

The Wrap Up

PROMOTING THE SOFT PLASTICS CIRCULAR ECONOMY
RECYCLING.KIWI.NZ

more than 70%
New Zealanders will
have access to soft
plastic recycling
collection bins



Delivering results

In June 2019 we restarted soft plastic collections in Auckland through a supply agreement with Future Post. Growth was predicated on demand for Future Post products, which in turn increases demand for soft plastics.

What a success! From being able to process 10 tonnes of soft plastic per month, Future Post now processes 10 times this volume, and this is set to double with the addition of a second production line later this year.

We have also doubled our membership over the same two-year period to more than 120 members. This increase clearly demonstrates that companies see the investment value in product

stewardship, from designing their packaging to comply with our materials threshold; promoting the scheme to their customers, and supporting the collection process so that soft plastic is repurposed into posts and other products.

All members which have branded packaging should now have received a summary of the annual audit of soft plastic packaging, and an indication of how much of their brand is being recycled. We know this provides valuable information to companies incentivising work to increase consumer awareness of recycling. Whilst market share is obviously a key influencer on how much gets recycled, brands which promote the scheme on-pack and promote soft plastic recycling through their own social media

channels, as well as other media, typically get better results.

Many brands also use our “recycle at store” logos, and we are seeing increasing adoption of the Australasian Recycling Label (ARL) with more than 35% of our members now using the PREP tool to apply the ARL on-pack. In Australia, under the National Plastics Plan, the Australian government has committed to working with industry to see the ARL displayed on 80% of supermarket products by 2023. This will inevitably increase uptake further here with over 95% of scannable barcodes which IRI read common across both New Zealand and Australia.

Ngā mihi nui.



THE
PACKAGING
FORUM



Exciting news!

WE'RE HEADING TO HAWKE'S BAY

From next month, Hawke's Bay residents will be able to drop off their soft plastic at participating Countdown, New World, PAK'nSAVE, and The Warehouse stores in Hastings, Napier and Waipukurau. This is the first time we have been able to offer collections in this region. Our Packaging Forum partner, 3R, is based in Hastings, and has stepped forward with a collection service. They will include the bales of plastic on their existing transport to Auckland.

TALK ABOUT A LOT OF PROGRESS IN ONE YEAR!!

Now at **150** stores = doubled

Serving more than **70%** New Zealanders

Supported by a **63%** increase in membership

Recycled **27 MILLION** plastic bags or wrappers

129,565 page views of recycling.kiwi.nz

187,000 Facebook reach

Media coverage reached **1.45 MILLION** people



Love NZ Soft Plastics Recycling
Recycling centre



Are you one of our **9850** Facebook followers?

Help us get to 10,000...

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

WEBINAR SERIES

THE WHO, WHAT AND WHERE ABOUT SOFT PLASTIC RECYCLING

This month we hosted our 6th soft plastics webinar and we signed up 100 attendees and heard from Bruce Middleton, Waste Not Consulting and Jerome Wenzlick, founder of Future Post.



THE PACKAGING FORUM INVITES YOU TO

THE LAUNCH OF SOFT PLASTIC RECYCLING IN HAWKE'S BAY

MONDAY 12 JULY 2021 | 1-2PM

Join Their Worships the Mayor of Hastings, Sandra Hazlehurst; the Mayor of Napier, Kirsten Wise and industry leaders. And be the first in Hastings to recycle your soft plastic bags into fence posts.

The Warehouse
The Park Megacentre
620 Karamu Road North, Hastings



RSVP donna@packagingforum.org.nz
by 5 July 2021



recycling.kiwi.nz



COMMUNICATIONS

The Soft Plastic Recycling scheme has a major focus on communicating with the consumer, with research showing a 54% awareness of soft plastic recycling nationally, rising to over 62% awareness in regions with collection sites.

What are soft plastics?

For consumers, we try to keep the message simple “if you can scrunch the plastic into a ball” you can put it in our bin, and initially we specified particular categories of product. The reality is a little more complex. We now accept products from more categories using plastic which might not always scrunch up. We provide members with a materials threshold matrix so they can design for recycling compliance.

We are proud to work with IRI New Zealand as our data sponsor. IRI provide us with the unit sales of the categories which we can recycle through soft plastic. We match this up with the average weight per category which Waste Not Consulting provide through audit to estimate the total tonnes of soft plastics by category placed on the market in New Zealand. This year we added several new categories to our analysis and estimate the total tonnage of soft plastic which we can recycle to be around 6,000 tonnes (see table).

If you can add your own data insights to ours, please do share.



