



CELEBRATING

40

YEARS AT

convex[®]
Innovative packaging



CELEBRATING

40

YEARS AT





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Convex Managing Director, Owen Embling.

FORTY YEARS AT CONVEX

Over the past 40 years Convex has evolved from a one-man business with a home-made bag machine making plain plastic bags, to an international supplier of innovative flexible packaging solutions, with offices in three countries and 140 employees.

This historical review of the company is a celebration of the 40-year journey. Through its pages you will read about the key events and people who have helped make Convex what it is today. You will also see how our strong commitment to innovation, staff development and customer service has driven the growth of the business and will continue to move us forward in the future.

As you read through the following pages you will come to recognise that packaging innovation is the cornerstone of our business. From the very first bag machine, Convex has demonstrated an unwavering combination of Kiwi ingenuity, creativity and visionary thinking to deliver what our customers have wanted in terms of packaging, printing, performance and sustainability - sometimes overcoming extraordinary odds to achieve it. The Convex philosophy has always been that out of every threat lies an equal or greater opportunity, which we have proved many times over the past four decades. Not having enough finance to buy a new machine or being told that a particular process is impossible has never stopped us - it has simply inspired us to think outside the square to develop a different and often better way of doing things.

The growth of Convex over the past 40 years has been made possible by the collective input of hundreds of customers, staff and suppliers. We recognise that the following pages only touch the surface of the many achievements, relationships and people that have helped make this company great.

For all of you who have made a contribution to our company in some way during our history, this story is for you. We thank you for helping make us what we are today and for the part you have played in our journey.

Kind Regards & Happy Reading,

Owen

IN THE BEGINNING...

David Fredericksen always wanted his own business and in 1973 a brief bout of unemployment made him determined to make it happen. After moving to Hamilton to advance his wife's career, David found himself out of work and with few options available he took a job tending bar in a pub. By the time he was finally employed as an extrusion technician six months later at Trigon Plastics, David had already made a life changing decision. He was not going to spend the rest of his life working for somebody else.

David's plan before he took the job at Trigon was to work for whoever employed him for 18 months with the intention of learning every aspect of the business so he could later go out on his own. David stuck to this plan and 18 months later left Trigon.

David realised fairly early on at Trigon that he would need his own bag machine to establish his business, but he simply could not afford to buy one. Instead of being discouraged, he built his own machine in his garage at home for the then princely sum of \$1,500.

The bag machine took a year to build and David was helped along the way by some generous support from local businesses. Hamilton engineering firm Mullan & Noy helped with building the seal bars and The Waikato Times donated some unwanted rubber rollers.

Engineering firm Vincent Smith Exchange also made their equipment available at night for David to complete the machine, and David returned the favour by reconditioning the hydraulic power steering on their trucks and heavy machinery.

As a trained engineer David was passionate about machines and initially planned to make his living building and selling machines. However, an order for 10,000 bags from Rotorua company Holmes Packaging in July 1976 showed David how much easier it was to make plastic bags and he decided to change the focus of his business to manufacturing flexible plastic packaging. As well as marking the start of Convex and changing the course of David's business, this first order was the beginning of what would become a strong business relationship and lifetime friendship with Wayne Holmes.

Within a few months of starting his business it became clear to David that he would soon have to start extruding his own film. By the time he needed to name his company plans were well under way to purchase the first extruder, so the name Convex was chosen to reflect the business's two main pursuits – CONV for converting and EX for extrusion.



David Fredericksen.



The first bag machine in David Fredericksen's garage.



Moving the bag machine.

AN OVERVIEW OF THE DECADE

During its first ten years of operation Convex firmly established itself as an innovative company that was willing to go the extra mile to produce what the marketplace wanted. By the end of the decade the company had grown from a one-man business producing plain produce bags in a home garage into a vibrant company with 25 employees producing sophisticated printed bags in a purpose-built factory in Frankton.

After being officially registered as a company in October 1976, Convex Plastics Ltd moved to its first small 2000 square foot business premises under a house. Six months later the company moved into a 3000 square foot factory in Bandon Street, Frankton and then moved again three years later into a larger 5000 square foot factory just four doors down the road. In 1982 the company built its own 50,000 square foot factory at their current site in Latham Court, which at the time comprised of the area now used by the extrusion department.

