

# The Wrap Up

PROMOTING THE SOFT PLASTICS CIRCULAR ECONOMY  
RECYCLING.KIWI.NZ

Over **100** members, over **100** stores and **100%** funded by industry!

**2021 signals six years of soft plastic recycling in New Zealand, and it is worth reflecting on where we have come from.**

Soft plastic recycling started in Auckland in 2015 with seed funding from the Waste Minimisation Fund and the initial support from organisations including Cottonsoft, Goodman Fielder, Simplot, James Crisp, Kimberly-Clark, Countdown, Foodstuffs and The Warehouse.

By 2018 we had expanded collections across the South Island, and to most of the North Island with tonnes of soft plastic collected and being sent overseas for processing. The impact of China's National Sword policy on global plastics recycling stopped us in our tracks and forced us to

reassess and, ultimately, to stop collections at the end of 2018.

Thanks to our partnership and supply agreement with Future Post, we restarted collections in Auckland in May 2019 and have since added regions across the North Island. We match how much we collect with New Zealand's capacity to process soft plastic materials, that way consumers know what they drop off gets recycled right here in Aotearoa.

This month we also celebrate an important landmark in our rebuild. On 15 February soft plastic recycling returned to Christchurch after a two-year hiatus.

Today the Scheme is 100% funded by more than 100 companies, which is a 60% rise in membership

over the past 12 months.

Approximately 75% of the post-consumer soft plastic packaging market is covered by the Scheme.

Thank you to all our members, partners and every Kiwi recycling their soft plastic with us, and for being a part of our journey.

We would also like to thank all of our partners for their support as we navigate COVID-19 and the restrictions it can impose on the Scheme, especially Alert Level changes, such as the recent one in Auckland (Level 3) and the rest of the country moving to Level 2. At short notice we changed from an actual launch event at Countdown's Church Corner supermarket to a Zoom launch!

Ngā mihi nui.





# We're back, Christchurch!

Christchurch residents can once again recycle their soft plastic packaging at participating stores across the city.

“This has been made possible because Future Post has more than doubled its processing capacity, and one of our founding Scheme members, Goodman Fielder, has stepped in with a backhauling service from Christchurch back to Auckland,” says Lyn Mayes, scheme manager.

“Kilmarnock Enterprises will collect the soft plastics from stores, bale and palletise the materials for transport back to Future Post in Auckland. We are doing what we promised when we put collections on hold in 2018 when overseas markets for our

materials dried up. The good news is that everything we collect now is recycled in New Zealand.”

Countdown's Church Corner store manager Christian Piggot says: “Countdown has proudly supported the Soft Plastic Recycling Scheme since it began, because we know how important it is to help our customers to do the right thing with their plastic packaging. A large number of our Christchurch customers have been keen to see the Scheme come back to the region, so the launch of the Scheme in a number of our stores will be welcome news!”

Goodman Fielder, a founding member of the Scheme, will transport the collected bales of soft plastic back to Auckland.



Countdown Church Corner store manager, Christian Piggot.





## WHICH STORES?

The distinctive recycling bins have returned to:



CHURCH CORNER  
COLOMBO STREET  
HORNBY  
MOORHOUSE



BELFAST  
BARRINGTON MALL  
EASTGATE  
HORNBY  
NORTHLANDS  
RICCARTON  
SOUTH CITY

More locations including New World stores will join the programme over the coming weeks.

## IN THE MEDIA

Stuff's Jennifer Eder reports fence posts made of recycled plastics are popping up at a Blenheim landfill, coming full circle for the project conceived on an old rubbish site.

[bit.ly/Blenheim-Landfill](http://bit.ly/Blenheim-Landfill)

### Soft plastic recycling resumes in Christchurch.

Tina Law of Stuff talks to Lyn Mayes about the restart and what needs to happen before the Scheme can be expanded to other parts of South Island.

[bit.ly/CHCH-relaunch](http://bit.ly/CHCH-relaunch)



Bernard Duignan, CEO Goodman Fielder comments: "As a business with operations across the North and South Island, we are committed to working towards a sustainable future, and resuming collections of soft plastics in Christchurch is important to us. We're proud to be working closely with the Scheme to transport the soft plastic 'bales' back to Auckland on our existing routes, which minimises the transport carbon footprint required."

Jerome Wenzlick, founder of Future Post says that the partnership with the Soft Plastic Recycling Scheme benefits everyone: "We are now processing

around 70 tonnes of soft plastics every month which is equivalent to around 10 million bread bags, chip packets, frozen food bags or toilet roll wrappers being diverted from landfill."

