

# The Wrap Up

PROMOTING THE SOFT PLASTICS CIRCULAR ECONOMY  
RECYCLING.KIWI.NZ

## The only way is up So make sure you are along for the ride

Soft plastic recycling is now in its seventh year, and it's certainly been a roller coaster ride so far. The first three years, with funding from the Waste Minimisation Fund, was about increasing the amount of soft plastic collected around the country to then be sent overseas for processing. Due to having no viable export markets for our waste, we had to put collections on hold at the end of 2018. Since then, we have gradually rebuilt the Scheme in tandem with the growth of onshore processing, and our major partner Future Post.

Factor in two years of stops and starts caused by Covid19 we have well proven that our Scheme is resilient – and we will need this resilience as the “ride” continues over the next three years of the Scheme's voluntary accreditation.

In July 2020, all plastic packaging used for consumer goods at retail

or wholesale level was declared as a priority product. This means that industry will need to work with all stakeholders to design a plastic product stewardship scheme, or schemes for all plastic packaging, that meets the new regulations.

We start 2022 in a great position. We are supported by 158 member companies and have more than 165 drop off points across the country, with plans to further expand this year. Future Post is doubling its processing capacity, and there are new facilities for post-consumer soft plastics coming on stream.

We continue to be focused on increasing collections so that we can meet processing demand.

If you are not already a member, now is the time to join to help build world-leading, sustainable, and workable solutions for Aotearoa New Zealand.

Ngā mihi nui.

### LEVERAGING PARTNERSHIPS TO INCREASE COLLECTIONS

With increased processing capacity, collections can grow with confidence that the recovered materials can be recycled. In 2021, collections re-started in Christchurch through a unique partnership with Goodman Fielder which transports wrapped bales of soft plastic back to Auckland utilising available space on its trucks.

### PROCESSING SOFT PLASTICS – THE STATISTICS 2021

# 260

tonnes post-consumer soft plastics was collected for recycling

# 165+

participating stores

### PRE-CONSUMER/POST INDUSTRIAL SOFT PLASTICS

More than **4,000** tonnes of pre-consumer/post industrial soft plastic was recycled in 2021. This data has been collated from Future Post, Pact Recycling (Astron), TC Continental Packaging and Polyprint Packaging.

If you are aware of other processors of soft plastics please let us know.



THE  
PACKAGING  
FORUM

# Helping New Zealanders reduce, reuse & recycle their soft plastic packaging



Every year, New Zealanders dispose of approximately 200 plastic bags or wrappers. Incredibly, more than 40 million soft plastic bags and wrappers were dropped off by consumers and recycled through the Scheme in 2021 - that's the equivalent weight of two Boeing 757s' worth of soft plastic diverted from landfill.

We are seeing a steady reduction in the consumption of plastic across the board. The average weight per soft plastic bag / wrapper has reduced by around 5% since 2018. (Source Waste Not Consulting Branded Soft Plastic audit March 2021)

Supermarkets and brands have increased the range of "unwrapped" fruit and vegetables to reduce

plastic bag consumption, and this will continue with the phasing out of single-use produce bags. Dole has replaced its plastic bag packaging with new soft plastic compatible smaller tape; and, both George Weston Foods and Goodman Fielder are shifting from using plastic bread tags to cardboard tags.

Significantly, reusable plastic shopping bags can also be recycled at the end of their life through the Scheme, ensuring they become another consumable product, such as a fence post. Scheme members including Fruity Sacks manufacture reusable produce bags which can then be recycled after multiple uses, and we are seeing more members introduce refillable pouches and reusable jars.



We are excited to announce...

## DUNEDIN COLLECTIONS WILL START ON 14 MARCH

Cargill Enterprises will again support the Scheme with collections of bags of soft plastic from participating stores. Where possible we partner with social enterprises around

the country. Cargill employs more than 80 people, and is the trading arm of the Disabled Citizens Society (Otago) Inc.

[cargillenterprises.co.nz](http://cargillenterprises.co.nz)

As one of the major manufacturers in Dunedin, Cottonsoft has stepped up to transport bales to Christchurch to connect in with the Goodman Fielder return service.

## GISBORNE

We will be starting collections in Gisborne with the support of local family business Walter Findlay Bakers. WF will collect from participating stores and from their own plant and bale the soft plastic ready for transport back to Future

Post on Goodman Fielder's Quality Bakers trucks.

## HAURAKI DISTRICT

Collections will start next month at New World Waihi and Four Square Ngatea working with Hauraki District Council and Agrisea.

## FINDING SOLUTIONS

The Scheme will also be leasing a baler which will be located at Redline Transport in Drury. This will ensure that Redline can collect bags of soft plastic from stores in Auckland, parts of Waikato and Tauranga which are not currently able to join the programme.

## MEMBER UPDATE

It's great to see how our members are reducing their use of plastic, as well as promoting and increasing soft plastic recycling. If you have any news, or would like us to profile any innovative programmes your organisation is working on, please let us know!

### PORT LYTTTELTON COMPANY TAKES ON THE SOFT PLASTIC CHALLENGE

Port Lyttelton Company has taken the next step in its goal of zero waste to landfill by 2040, through investing in the Soft Plastic Recycling Scheme.

