

# The Wrap Up

PROMOTING THE SOFT PLASTICS CIRCULAR ECONOMY [recycling.kiwi.nz](http://recycling.kiwi.nz)

## NELSON ON TRIAL

At the time of writing, we're pleased to say registrations for our soft plastic kerbside collection trial in Nelson reached our target of 1,000 households. Invitations to participate in this exciting, New Zealand first trial were sent out to around 4,000 households in 140 streets on the collection route for the trial.

We are funding and running this trial to test the efficiency and effectiveness of collecting soft plastic materials in a separate bag from households and the impact on recycling. Nelson City Council is supporting the trial and its aims to help make it easier for the community to reduce waste and recycle more.

Each participating household will receive a pack of 20 orange soft plastic recycling bags and the first collections by Enviro NZ

will take place in early October. Participants are asked to fill the orange bag and put it in their glass crate on the day after the glass recycling has been collected, with the bags being collected by a dedicated soft plastics collection vehicle.

At this stage we are not able to run a trial with the orange bag placed in the commingled bin and collected by the commingled recycling vehicle due to the limitations of the kerbside recycling regulations; however, we are working with the Ministry for the Environment to find a solution so that trials through the commingled system can take place.

The level of interest from Nelson residents that aren't in the collection area, and from other councils and people around the

country indicates that people want to be able to recycle conveniently.

This is why the design of a mandatory Plastic Packaging Product Stewardship scheme is so important. Under a mandated "producer pays" scheme, all brand owners (producers) placing plastic packaging onto the New Zealand market would pay a levy based on the amount of plastic packaging they use. The levies are used to pay for the collection, sortation and recycling process.

Our current voluntary scheme and our members already fund the costs related to the recycling of soft plastics from collection through to reprocessing; however, under a fully mandated producer responsibility scheme, the whole industry will be involved, with fees based on how much each individual producer uses and modulated according to how easy or difficult the material is to recycle. With this scale, alternative collection systems could be introduced. This trial in Nelson is important to test the viability of recycling soft plastic packaging at kerbside and whether this collection model is economically viable and deliverable at scale.

Ngā mihi nui

Lyn

SOFT PLASTIC KERBSIDE COLLECTION TRIAL IS BEGINNING IN NELSON

**140 NELSON STREETS HAVE BEEN CHOSEN TO TAKE PART. KEEP AN EYE ON YOUR LETTERBOX TO SEE IF YOU'VE BEEN SELECTED.**



Proudly supported by  
Nelson City Council

## STEERING COMMITTEE

Following the Annual General Meeting in July, we welcome new Steering Committee members **Robin McKay** Business Manager, TCL Hunt and **Scott McKinnon** Growth and Sustainability Manager, George Weston Foods, and congratulate the following on their reappointment to the Steering Committee: **Christopher Jury** R&D Packaging Manager, Goodman Fielder; **Colin Benzie** Technical Sales Manager, Caspak; **Debra Goulding** Sustainable Packaging Programme Manager, Foodstuffs NZ; **Jamie Galloway** Managing Director, Foundation Coffee; **Keri-Ann Martin** National SHE Manager, Nestlé; **Nicola Voice** Sustainability Lead – Transformation & Delivery, Woolworths NZ; **Stuart Burt** Sustainable Products Development Engineer, Amcor Flexibles

Continuing their two-year appointment in 2023 are **Dylan Brown** (Pepsico), **Robert Lethbridge** (Griffin Food Co) and **Mao Mao** (Kmart).

After chairing the Steering Committee since 2018, Malcolm Everts, has stepped down from his role as Marketing & Sustainability Manager at Cottonsoft to take up new opportunities and accordingly has stepped down from the Steering Committee.



The Steering Committee has elected Debra Goulding as the new chair, and she will be joined by Jamie Galloway and Keri-Ann Martin representing the Scheme on the Packaging Forum Board.

We are fortunate to have such a range of experience including packaging manufacturers, brand owners and retailers in the scheme's leadership group bringing technical, sales and marketing, sustainability and financial expertise.

## REGIONAL EXPANSION

Thanks to our Wellington region collectors Earthlink, we are introducing collections in Levin from this month with New World and Woolworths Levin joining the programme.

### NELSON SET TO TRIAL COLLECTING SOFT PLASTIC FROM KERBSIDE

There has been significant interest in the announcement of a trial of kerbside collections in Nelson.