"As we have grown, the Scheme has expanded around the North Island and now to the South Island where we sell so many of our fence posts. Our posts are now in vineyards, farms, parks and private land from Northland to Southland. We have added new products such as square posts, veggie boxes for gardens, retaining walls and parking stops to our range."



**WEBINAR SERIES**

# Zoom into soft plastics

## LABELLING, MATERIALS COMPLIANCE AND THE FUTURE OF SOFT PLASTIC RECYCLING IN NEW ZEALAND AND AUSTRALIA

**MONDAY 15 MARCH 2021**

IN AUSTRALIA

10.30AM-12 NOON

IN NEW ZEALAND 12.30-2PM

In December 2020, The Packaging Forum signed an agreement with the Australian Packaging Covenant (APCO) which integrates the New Zealand Soft Plastics Recycling Scheme within the Australasian Recycling Label (ARL). There are a lot of questions about using the PREP tool, how to use the ARL and, how to use the NZ soft plastic recycle at store logo in conjunction with the ARL and REDCycle.

To answer these questions, we will be joined by Lily Barnett and Alex Dickie from APCO, and Liz Kasell from REDCycle.

This webinar will be of interest to your colleagues in Australia as well.

## Advocacy

### ANNUAL REPORT TO THE MINISTRY FOR THE ENVIRONMENT

As an accredited voluntary product stewardship scheme, we are required to report annually to the Ministry on our progress against our KPIs.

Despite the challenges we all faced during 2020, we have met or exceeded all targets.

With further expansion in the Christchurch and Wellington regions, the service is now available to around 69% of New Zealanders.

Highlights include:

- 168 post consumer soft plastics processed, plus Future Post has processed 456 tonnes of pre-consumer plastic
- 60% geographic coverage as at end 2020
- Over 60% increase in membership during the calendar year
- Improved quality of recovered materials – contamination reduced to 7.1%



# Member update

## PROMOTION OF THE SCHEME BY OUR MEMBERS

We have some great stories coming in 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!



### Tui's new range using recycled plastic in its packaging

Tui has recently launched its first range of fertilisers and growing media with packaging containing recycled content, which can easily be recycled again.

As well as the new Tui Performance Naturals range of fertiliser and growing media being made from 100% natural ingredients, the packaging (bags and bottles) are made from up to 50% recycled plastic material, and of course can be recycled through our Soft Plastic Recycling Scheme or kerbside (bottles) – love your work Tui!

For more information on the new Tui range [bit.ly/tui-plastic](https://bit.ly/tui-plastic)



Congratulations to **Chantal Organics** which has made the strategic decision to use resealable, soft plastic recyclable bags, that are made with 25% recycled plastic content.

The change follows the organisation's conscious decision to ensure its packaging completes its cycle of life, with as little impact on the environment as possible. Chantal Organics will be transitioning its full range of dry goods into this soft plastic, recyclable bag; and, when recycled via the Soft Plastic Recycling Scheme, this plastic packaging can be used again as fence posts, garden beds and edging, and other consumer items.

Find out more information on Chantal Organic's journey, at [bit.ly/chantal-plastic](https://bit.ly/chantal-plastic)



**Mrs Rogers** - a proud supporter of soft plastic recycling. As far back as the late 19th century, the original Mrs Rogers began experimenting with new and interesting herbs and spices. Florence Rogers was the family figurehead and a testament to the power of natural health and was still working at 100 years of age. We love having you on board Mrs Rogers!



### Hally Labels joins us

New Scheme member, **Hally Labels**, was established in 1965 in Auckland by the Hally Family and is a proud trans-Tasman business. Hally offers a range of labels which include recycled content and plant-based renewables.

Hally promotes the Scheme on its website and encourages consumers to bring their used soft plastic back to store for recycling to reduce landfill. Welcome to the Scheme Hally Labels!



## Dole bobby bananas – smaller tape packing and joining the Soft Plastic Recycling Scheme

New Scheme member Dole is thrilled to announce that its popular Bobby Bananas are now packaged in a new, smaller tape – which will reduce the amount of plastic destined for landfill in New Zealand and can be recycled into useful items such as Future Post fence posts and garden beds.

The shift from Bobby's previous plastic bag packaging to the new tape will prevent approximately 16 tonnes of plastic from going to landfill each year in New Zealand, with this amount able to be reduced even further via recycling through Dole's new Soft Plastic Recycling Scheme membership.

