

# The Wrap Up

PROMOTING THE SOFT PLASTICS CIRCULAR ECONOMY  
RECYCLING.KIWI.NZ



## What's happening?

The relaunched soft plastics recycling programme is well underway with more collection points having been announced, which is fantastic news.

Feedback continues to be positive, and as we work together with local processors managing the supply, we will hopefully be able to roll out more collection points next year – exciting times!

In September we were able to restart collections around Hamilton, and these new collection points are Countdown Huntly, Countdown Anglesea Road, Countdown Te Rapa, Countdown Dinsdale, Countdown Claudelands, The Warehouse Te Rapa, and The Warehouse City.

We've expanded in Auckland with Countdown Meadowlands, Countdown Milford, Countdown Whangaparaoa, The Warehouse Silverdale, and The Warehouse St Lukes stores being added to the scheme.

This expansion is consistent with our commitment to manage the amount of soft plastics we collect with the available processing capacity.

### Where to next?

Wellington and Hutt residents will be able to drop off their soft plastic packaging from 21 October at six selected Countdown and The Warehouse stores. The new collection points are Countdown Kilbirnie, Countdown Crofton Downs, Countdown Newtown and Countdown Petone, The Warehouse Lyall Bay and The Warehouse Queensgate.



## Where can you recycle?

You can check out which stores are currently providing the service on our website [bit.ly/SP-store-locator](http://bit.ly/SP-store-locator) otherwise Google 'soft plastics stores'.



Are you one of our 7360 Facebook followers? 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 plastics space as well as promoting your support!

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



Love NZ Soft Plastics Recycling  
Community



6,369  
Total likes

7,360  
Total follows

## What happens to the soft plastics?

The growth in local processing is what is allowing us to restart collections. One year ago, there was no onshore processing of post-consumer soft plastics. Today there are two North Island plants – Future Post in Waiuku, and Second Life Plastics in Levin which are great examples of Kiwi ingenuity.

We are sending soft plastics collected in Auckland and Waikato to Future Post where they are turned into plastic fence posts. The soft plastics collected in Wellington will go to Second Life Plastics and be turned into cable covers, garden edging and other products.



“Yay! So pleased you’re restarting in Wellington soon - I have quite a lot stored and waiting - all clean I promise!”



## Good for the environment and for the community – partnering with Abilities Group and Earthlink Inc

We partner with Abilities Group in Auckland and Earthlink Inc in the Hutt Valley to support our store collections.

Abilities, based in Glenfield, employs people with disabilities to supply a contract labour force to industry, with a particular focus on recycling activities.

Earthlink supports people in the Lower Hutt community who struggle to get into work due to mental health, addiction or other barriers. They collect the soft plastics from the stores, and take it back to their warehouse where it’s sorted, packed and baled for distribution to Second Life Plastics in Levin where they manufacture new products from the waste plastic.

Partnering with social enterprises supports the local economy by providing employment opportunities.



We welcome all new members to the soft plastics recycling scheme

Abe’s Bagels

L’affaire

Something to Crow About



## Feedback from the frontline

"We joined the soft plastic recycling scheme in 2015 because we wanted to minimise the impact of plastic waste on the environment and help Kiwis to be more sustainable. We know the amount of plastic in our environment is of great concern for both our customers and team members. We are exploring every option to significantly reduce the amount of plastic packaging in our own products and we also want to support practical solutions that we can offer to our customers immediately."

**David Benattar, Chief Sustainability Officer for The Warehouse Group**

"The further roll out of the soft plastics recycling scheme to even more of our stores is fantastic news - particularly for our customers who are really passionate about reducing the amount of waste that goes to landfill. While we are working hard to reduce plastic in our business, at the moment we still need soft plastics to keep food fresh and ensure food safety. While this remains the case, it is incredibly important to us that we can provide recycling solutions for this type of packaging. We're incredibly proud to be a part of the scheme and look forward to supporting it in more of our stores in future."

**Kiri Hannifin, General Manager of Corporate Affairs, Safety and Sustainability for Countdown**

"Here at Countdown Huntly, our customers and team are delighted to see the soft plastics bin back! Before the bins, people hadn't really known what to do with their soft plastics. With it back in our place, our customers and team are now much more engaged than ever in the recycling process and helping their town be more environmentally responsible. Thanks from all at Huntly!"

**Countdown Huntly Store Manager Jacqueline Jones.**

## And in news from Future Post

Their #allblackposts can now be purchased at local PGG Wrightson, PlaceMakers and Carters. Hotel chain Heritage Hotels and CityLife Hotels are also getting behind the innovative all black posts. They have joined Beyond Skin Deep, a NZ owned and operated soap and amenity recycling programme for the accommodation industry, run by Starline Group. Their purpose is to save the single-use hotel amenities otherwise destined for landfill and repurpose them. Used amenity bottles are collected, emptied and sent to Future Posts to be turned into fencing product.

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

Future Post also featured on The Project in September, a brilliant piece on how this Kiwi business is contributing to New Zealand's circular economy, and making something useful out of single-use plastic that would otherwise have ended up in landfill.

Yealands have also purchased biogro certified #allblackposts for their showcase Marlborough vineyard. Future Post is busy working with customers to demonstrate the total cost of ownership over the life of the post is cost effective compared to wooden posts.

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## Council support continues

It's good to see the councils continuing their support of the scheme, especially in the regions where the collection points are back. Trent Fowles, Hamilton City Council's compliance manager, says the scheme's return is great news for Hamilton's environmental goals; and, it is a great example of how business can support local government to deliver a community outcome. [bit.ly/SP-Hamilton](https://bit.ly/SP-Hamilton)

## Call to all councils, businesses and government departments



Jerome Wenzlick, Managing Director Future Post, presented to Packaging Forum members and guests at The Packaging Forum's AGM and Business Briefing in August. We also took the opportunity to promote soft plastics recycling to over 500 attendees at the WasteMINZ conference in Hamilton. There's great interest from councils in the potential next regions to restart collections but an understanding that processing capacity needs to increase to enable expansion.



## Member stories

Receiving great feedback from consumers dropping off their soft plastic is always fantastic to hear.

The more consumers have a positive experience with the scheme, the more soft plastic will be collected, diverted from landfill, and turned it to a practical product. A customer from The Warehouse Westgate:

I am surprised by how much soft plastic we previously sent to landfill, and now we collect in a bin at home. Our family are now extra vigilant to minimise waste, not just for soft plastic, but for all waste streams. It is a great programme for Kiwi consumers to help reduce waste to landfills.



### Watch this space...

Cottonsoft launch their new paper wrapped Earth Smart toilet tissue on Labour Day demonstrating industry's focus on reducing use of plastic packaging. This is a great example of collaboration between Cottonsoft and Visy.

## IN THE MEDIA

We had a massive, positive response to the resumption of the soft plastics recycling scheme, and our journey is being closely followed by the media, with plenty of news updates as we announce new regions and collection points for soft plastic.

**Soft plastic recycling bins are back - here's what you can and can't put in them**

[bit.ly/Stuff-binsareback](https://bit.ly/Stuff-binsareback)

**People ditching plastic a win for soft plastic recycling - it's returning to Hamilton and Wellington**

[bit.ly/Stuff-ditchingplastic](https://bit.ly/Stuff-ditchingplastic)

...and not surprisingly it is always a popular discussion point on facebook...

That's wonderful - I try not to buy anything in soft plastic but it's very challenging. I have virtually nothing that goes to the landfill. Thank you so much Love NZ Soft Plastics Recycling - you are doing an amazing job.