Lyn was interviewed by Samantha Gee at **Radio NZ** about the importance of the trial in Nelson with this interview also featured on **Stuff**. [Read here](#)

She was also interviewed by Lisa Owen on **Radio NZ's Checkpoint** more broadly around plastic recycling. [Listen here](#)

The **Nelson Weekly** considered the trial front page news. [Read here](#)

## Thank you Malcolm Everts

In 2015, Amcor, Cottonsoft, Countdown, Foodstuffs, Goodman Fielder, Kimberly-Clark, NZ Post, Simplot, Sunrice and The Warehouse became the first members of what was to become the Soft Plastic Recycling Scheme. Malcolm was part of the driving force behind this initiative and only three years later, when export markets dried up and we had to stop collections of soft plastics, he stepped up to lead the Scheme through difficult times. Under Malcolm's leadership, we changed our strategy from collecting as much soft plastic as possible and shipping it offshore to collecting only what Future Post and, subsequently, saveBOARD could recycle.

We wish Malcolm every success as he starts new challenges, including as the Scheme Manager of the Packaging Forum's new Caps & Lids Recycling Scheme.



# NAVIGATING THE CHANGING LANDSCAPE

THE PACKAGING FORUM SUMMIT



MC Greg Ward with panellists Clarke Truscott, Lyn Mayes and Tony Nowell

## PACKAGING FORUM SUMMIT NAVIGATING THE CHANGING LANDSCAPE

More than 130 people attended the Packaging Forum's inaugural Summit – Navigating the Changing Landscape on 4 September.

The format comprised pre-recorded interviews with four international experts on various aspects of Extended Producer Responsibility. Following each interview a panel of New Zealand and Australian experts provided their own insights with questions from the audience facilitated by MC Greg Ward.

The transcripts from international speakers will be made available on the members' portal of [packagingforum.org.nz](http://packagingforum.org.nz) along with videos of the interviews and the panellists.

### HIGHLIGHTS FROM A SOFT PLASTIC PERSPECTIVE

#### Seamus Clancy

former CEO Repak Ireland

#### How Repak reintegrated soft plastics into kerbside collections in 2021 after they had been removed in 2018

"We used to have all soft plastics in the bins up to 2017 -18. Then we sat down with the industry because it wasn't working with a very high level of contamination from households. Upwards of 30-35% contamination in bins. So, what we did was work with industry to take soft plastics out of the bins for a number of years to allow industry to actually upgrade the MRFs throughout the country - there's eight MRFs in the south and one in Northern Ireland.

Five of them at this stage are of a really high-quality top drawer. Two are good and there's two still catching up. Remember this is all private investment and so what Repak pays to all the contractors is very, very important in terms of what they can put back into their capex each year. We are now starting to see AI starting to take effect. We have in a number of the recycling facilities robotic arms. We're going to see a lot more of that..."



Suez Recycling MRF Somerset UK

### Thomas Merry

Commercialisation and Innovation Manager, Suez Recycling and Recovery - UK

#### Successful operational trials of soft plastic in separate bags commingled in kerbside collections

"I think the biggest learning so far is that a bagged collection can be integrated into the current service almost seamlessly in terms of collection. So, what I mean by bagged collection is we are offering households a collection bag, which they put their flexible plastic packaging in, tie a knot in it and present that with their normal recycling. And through that, we've seen pretty much zero operational interruptions or capacity issues on vehicles, and we've even got one local authority who's gone to 100% of households on one day and they've had no issues ... the other big win was the quality of the material so before the project there was a perception that this material would be of low quality... but we're seeing about 60 to 70% mono polyethylene polypropylene and on average about 5% contamination... so that's really good, really key for developing those end markets in the UK."

Joachim Quoden CEO EXPRA, Brussels

#### Why Belgium's Fost Plus is a role model for EPR including integrating soft plastics in kerbside collections with rigid plastic and drinks containers

"In the beginning, Fost Plus only collected rigid plastics. Now they are collecting all plastic packaging, including flexibles. If you collect more and new materials, your sorting plants are not able to sort them accurately. So, you have to build new sorting centres or adapt your existing ones. So, they made a call for tender for the waste management industry offering for nine years, a constant amount of packaging to be sorted and a constant amount of money to be paid for these nine years. So, there was a lot of interest from the waste management industry who wanted to do this investment. They chose the five best offers. And now three years later, these five sorting plants are up and running. And the same happens with new recycling plants. Again, if you collect and sort new kinds of packaging, you need new recycling plants to be able to treat them. So, within a very short time, four years, they were able to upgrade and improve their infrastructure. And now they are by far the number one."