Alongside the Bobby Banana packaging update and Soft Plastic Recycling Scheme membership, Dole is working toward achieving the Dole Promise via several other local initiatives, including a sponsorship of the Motutapu Restoration Trust; and 'The Good Bunch' partnership with Salvation Army, to donate 47,000 bananas donated to food centres nationwide during 2021.

Welcome to our newest members of The Packaging Forum's Soft Plastic Recycling Scheme

- Hally Labels
- Oriental Cuisine
- Mitchells Nutrition
- Breadcraft
- Multivac NZ
- My Food Bag
- So Sweet - Southern Cross Produce
- Clorox (Chux + Glad)
- Dole NZ
- Ceres Organcis
- Real Pet Foods
- General Mills - El Paso

**Proper Crisps** unveiled two fantastic recycled soft plastics seats, which have each stopped over 21,000 Proper Crisp bags from ending up in landfill! The recycled seats can be found at the Rabbit Island Ferry rest stop in Mapua (just outside of Nelson). Keep an eye out for these if you're in the region.



## FACEBOOK COMMENTS

Well thank goodness and thank you team for bringing Christchurch back into the loop.

This is so exciting. Been waiting ages for this announcement.

Yay!!! Finally!! Very exciting. Go Love NZ Soft Plastic Recycling, Future Post & Goodman Fielder

Such fantastic news! I recycle my soft plastic religiously.



Love NZ Soft Plastics Recycling  
Recycling centre



## Are you one of our 9323 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 plastic space as well as promoting your support!

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

## NEWS FROM OUR PROCESSING PARTNERS



*future* POST  
.CO.NZ

**NZ MADE SOLID, DURABLE,  
ENVIRO-FRIENDLY POSTS**

**NEW!**

by demand from NZ  
vineyards & growers

**114mm/2.4m  
intermediate post**

- Bio-Gro organic certified
- 100% recycled plastic
- 100% recyclable again
- Accessories available
- Proven performance



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## Over the Future Post jumps

Future Post had the privilege of being part of the Puhinui International Horse Trials 2020. The horse trials are the ultimate finale to the spring horse trial season for local and some international riders held at the beautiful Puhinui Reserve overlooking the Manukau Harbour.

The equine industry is an important fence post customer for Future Post and these images show just how versatile these posts really are!



## FAQs

We regularly receive questions about the Scheme, and what can and cannot be recycled. So, we're revisiting a few of our most frequently asked questions should any of your teams, customers or suppliers have queries.

For more information on what can and cannot be recycled, visit [recycling.kiwi.nz](https://recycling.kiwi.nz).

[recycling.kiwi.nz](https://recycling.kiwi.nz)

### Can I recycle degradable, biodegradable or compostable bags via the programme?

No, we can't accept degradable, compostable, or biodegradable bags. Bags that are labelled degradable or compostable have been specifically manufactured to break down in the general waste stream. We can't use them for recycling because they may start to degrade before they are processed.

### Do I need to wash out my plastic packaging before recycling it?

Packaging returned for recycling via our drop off bins should be 'empty, clean and dry'. If you want to recycle bags and wrapping from foods give the bag a quick rinse, then turn it inside out to air dry overnight before popping it in with other collected plastic packaging.

### Where does the collected soft plastic end up?

We've partnered with [futurepost.co.nz](https://futurepost.co.nz) to supply them with soft plastic materials which are blended with other plastics to manufacture products here in NZ. In the Lower North Island we're supplying a small Levin company Second Life Plastics with soft plastic which are used to manufacture product such as ducting - see [2lp.co.nz](https://2lp.co.nz).



## Future Post - news from Marlborough

A few hundred recycled plastic posts from Future Post are being used for a boundary fence at Blenheim's Bluegums Landfill, along with a few hundred more in the nearby Wither Hills Farm Park.

The Marlborough District Council saw the opportunity to trial the posts when it noticed some of the fencing had to be replaced. The council has been watching Future Post's development and liked the way the posts created an end use for plastic that otherwise would have ended up in landfill.

Marlborough Grape Growers Cooperative has also installed Future Posts as part of the Innovation Vineyard Project, a collaboration with Farmlands to

assess and report on best practice methods and technologies – with a focus on durability. Like the council, the co-op was keen to see how the posts would work, and of course appreciated the good sustainability story behind the posts.

Traditional wooden posts in vineyards can break or splinter, which can either be a result of weather but also various vineyard activities, including harvesting. These broken posts create a challenge when it comes to disposal as they cannot be buried or burned as treated timber is toxic, and can cause leaching issues. Future Post's recycled plastic posts are strong and durable, and there is no leaching of toxins into the soil.