marketing or food technology.

One student is in her third year studying Food Technology at Massey University and the other is studying at the SupAgro University of Advanced Agricultural Sciences

**Contact our Environment Manager, Sharon Humphreys, ([Sharon@packaging.org.nz](mailto:Sharon@packaging.org.nz)) if you are interested in participating in the CANZBAC group.**

## Introducing RCN e-Cycle

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RCN e-Cycle is a collaborative programme to collect obsolete electronic equipment and televisions and is partly funded by the Waste Minimisation Fund (WMF). The joint venture partners are The RCN Group and the Community Recycling Network (CRN).



The aim of RCN e-Cycle is to establish a nationwide network of drop off depots that provides consumers, householders and business an everyday option for the safe and responsible recycling of obsolete electronic equipment. 21 collection sites were established during the initial twelve month period and a further 15 sites will be added over the next twelve months to expand the geographical reach. It will also include education and promotion to align with the digital switchover when it is expected large volumes of televisions will enter the waste stream.

RCN e-Cycle is based on a user pays philosophy and the project has attracted other partners including local authorities. Some have utilised their own waste levy funding to subsidise consumer collection cost. For example in the Far North no consumer pays more than five dollars to dispose of any item. Recently RCN e-Cycle was able to step up and provide support to the recent Great TV Take Back by accepting over-flows at our depots and regional hubs. It is proposed that more partners will be sought to participate in the programme including manufacturers and retailers seeking a responsible, transparent and safe way to recover and recycle a rapidly growing waste stream.

[www.e-cycle.co.nz](http://www.e-cycle.co.nz)  
[www.consumer.org.nz/reports/electronic-waste/introduction](http://www.consumer.org.nz/reports/electronic-waste/introduction)

## Draft Auckland Plan - Consultation

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PAC.NZ entered a submission in the first round of public consultation on Auckland Council's 'Auckland Unleashed' discussion paper, with respect to the section on Waste Management and Minimisation. Compared to the original discussion paper, the Draft Auckland Plan contains very little on solid waste and is all 'high-level' type aspirational goal setting rather than the prescriptive description originally adopted by the Council.



From 17th November Aucklanders will be able to give feedback on Auckland Council's draft waste plan, which outlines how the Council will manage and minimise waste. The Packaging Council will be making submissions on this plan to challenge the Council's proposals to lobby for mandatory product stewardship, including national container deposit legislation.

Submissions of the draft Auckland Plan closed on the 31st October and submissions on the draft WMMP close on the 31st January 2012.

**Contact our Environment Manager, Sharon Humphreys, ([Sharon@packaging.org.nz](mailto:Sharon@packaging.org.nz)) if you have any questions.**

Agronomy and Rural Management.

Please contact the Executive Director, Paul Curtis, ([p.curtis@packaging.org.nz](mailto:p.curtis@packaging.org.nz)) if you would like their contact details.

## 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>

**The Consumer Goods Forum** has announced the release of its long awaited revised **Global Protocol on Packaging Sustainability (GPPS)** to enable the consumer goods industry to better assess the relative sustainability of packaging.

The GPPS is part of the sustainability work stream at the **Consumer Goods Forum**, which is sponsored by two of the organisation's board members: **Philip Clarke, CEO of Tesco** and **Paul Polman, CEO of Unilever**.

There are two parts; the protocol and the metrics. The concept of the protocol is to deliver to industry a common language to enable more meaningful and informed dialogue between trading partners and within industry groups about the relationship between packaging and sustainability. It is anticipated that a unified packaging and sustainability measurement system will not only enable organisations to work together more effectively but also allow them to realise new opportunities and manage risks.

The GPPS metrics can be used to answer a wide range of business questions either within a business or between business partners. The number and type of metrics which can be used will depend on the business question being asked. From an initial assessment of the GPPS, the final framework which has been developed is in line with the structure of the PAC.NZ's **Code of Practice for Packaging Design, Education and Procurement** (which was also designed to ask questions through a structured framework as packaging is either developed or re-assessed).

In the revised GPPS the metrics have been streamlined both in terms of the actual number of metrics and their scope. They have also been aligned with the draft ISO standards for packaging and the environment.

It is anticipated that global adoption of this new GPPS framework will gather momentum now it is finally available, and we expect New Zealand companies who are exposed to global supply chains using this framework to be questioned accordingly.

The Code of Practice for Packaging Design, Education and Procurement will be updated early next year to ensure we are incorporating all the relevant information contained in the GPPS and new ISO standards.

<http://globalpackaging.mycgforum.com>

**Please contact our Environment Manager, Sharon, if you have any questions ([Sharon@packaging.org.nz](mailto:Sharon@packaging.org.nz)).**



Congratulations to the winning and commended entries to our 2011 Environmental Packaging Awards. Over 200 guests attended our gala dinner and presentation evening on the 2nd September at the Hilton Hotel in Auckland. It was a fantastic evening which created a real buzz of excitement about what can be achieved.