NAU MAI TO  
OUR NEWEST  
MEMBERS



**MAKMAR**  
**EIT HAWKE'S BAY**  
**CAMPUS**

## MEMBER NEWS



### Congratulations to TC Transcontinental Packaging winning Gold at the 2024 Pride in Print Awards.

This prestigious award, announced at the annual Pride In Print Awards gala dinner in Wellington on 12 July, acknowledges TC's unwavering commitment to providing sustainable packaging solutions to the New Zealand market. In the past two years, TC has partnered with Essity New Zealand to launch products featuring Post-Consumer Recycled (PCR) content. Their premium Purex, Handee, and Sorbent ranges now contain a minimum of 30% PCR content, setting new standards in sustainability.

## AROUND THE WORLD

### The Australian Environment Minister, Hon Tanya Plibersek has announced an AUS \$15.6 million investment in advanced recycling

Three projects, delivered in partnership with the Victorian Government, have been announced under the new Recycling Modernisation Fund Plastics Technology stream. Pro-Pac Group Pty in Reservoir received more than \$6 million to expand its existing facility for transforming recycled feedstock into soft plastic with recycled content. Naula Pty in Altona received more than \$5 million for advanced sorting and processing of up to 32,000 tonnes of soft and mixed plastics products each year, to refine them to produce new plastics such as food-grade packaging.

The Minister also told an industry recycling round table meeting

***“We’ve got to work out how we do it kerbside because we’re never going to get to the scale we need if we’re relying on, let’s face it, mothers remembering to keep, clean and then take to the supermarket the soft plastics that their households use.”***

### Are you one of our 12k+ 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)

### UK Government reveals estimated extended producer responsibility packaging fees

The UK Government’s Department of Environment, Food and Rural Affairs (Defra) has released an “illustrative” fee base for its proposed extended producer responsibility (EPR) packaging initiative. The EPR is a government policy that pushes supply chain packaging costs back to manufacturers. Under the EPR scheme, producers must report how much packaging they put into the market and pay associated rates per tonnage. EPR fees will be charged on 1 April of each year, based on products supplied to the market the preceding calendar year. These illustrative fees are the Governments’ first estimate, based on the best available evidence to date. They are not final fees.

[Read more](#)

Material	Lower (in £/tonne)	Intermediate (in £/tonne)	Higher (in £/tonne)
Aluminium	245	495	655
Fibre-based composites	410	525	655
Paper or board	185	260	350
Plastic	355	515	610
Steel	170	295	420
Wood	225	265	330
Other	225	265	330
Glass	130	260	330

## PROMOTING SOFT PLASTICS

### AIMS GAMES

The Packaging Forum has funded waste minimisation and the student Green Team at the AIMS Games in Tauranga for over a decade. This year will also be the first time soft plastics will be diverted from landfill, with the team working with the Packaging Forum on top of the usual three-bin system of landfill, recycling and compost.



**69 Well done Lyn and everyone at The Packaging Forum for getting this (Nelson) trial underway. Big milestone.**

## FROM OUR PROCESSING PARTNERS

LEADING THE WAY TO A CIRCULAR ECONOMY FOR PLASTIC



## FUTURE POST

Another conservation initiative supplying posts to the Marlborough Forest and Bird branch who are working on the Taylor River Revegetation Project - to date they have just over 600 native trees in the ground, which they hope will one day succeed to be a native forest patch, bringing in more native fauna like tūi. The posts are manufactured in Blenheim from soft plastic waste collected around the South Island.

From local use to global. FuturePosts are off to Zambia for a trial.



## saveBOARD

The Hon Scott Simpson was pleased to show Lyn and Rob on a recent visit to the Beehive that the construction site outside is using saveBOARD building materials.

Further afield, saveBOARD exposed Black & White Noise linings using KFC packaging have been shipped from Hamilton to be installed in KFC's South Penrith restaurant.

## PACT RECYCLING

The team at PACT Recycling in East Tāmaki, recently conducted a trial to see how much of our post-consumer soft plastic is mono polyethylene (PE) which could be used in their reprocessing plant. Around 60% of the collected materials were separated out as PE which was then used to make slip sheets and cable covers. The remaining materials were sent on to Future Post for recycling into posts.

This is an important trial as brand owners globally move towards adopting CEFLEX guidelines which focus on polyolefin-based flexible packaging (mono-polyethylene (PE), polypropylene (PP) and PE/PP mixes).