It all started when one of PLC's cargo handlers, who was already collecting and recycling his soft plastic at home, noticed how much soft plastic was being thrown out at LPC – particularly the packaging that the organisation's PPE was packaged in. He took it upon himself to start collecting this rubbish and recycling it himself.

As Jeff began to raise awareness amongst his workmates, he eventually got the support for LPC to join The Packaging Forum and bring in a soft plastic recycling bin. This is now collected and distributed to our processors for recycling.

"Not only are we stopping the plastic from ending up in the landfill, but it gets everyone involved and hopefully more people will start doing it at home as well – it's all about education," says Jeff. "It's fantastic to support

a local organisation, great to see Kiwis working to tackle our big environmental challenges."

To read more on Port Lyttelton Company's environmental strategy visit [lpc.co.nz](http://lpc.co.nz)

### SANITARIUM

Sanitarium has launched its new sustainable packaging website hub which showcases the Scheme, while also providing consumers with advice on how to recycle, and suggestions on how they can make positive environmental changes.

[bit.ly/TWU0222-1](http://bit.ly/TWU0222-1)

### OF PACKAGING

OF Packaging has merged with Close the Loop to form Close the Loop Group, which has also listed on the Australian Stock Exchange. The group creates innovative products and packaging that include recyclable and made-from-recycled content. From recovering print consumables, eyewear, phone cases and cosmetics, through to the reusing of toner and post-consumer soft plastics for asphalt additive, Close the Loop Group is focused on the future, sustainability and the economy.

WELCOME TO OUR NEWEST MEMBERS OF THE PACKAGING FORUM'S SOFT PLASTIC RECYCLING SCHEME

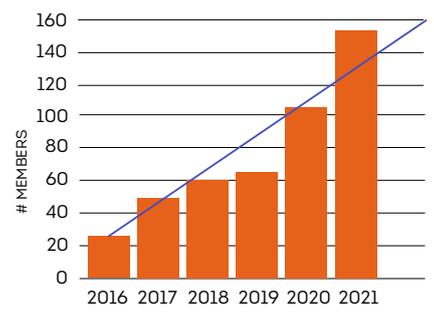
AB World Foods Patak's  
ACCO Brands  
Bremworth Carpets  
Ferrero  
Good Conscience Foods  
Good Nature  
Gourmet Brands  
Hasper Brand Labs  
KPS Distribution  
Silver Fern Farms  
Swisse Wellness  
Tio Pablo  
Wellington DHB  
Whittaker's  
Woodhaven Gardens



“ Would just like to thank you guys for doing this for us. It's a win win for both the consumer and manufacturer. ”

“ You're my favourite company. 100% ”

### SOFT PLASTIC SCHEME MEMBERSHIP





# WAITOA BRINGS GOODNESS TO PEOPLE AND THE PLANET WITH NPD AND NZ'S FIRST CARBON-ZERO CHICKEN



Waitoa has also set itself some impressive targets, including using 100% reusable, recyclable or home-compostable packaging by 2025. They have already achieved over 90%, and the push is on to achieve that goal.

It is also targeting a goal of 50% of its packaging to come from recycled content by the same date – currently the figure sits at just over 25%.

Waitoa uses every tool available in its stewardship of waste and plastics, with packs featuring the Australasian Recycling Label (ARL) to help consumers understand how to recycle its packaging.

Waitoa is also committed to meeting or exceeding the standards set by the Waste Minimisation Act, including the rules around product stewardship.

[bit.ly/TWU0222-2](https://bit.ly/TWU0222-2)

Waitoa Free Range Chicken, one of the brands in the Ingham's Enterprises stable, announced late last year that it was the first carbonzero™ free range chicken in Aotearoa New Zealand, as backed up by Toitū's independent certification.

**SOFT PLASTIC WRAPPERS**

THE MORE YOU RECYCLE THE MORE POSTS, VEGE GARDENS AND BOLLARDS WE CAN MAKE.

EVERY TIME YOU FILL OUR COLLECTION BIN THAT'S A FUTURE POST FOR A FARM, PARK OR VINEYARD.

Love NZ Soft Plastics Recycling Recycling centre

Facebook Like button

## Are you one of our 11,004 Facebook followers? Help us get to 15,000...

If not, head on over and like the Love NZ Soft Plastics Recycling Facebook page and keep up to date with everything happening in the soft plastic space as well as promoting your support!

[facebook.com/softplasticrecycling](https://facebook.com/softplasticrecycling)

## IN THE NEWS

### SUPERMARKET NEWS MAGAZINE

The soft plastic recycling scheme is a feature article in the last issue of Supermarket News.

[bit.ly/TWU0222-3](https://bit.ly/TWU0222-3)

### LG MAGAZINE

[bit.ly/TWU0222-4](https://bit.ly/TWU0222-4)



**ON THE COVER**

**Investing in our packing and recycling future**

**THE PACKAGING FORUM**

**Opposite page: Sustainable Meats** - The Tairāwhiti Plains, Upper Hutt's premier outdoor play space, was recently redesigned by the Upper Hutt City Council and now has four state-of-the-art public green recycling and rubbish bins, thanks to a \$540 grant from The Packaging Forum.

