



# SOFT PLASTIC RECYCLING PROGRAMME AUCKLAND REGION



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promoting





The Love NZ Soft Plastic Recycling Programme is a voluntary, industry-led initiative and a true product stewardship model where everyone involved in the life cycle of a product – manufacturers, distributors and consumers – choose to share responsibility for the best end-of-life outcome.

The Packaging Forum has teamed with New World, PakNSave, The Warehouse, Countdown and some of New Zealand's most loved brands to introduce Love NZ's Soft Plastic Recycling Programme – an innovative recycling programme that diverts soft plastic packaging and bags from landfill and turns them into new products. The programme is run by REDCycle.

The programme takes all soft plastic bags including bread bags, frozen food bags, toilet paper packaging, confectionery and biscuit wrap, chip bags, pasta and rice bags, courier envelopes, shopping bags and sanitary hygiene packaging.

**New Zealanders currently use around 1.6 billion plastic bags in the home every year.**

That means 4.3 million are being thrown away every day or put another way every kiwi is throwing one soft plastic bag away every single day.

These soft plastic bags are not currently collected for recycling by councils because they can contaminate the recycling process.

## how it works

The Love NZ Soft Plastics Programme makes it easy for consumers to keep plastic bags and packaging out of landfill.

It works like this:

### **COLLECT!**

Collect all the soft plastics which you use at home. Bags should be empty and dry.

### **DROP!**

Drop them into the Love NZ Soft Plastics Recycling bins at participating stores. Visit [www.recycling.kiwi.nz/soft-plastics](http://www.recycling.kiwi.nz/soft-plastics) to find your nearest drop off point.

### **RECYCLE!**

We'll recycle them into fitness circuits, outdoor furniture, bollards and other products such as our own recycling bins.

# Do the **SCRUNCH TEST!**

If the plastic **can** be  
scrunched up (into a  
ball), it can be placed in  
a Love NZ Soft Plastic  
Recycling drop off bin  
at participating stores.  
If it **can't** be scrunched,  
it should be recycled  
at home via kerbside  
collection.



## more than just plastic shopping bags!

We collect produce bags; frozen food bags; confectionery wrap; toilet roll and hygiene wrap; bread, rice and pasta bags; biscuit and chip packets; cereal box liners; newspaper and magazine wrap; and much more...

## where?

The programme is being trialled in Auckland but will roll out to Hamilton in early 2016 with further expansion to Wellington, Canterbury, Otago, Bay of Plenty, Manawatu and other regions over three years.

The plan is to provide access to recycling for soft plastics for over 70% of New Zealanders.

## what happens to the plastic packaging?

The plastic is collected by Abilities Group which was established to help drive social change with respect to employment for people with disabilities.

The collected plastic is initially being sent to Australian manufacturer Replas where it undergoes an incredible transformation. The resulting recycled plastic products are extremely robust, as well as water and termite resistant. They won't crack, splinter or rot and will never need painting.

We are also working with New Zealand recyclers to introduce local end markets for the collected materials. Our specially designed drop off recycling bins use a percentage of recycled soft plastics in the top and base and it makes great sense to use the plastic collected through our programme to help manufacture new drop off recycling bins.



## how is the programme being funded?

This recycling service is funded by a grant from the Government's Waste Minimisation Fund matched by industry contributions.

We thank the following companies for helping fund this initiative. Without their support this would not be possible and we encourage other brands and other product categories to support the programme.

COMPANY	BRAND	PRODUCT RANGE
Foodstuffs NZ	Pak'nSave New World Pams	Supermarkets  Private label
The Warehouse		
Progressive Enterprises	Countdown	Supermarkets
Cottonsoft	Cottonsofts Paseo Tuffy Kiwisoft	Toilet rolls Kitchen rolls
Goodman Fielder	Quality Bakers Vogels Mackenzie Freyas	Bread
James Crisp	SunRice	Rice bags
Kimberly-Clark	Kleenex Viva Huggies U by Kotex	Toilet rolls Kitchen rolls Nappies Feminine hygiene
Nestle	Nestle KitKat Wonka	Confectionery
Simplot Foods	Birds Eye	Frozen foods
New Zealand Post		Plastic courier bags
Amcor		Plastic manufacturer
Astron		Plastic recycler
Elldex		Plastic bag manufacturer
Replas		Plastic recycler

want more info?  
visit [www.recycling.kiwi.nz/soft-plastics](http://www.recycling.kiwi.nz/soft-plastics)