The media coverage of the Awards in both the trade publications and newspapers has been excellent (particularly considering the competition from the RWC) and copies of the media articles are available to anyone that requests them.

We've also produced a short video about the 2011 Awards which includes interviews with the winning entrants and key participants. The video will stream from the homepage of our website.

Click [here](#) to see the video.

All the entries into the Awards can be viewed on our website:  
[http://www.packaging.org.nz/awards\\_2011/awards\\_2011.php](http://www.packaging.org.nz/awards_2011/awards_2011.php)

#### Summary of winning entries:

**The Packaging Council of New Zealand Supreme Award** which recognises the greatest contribution towards environmental excellence was awarded to **The Environmental Education for Resource Sustainability Trust (EERST)** for its Paper4Trees programme. The community waste minimisation educational programme which rewards native trees to schools that recycle paper and cardboard has been running in more than 2700 schools and pre-schools for over 10 years. In that time 46,982 trees have been planted, 11,745 tonnes of paper and cardboard have been recycled and 93,964m<sup>3</sup> of landfill space saved.

EERST also received the **Cadbury Community Education Programme Award** for its Paper4Trees programme as an outstanding example of a waste minimisation education programme that has delivered compelling metrics of waste reduction.

The **Fonterra Schools Educational Programme Award** went to **Waste Education Services** for its waste minimisation programme delivered to all schools in the Nelson/Tasman region. **Broadgreen Intermediate School** was the first school to take up the zero waste challenge and achieve it and they will be rewarded with a \$1000 to spend on environmental initiatives.

**Convex Plastics** received **The Foodstuffs Packaging Design Award** for its GreenSACK compostable wheelie bin liners which will help reduce the amount of food waste going to landfill, and are of particular interest to the hospitality industry.

The **Sutton Group Award for Supply Chain Influence on Packaging Systems** was picked up by **Progressive Enterprises Ltd & CHEP NZ** for their shipping and display supermarket produce crate. The cost effective, reusable, foldable crate provides improvement in transport efficiency and product protection. Introduced in 2008 with an initial pool of 480,000 crates, demand is now approaching 7,000,000 across produce suppliers.

The judges decided not to Award a winner or any commendations in the **Aperio Group Award for Excellence in Packaging Product Stewardship Programmes**. This was a brand new category this year and the judges hope this important category will attract more entries in the years ahead as product

stewardship gains more traction.

The **Scion Award for Conceptual Design by a Tertiary Student** went to **Michelle Power**, Massey University for her corrugated box which can custom fit all requirements. The judges considered the design to be a clever concept which would simplify small businesses' packaging needs and had the potential to be highly commercial.

The **Lion Award for an Employee who has Championed Environmental Issues and Driven Change** went to **Spring Humphreys of Fonterra** and **Karen Warman of Resene**. Both were recognised for their ongoing contribution to environmental excellence within their organisations.

The judges were so impressed with one entry that they created the Judge's **Special Award** to recognise the highly innovative design of **Pacific Perfumes' Artisan Botanical Perfumes'** packaging. The solid perfumes are packaged in small spherical pots, resembling a seed or nut, carved from certified sustainable beechwood which is biodegradable and has the potential for a second life storage container.

The winner of the two **PaMPITO (Plastics & Materials Processing Industry Training Organisation) scholarships**, each valued at \$3,000, was **SATO NZ Ltd**. Two employees of the global barcode and labelling company will be able to undertake one of PaMPITO's nationally recognised qualifications. The scholarships were open to all entrants into the Environmental Packaging Awards.

**Wanaka Wastebusters, UnPackit Awards and Fair Go** [BACK TO TOP](#)

Community recyclers, Wanaka Wastebusters, have been granted \$118,000 from the Ministry for the Environment's Waste Minimisation Fund to re-run their Unpackit Awards and are seeking nominations from the public for best and worst packaging.

[www.unpackit.org](http://www.unpackit.org)  
The people's choice awards for NZ packaging

Fair Go ran a story about Wanaka Wastebusters and the Unpackit Awards, which aired on the 19th October. The Packaging Council worked with Fair Go's producer to provide information for the programme and we were happy that the show was about as balanced as could have been expected. The day the programme aired, Wanaka Wastebusters were advised that they had lost their household recycling contract with Queenstown Lakes District Council. The contract was won by Auckland based Smart Environmental Ltd.

Whilst this is a significant financial blow to Wanaka Wastebusters, the programme and the competition serve as a reminder that there is still strong public interest in packaging and packaging waste issues.