**The bins take glass, mixed recycling and general waste.** Council were encouraged to offer Round Binners-type facilities to the bins to be environmentally friendly. The young people in our community are to have with sustainability and waste management and it's been exciting to see them embrace the new recycling bins that shared social spaces.

**It's not acceptable that the Government is diverting on PFMS we're missing out.**

Both says the Packaging Forum has retained a "strong" reputation for transparency and accountability, and with a goal to meet plastic and soft plastic recycling, what is better than that, we're committed to the New Zealand environment.

"It's also important to ensure PFMS is not simply replaced by something not as good, but we have technical experts on our team to help with this.

The Government's goal for the country by the end of a roll of single-use plastics for 2025, replacing them with compostable, recyclable, or reusably produced.

"This has got the pressure on 2025 to test that for us."

"We are looking at a range of challenges among them - namely, do we have the infrastructure to achieve that? What can be collected, what is better than that, we're committed to the New Zealand environment."

"We want to work with all parties to find the most effective solutions for all New Zealand."

**Who's doing what**

In the past year, members of the Soft Plastics Recycling Scheme introduced a variety of new sustainability initiatives:

- Have introduced soft plastic recycling in Australia to bring a private sector soft plastic recycling scheme with recycled content.
- Have introduced soft plastic recycling with new soft plastic compatible smaller bags.
- Introduced a new soft plastic recycling bin to 100 percent BRET.
- George Winton Plastics replaced plastic bread bags with cardboard bags, introducing 10 rubber plastic bags in the first year.
- Introduced a new soft plastic recycling bin for the first time in the country's first recycled PFMS with built-in distribution bins.
- Launched a new soft plastic recycling bin.
- The Food Bin now offers customers a recycling bag to use with household soft plastics.
- Family Hardware (Hawke's Bay) has been with soft plastic.
- The Gardens introduced 100 percent recycled PP rolls.
- SPCW - Home to their programme across parenting - from customers to be recycled.



## NEWS FROM OUR PROCESSING PARTNERS



### ESSITY AUSTRALASIA USES RECYCLED CONTENT IN PRODUCT PACKAGING

Essity Australasia (formerly Asaleo Care) announced that packaging of its Handee paper towel, Purex and Sorberent Toilet Tissue products will contain 20% recycled plastic; and will be the first recycled plastic packaging seen in the paper towel and toilet paper aisles of New Zealand's supermarkets. A brilliant way to reduce the amount of plastic going to landfill, and supporting the development of New Zealand's circular economy.

Essity's investment into recycled plastic packaging in its Kawerau Mill comes after 18 months of research and trials investigating sustainable packaging options.

Fiona Baxter, general manager sustainability for Essity's Australasian operations, says:

"We know New Zealanders are concerned about plastic waste, so we are excited to be making our products available to our customers and consumers with more sustainable packaging. Our research into sustainable packaging options shows that using 20% post-consumer recycled (PCR) content in Handee paper towel, Purex and Sorberent Toilet tissue plastic packaging reduces the carbon footprint of our packaging, contributes to the circular economy and reduces plastic waste."

"We are confident that the recycled content in our packaging will further encourage consumers to recycle their plastic waste through the Soft Plastic Recycling Scheme," she said.

Essity has set a goal of achieving a sustainable packaging target of using 85% recycled and/or renewable content in its packaging by 2025.



### AOTEA GREAT BARRIER ISLAND

This is how the soft plastic is collected on Great Barrier Island before it ends up at FuturePost. Then the plastic is processed and new posts like these around Great Barrier Island's Claris Airport.



**We're Soft Plastic Recyclable**

Recycle your Cinderella pouches, once clean & dry, at select supermarkets. Look out for the Soft Plastic Recycling bins for in-store drop off.

Just like magic

Tell me more



## VINEYARDS

Future Post is proud to have so many vineyards using their posts and doing their bit for NZ recycling. **Going into a fourth season harvest with no broken intermediate Future Posts is a huge plus for growers too!** Cheers to that!



## EQUINE FENCING

Trainer Warwick Coles races winners and rates Future Post as a winner too.

He manages Phar Lap Raceway, Timaru, where these posts were installed last summer. "The ground couldn't get much harder than this and the horses haven't touched them. They look great, ideal for horse fencing and means you only have to do it once."

## POOL & GARDEN FENCING

If you are looking to put in a swimming pool in preparation for summer 2022/23, have you considered using Future Post fencing? Future Post customers have been very happy with the versatile fencing posts – the square posts look particularly sharp on residential properties.



## What else is happening?

### SAVEBOARD

It's great to see another innovative New Zealand business idea backed by Tetra Pak, Freightways and Closed Loop become reality. SaveBOARD's new plant in the Waikato turns liquid fibreboard beverage cartons, coffee cups and plastic into low carbon building products. Mixed 50/50 with fibre, our post-consumer soft plastics has produced quality boards.

[saveboard.nz](https://saveboard.nz)