The significant growth during this period was mostly driven by long hours, teamwork, and the owner's enthusiasm for designing and building machines. After completing his first bag machine in 1976, David Fredericksen and his dedicated team of engineers built a second bag machine a year later, a printing press in 1978 and four stretch wrap machines in 1985. Primarily prompted by a lack of capital to buy new machines, the innovation and expertise displayed by the engineering team during this 10 year period enabled Convex to grow rapidly.



The new factory underway in Latham Court.



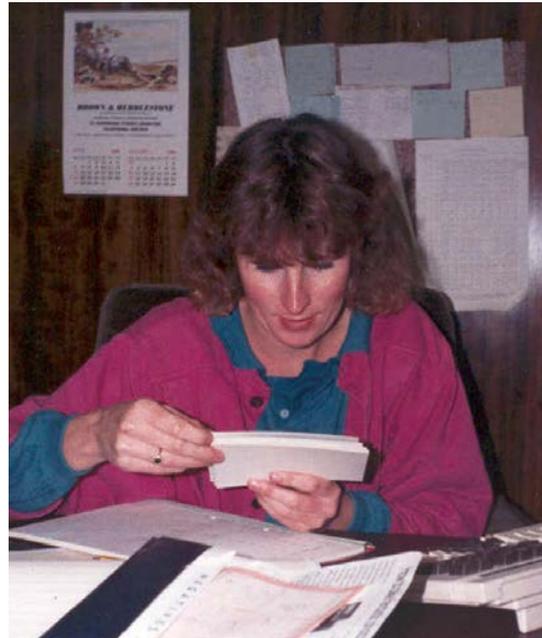
David Fredericksen & Chief Engineer Dave Armstrong pouring the concrete for the extrusion area, which was built in 1984.



The Convex team in front of the first factory - Trevor Wood (standing), David Fredericksen, Craig Lennon, Peg Bagnall and Nigel Illingworth.



Justine Saunders.



Receptionist Sue Mann (nee. Pratt).



The new factory underway in Latham Court, with a younger Nadia Collett (nee Fredericksen) playing in the foreground.

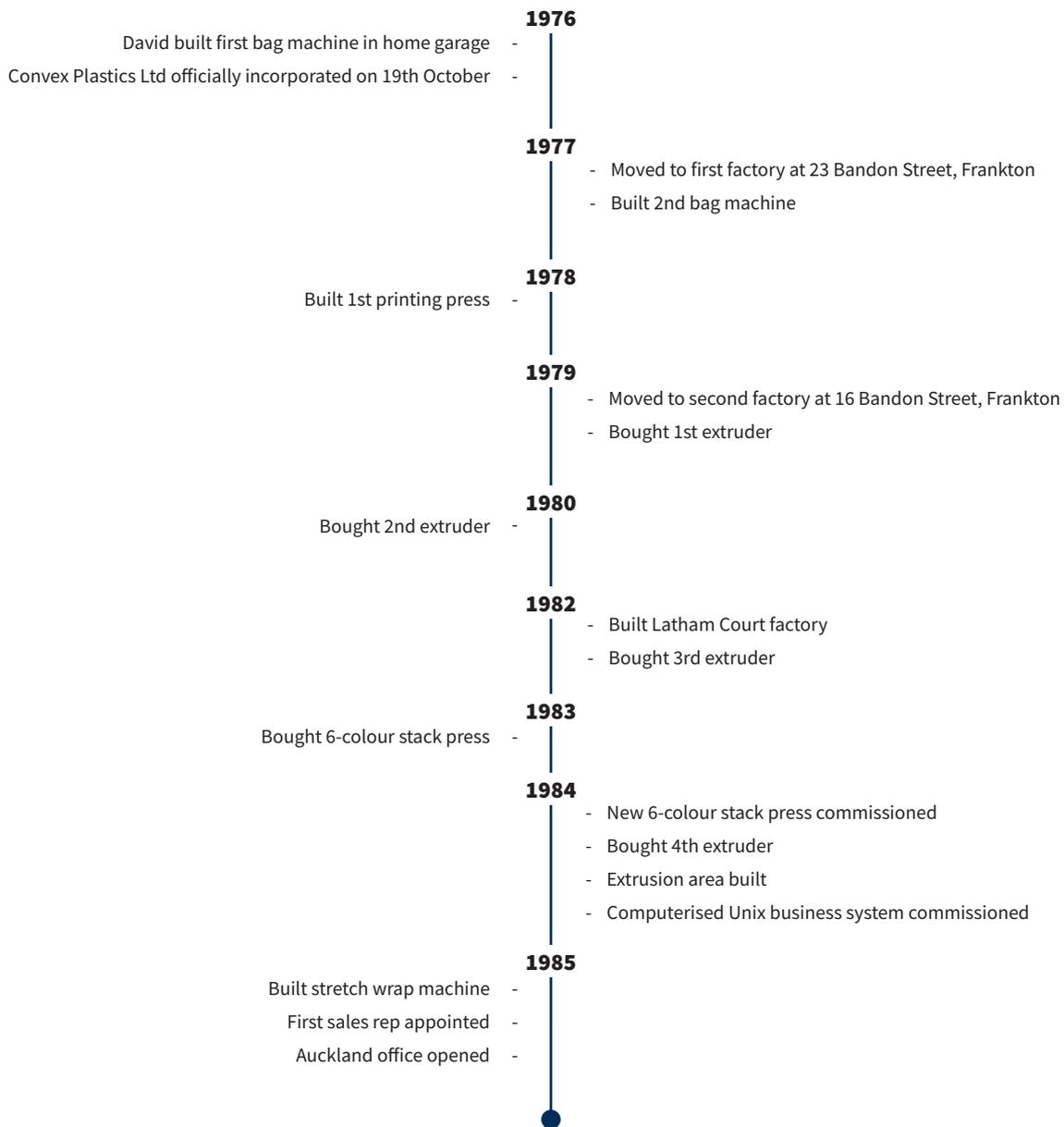
Jennifer Fredericksen also played a pivotal role in the company's growth in the early days by developing a visionary management structure that ensured the company remained profitable and competitive. Another key team member during this time was Stafford (Staff) Coster, who served as the company's factory manager until 2005. Originally from Trigon Plastics, Staff was initially employed in 1980 to run the printing department at Convex but soon found himself running the factory.