CATEGORY	TONNES
Bacon/deli	165
Biscuits	334
Bread bags	824
Breakfast cereals	647
Confectionery	140
Dairy – block, processed, grated cheese	224
Dry cat food	184
Dry dog food	98
Fresh salads	214
Fresh soups/meals	27
Frozen food bags	691
Instant/freeze dried coffee	86
Kitchen towel	181
Miscellaneous eg, courier packs/meal kit	465
Pasta/rice/noodles	384
Potato chips	680
Sanitary hygiene	177
Toilet tissue	464

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

AA Directions
ASB
Good Noze
Emphase Energy
Endota
Foundation Coffee
Heartland Chips
Kea Cookies
Lic Diagnostique
Ours Truly
Peggy Sue Soaps
Plant Nation
Polyprint
Real Rad
Reckitt Benckiser
Tasti

MEMBER UPDATE

We have some great stories from our members. If you have any news, or would like us to profile any innovative programmes your organisation is working on, please let us know!

Mondelez & Future Post

Mondelez International celebrated the launch of the Papakura Stream Restoration Project with Future Post and Conservation Volunteers New Zealand. This initiative kicked off with the planting of 1000+ native trees and shrubs, and the installation of Future Post fencing, made from recycled soft plastic. If you're keen to roll up your sleeves, slip on some gumboots and get involved, get in touch with Conservation Volunteers New Zealand.

bit.ly/CVNZplant

NEWS FROM OUR PROCESSING PARTNERS



DESIGNED, RE-RECYCLED AND MADE IN NEW ZEALAND

Future Post is pumping out 800 posts per day, and this is set to double later this year when a new production line is introduced in Waiuku. Look out for one of the 16 trucks per month delivering product around New Zealand.

Future Post is one step ahead as usual...in readiness for the soft plastics launch in the Hawke's Bay, Future Post took a stand at the National Horticultural Field Days in Hastings earlier this month.

The ideal opportunity to launch one their new vineyard posts (116mm x 2.4m)

NO BARRIERS - TAKING WASTE FROM THE COMMUNITY AND RETURNING IT BACK TO THE COMMUNITY

18 tonnes of Future Posts are heading to Great Barrier Island for fencing around Claris Airport as part of a new arrangement where Future Post recycles plastic waste from Aotea.

In addition, Auckland Council has installed Future Post bollards to replace rotten timber ones, and these Future Post bollards are built to last for decades.

#FUTURE POST #notinthelandfill



FUTURE POST AT FIELDDAYS

The team at Future Post had a busy few days at the National Fielddays in Hamilton recently. The stand saw plenty of visitors throughout the few days, lots of interest from new customers and great feedback from current ones. The stand looked great team!

SOLUTIONS FOR POST INDUSTRIAL PLASTIC

All Scheme members are now also members of Future Post's Access & Availability programme, meaning they can recycle their post-industrial waste plastic at Future Post for a reduced fee.

Members are also working with Astron Plastics and TC Transcontinental to process clean polyethylene post-consumer plastic. In the last 12 months, TC Transcontinental recycled more than 400 tonnes of LDPE into new products.





What else is happening?



saveBOARD building a circular economy

saveBOARD has now set up a factory in Hamilton and is leasing a 3500m² property to process up to 4000 tonnes annually of packaging waste. The team is focused on building a circular economy by turning everyday packaging waste back into products that re-enter the local supply chain eliminating future waste – check out [saveboard.nz](https://www.saveboard.nz) for more details.

saveBOARD has already started to take feedstock in preparation for a late 2021 first production of its board products. If any members would like further information, email enquiries@saveboard.nz. Suitable feedstock includes composite packaging waste, such as TetraPak cartons, coffee cups and flexible films packaging made from LDPE, PE, PP.

Plastoil WASTX technology

Plastoil's WASTX plastic is a container-based plant which converts post-consumer plastic waste (such as PE and PP) into synthetic crude oil. There are two plants being installed in Australia; and, the oil can be used in a chemical recycling process which could provide New Zealand with its first step towards a packaging-to-packaging circular economy for soft plastic.



WELCOME TO FOUNDATION COFFEE

New scheme member, Foundation Coffee has been working closely with Synlait Milk over the last six months on a project to upgrade its hot beverage solutions across its sites in Auckland, Christchurch, and Dunsandel in Canterbury.

Foundation recently completed the final installation of four large coffee machines into the main canteen at Synlait's Dunsandel site.

The new machines will not only deliver great coffee for Synlait staff, they are better for the environment as Foundation

Coffee's used grinds can be processed onsite at Dunsandel in their COMET composting facility. Foundation coffee bags can also be processed through the Soft Plastic Recycling scheme; and, to reduce further waste, Synlait also provides crockery cups for use at all their New Zealand sites.

Essentially, this new solution ensures that Synlait continues to deliver on its sustainability objectives – while enjoying Foundation's delicious hot chocolate and coffee options!