<http://tvnz.co.nz/fair-go/rubbish-video-4474988>  
[www.odt.co.nz/opinion/editorial/183582/whither-wanaka-wastebusters](http://www.odt.co.nz/opinion/editorial/183582/whither-wanaka-wastebusters)  
[www.unpackit.org.nz](http://www.unpackit.org.nz)

**Household Recycling by Local Authority – PAC.NZ Resource**

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Although 97% of New Zealanders have access to recycling facilities, the type of services and packaging materials collected varies region by region. To give you a quick overview of the types of recycling services available and what packaging materials are collected by which local authority, PAC.NZ



produced a spreadsheet which gives you the ability to quickly look up this information. **An updated version of the spreadsheet is now available on the Members Only section of the PAC.NZ website.**

**Please contact our Environment Manager, Sharon, if you have any questions ([Sharon@packaging.org.nz](mailto:Sharon@packaging.org.nz)).**

## NZ Food Innovation Showcase: 16-18 October 2011 [BACK TO TOP](#)

PAC.NZ was invited to exhibit a selection of relevant food and beverage related entries from our 2011 Environmental Packaging Awards at the NZ Food Innovation Showcase hosted at Auckland's new Viaduct Events Centre.



This was a fantastic opportunity to showcase the best in New Zealand food and beverage sustainable packaging to an international audience. Visitors to PAC.NZ's stand included Auckland Council's Deputy Mayor, Penny Hulse, international trade media, and representatives from MED, Auckland Tourism, Events and Economic Development (ATEED) and the ASEAN New Zealand Combined Business Council.

## Introducing New Member – Frog Recruitment Ltd [BACK TO TOP](#)

"Industry leaders in representing employer brands & candidate futures with the utmost respect integrity & innovation"

**INTRODUCING: LINDA BUDD**  
**Client Services Manager: Print, Labels, Packaging, Media**

09 356 9759 | [lindab@frogrecruitment.co.nz](mailto:lindab@frogrecruitment.co.nz) | [www.frogrecruitment.co.nz](http://www.frogrecruitment.co.nz)



Linda Budd represents a specialist portfolio of print, label & packaging with clients and candidates. Working across all facets of roles [production, customer service, sales] and with over 10 years' experience, Linda understands first-hand the types of people who are successful in this industry. Leveraging the reputation, systems and processes Frog has in place Linda delivers a high value, professional service plus tailored solutions for both organisations and candidates - so exceptional hiring decisions and career decisions are the result.

We look forward to working with you!

## Introducing New Member – Punchbowl Packaging [BACK TO TOP](#)

Punchbowl Packaging Ltd is a packaging solutions provider and product distributor that has been a long term supporter of the horticultural industry. Punchbowl has been in operation for over 15 years and has substantially developed its product range and capabilities over the last 5 years. With both strong local and offshore sourcing capability we focus on meeting individual customer requirements tailored to their specific packaging needs. With our extensive experience in the horticultural industry, Punchbowl intimately



understands the importance of quality on-time service and product performance. With our head office in the sunny Pukekohe countryside we operate regional distribution points close to our customers currently in Auckland, Tauranga, Hastings and Christchurch.

A clear determination to grow the business has led to expansion into other primary industries and the development of products that have synergies across all industrial packaging sectors. Punchbowl is very much a service based packaging business providing a targeted personal service to a relatively select customer base.

Punchbowl prides itself on innovative and transparent customer relationships. Shane Craig, as General Manager, firmly believes in ensuring that every business association should be a friendly and rewarding experience, with a clear focus on adding value to each customer.

**Shane Craig**  
**General Manager**  
**Tel: 09 236 3818 - Extn 28**  
**Mobile: +64 21 748 819**

**[Shane@punchbowl.co.nz](mailto:Shane@punchbowl.co.nz)**  
**[www.punchbowl.co.nz](http://www.punchbowl.co.nz)**

## Board Talk

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The Packaging Council's [Executive Committee](#) (board) met on the 20th October and discussed:

- Auckland Council Waste Assessment Report and Spatial Plan
- Collaboration with Keep New Zealand Beautiful
- A presentation from LoveNZ to the board
- A presentation from PAC.NZ's strategy sub-committee to the board

## Dates for Your Diary

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10th November – PAC.NZ annual golf tournament, Muriwai Golf Club, Auckland

23rd November – Auckland Member Briefing Lunch

24th November – Wellington Member Briefing Lunch – details TBC

Packaging Council of New Zealand (Inc)

77 Greenmount Drive, East Tamaki, Auckland 2013  
PO Box 58899, Botany, Auckland 2163  
PHONE: 09 271 4044, FAX: 09 271 4041  
EMAIL: [pac.nz@packaging.org.nz](mailto:pac.nz@packaging.org.nz)

WEBSITE: [www.packaging.org.nz](http://www.packaging.org.nz)