Printing at Convex was initially quite basic with the maximum colour options being white and two colours. The colours were mostly used to put company names and logos on produce bags for onions, potatoes and carrots. The purchase of a six-colour stack press in 1984 enabled Convex to move into new packaging markets where more sophisticated printing was required.

Up until 1984 wholesalers sold approximately 80% of the products produced by Convex. However, the new printing capabilities provided by the stack press moved Convex out of the basic commodity market and into new markets that required direct sales support. As a result Convex appointed Colin Church as their first sales representative in 1985. Colin had already worked with Convex for about four years as a wholesale distributor at Packaging House. He spent another seven years at Convex setting up their Auckland office and sales team.

Employees who worked for Convex during these first 10 years remember it as a small team of friendly and relaxed people where everyone worked hard and had lots of fun. One former employee described it as having a sense of camaraderie like a football team, where everybody did what they had to do to help the team win. It was also a really interesting workplace where you never really knew what was going to happen each day.

TIMELINE



KEY INNOVATIONS

In addition to the first bag machine a number of innovations occurred during the company's first decade.

These innovations enabled Convex to respond to the market requirements with minimal capital and were pivotal in helping the company grow rapidly. There were three influential innovations during this period.

1. THE UNIX SYSTEM

Innovative IT Provides State-of-the-Art Control and Quoting Systems

While David Fredericksen expressed his innovative spirit by designing and building machines, his wife Jennifer expressed hers by developing the financial control and quoting systems. A systems analyst by profession, Jennifer completed a BMS (Hon) in 1982 at the University of Waikato to help her manage the financial and administration areas of the company. She combined her newly acquired knowledge of business finance and accounting with her software development skills to design a business system that was truly state-of-the-art for the packaging industry.



The Unix System. It may not look fancy now, but it was revolutionary in its day!

At the time Convex bought their first computer the cost of software to computerise the company was \$50,000. In order to avoid this high cost Jennifer developed her own system with the help of a dedicated small team. Commissioned in 1984, well before the advent of Microsoft Windows, the Unix system Jennifer developed was completely hard coded and was the first Unix system in the world that enabled a fax to be sent directly from a computer.



Jennifer Fredericksen (Jennifer passed away on 17th March 1995).

Described by former factory manager Staff Coster as, “absolutely mission critical to the company”, the Unix system enabled Convex to be the only packaging company in New Zealand that could provide accurate quotes for multiple job options in less than three minutes.

Once the quoting system was completed Jennifer introduced a concept she created called KBM (knowledge based manufacturing). KBM contributed hugely to the company’s bottom line by providing accurate reporting of all the company costs, processes and procedures. On several occasions software salesmen presented their latest business systems to Convex only to find that their so called top-of-the-line offering was significantly inferior to the one Convex had developed.

