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14th May, 2014

The Editor
New Zealand Woman's Weekly

BY Email

Dear Editor,

Re: Article "Ban the Bottle" New Zealand Woman's Weekly 12th May 2014.

The Packaging Council of New Zealand's role is to represent the interests of industry in public policy and debate on packaging issues, including reducing the environmental impact of packaging through cost effective solutions and product stewardship. The Packaging Council represents the whole packaging supply chain, including raw material suppliers, packaging manufacturers, brand owners, retailers and recycling operators. We represent more than 80% of the packaging manufacturing industry and 75% of New Zealand's top 100 food and grocery brands. Packaging Council members represent approximately NZ\$20 billion within the New Zealand economy.

Subject to any justification and or evidence the author may choose to provide we would question the accuracy of the claim that 60-70% of plastic water bottles are unable to be (or are never) recycled. The PET used in the manufacture of water and soft drink bottles has a positive commodity value within the plastic recycling sector and along with HDPE milk bottles forms the majority of plastic recovered for recycling in NZ. It is factually incorrect to claim that PET drink bottles are unable to be recycled. Whether, and to what extent, they and all other plastic bottles containers are recycled is a function of consumers making use of the recovery options available to them. The Packaging Council does not condone the poor choices made by a minority who litter or ignore the option of recovery when it is available, but such behaviour does not in our view justify a claim that PET water bottles are unable or never recycled.

It is clear from Ms Nissen's article that she is not opposed to New Zealanders drinking water, which suggests that a balanced article could have considered the advantages of ready access to bottled water in the context of beverages available to those away from their usual home or work environment; could have been an opportunity to highlight the importance of correct and responsible disposal of PET bottle water bottles to ensure they can be recovered for recycling; comment on the efforts being made by the beverage industry to provide consumers with education and infrastructure for example in the Packaging Council's biennial Environmental Packaging Awards the 2013 winner of the Keep New Zealand Beautiful Award for Community Education Programmes winner was a joint entry from BP NZ, Coca-Cola Amatil NZ & Love NZ for their "Forecourt Recycling - A New Zealand First" entry.

Ms Nissen's article also includes reference to the additive BPA found in some plastic without, in our view, sufficient explanation to avoid the risk of being misunderstood by some readers that PET water bottles always contain BPA. We acknowledge that she does not make the specific

claim that PET water bottles contain BPA, something supported by a cursory search of the internet, for example the "*Facts on PET*" site that states "*Most single-serve plastic bottles, including those for water, soft drinks and juices, are made with PET, which can be recycled and does not contain BPA.*" (emphasis added.)

Ultimately this column represents a personal opinion from Wendyl Nissen rather than the facts pertaining to the Bottled Water industry in New Zealand and we would hope that as editor you would appreciate being alerted to what is fact and what is not. We would ask that you therefore correct this misinformation in a future edition and I'm more than happy to work with one of your journalists to shape this into an interesting and informative article.

Yours sincerely

A handwritten signature in black ink, appearing to read "Sharon Humphreys". The signature is written in a cursive, flowing style.

Sharon Humphreys
Acting Executive Director