Jennifer specifically designed the Unix System so that it continued to meet the requirements of the business as it grew. She believed that robust systems made Convex more adaptable to the varied and changing demands of its customers. This concept that Jennifer pioneered was known within Convex as ‘providing a simple face with a professional base’ and it is still an inherently strong part of Convex’s business strategy today.



Early days in the Engineering workshop. Chief Engineer Dave Armstrong & Gary Rowe.

2. THE FIRST PRINTING PRESS

In 1978 Convex made its first foray into printing by reconditioning two old paper printing presses that David Fredericksen bought in Australia into one workable three-colour printing press. The company's innovative engineering team used the old frames and rollers from the two paper presses and built their own drying, unwind and rewind system to create a press that met the market demand at the time for white and two-colour printing. Overall the press cost \$7000 to build and later sold for \$21,000, creating some welcome capital to reinvest in new machinery.

3. THE STRETCH WRAP MACHINE

In 1985 Convex once again turned a threat into a golden opportunity by combining its engineering skills with its can do attitude. Customers were requesting that Convex stretch wrap their products but new stretch wrap machines cost around \$12,000. Instead of just building one stretch wrap machine to save on cost, the engineering team built four machines for considerably less than the cost of buying one new one.

Convex then sold three of them, and made enough money so that the one the company kept cost virtually nothing. The fact that none of the Convex engineers had any idea how to build a stretch wrap machine did not deter them.

Convex owner David Fredericksen taught himself how to program the electronic PLCs from a book while the engineers built the machines. The stretch wrap machine that Convex kept was used in the factory for almost 20 years.

TALES FROM SALES



Sales strategy in the 1990's was a bold new era. During the heady days of the 1990's after several years of organising and attending high powered meetings with several key customers across the country - the sales team headed by Colin Church decided to focus on a new product development. 'Horne,' he said, 'we now have new high quality co-extrusion technology, so get out there and sell some.' A brilliant new sales strategy was underway!!

I descended on a local plastic injection moulding company with a master plan to rid them of the costly and time consuming task of screen printing 1.5 litre bottles of bleach.

'It's easy,' I told them. "We'll make printed low density polyethylene (LDPE) sleeves that simply slide over the bottles, speeding up the whole production process." We made a few hundred trial sleeves that worked really well.

The first order of 10,000 was promptly produced and sent off to our client for immediate assembly. The next day our customer service person left me an urgent note saying I had to go to the client's factory as soon as possible.

I was taken into the bleach bottle finishing room by my client. He asked one of the staff to put some sleeves on for me to look at. Each sleeve was placed over the bottle and promptly slid straight off. This continued for a few minutes. "Notice anything wrong with the assembly?" the client asked. "Yes," I said. "All your bottles are too small!"

Of course that wasn't the case, and with a few tweaks by the Convex conversion department our new sleeve business was born.



GRAEME HORNE

New Business Sales, Product Development & Customer Service Assistant 1988 to 1997

AN OVERVIEW OF THE DECADE

The second decade at Convex was a time of rapid growth and change. Sales volumes and staff numbers increased, the plant and property were extended, and new managers were appointed to take over the day-to-day running of the company.

Continuing in-house innovations, investment in new technologies, and the company's commitment to customise jobs to suit the requirements of individual clients gave Convex a significant competitive advantage in several markets during this period.

The purchase of a six-colour printing press in 1988 boosted the company's printing capabilities and quality, and marked the beginning of what was to become a long string of printing-related awards. In 1992 Phil Norvill was the first Convex printing apprentice to win the coveted DuPont Award and three other Convex apprentices made it to the finals in the next three years.

The introduction of co-extrusion in 1990 enabled Convex to put a greater focus on the performance of their films. The company purchased the die and extruder and the engineers flexed their innovative skills once again by building the tower and automatic winder for the unit. The project was a success and allowed Convex to offer colour variation, different properties on either side of the film and down-gauging.

The move into co-extrusion also prompted the employment of the future Managing Director, Owen Embling. Originally trained at Trigon Plastics, Owen had been based in the UK as

the sales & marketing manager for a German machinery company, selling bag machines, printers and extruders throughout Europe.

In 1989 Owen met Convex owner David Fredericksen in Dusseldorf while they were both visiting the 'comfort stop' at a packaging show in Germany – and it changed the future for both of them. David recognised Owen as a former employee at Trigon and invited him to apply for a job at Convex if he ever returned to New Zealand. Owen's return to Hamilton two years later coincided with David looking for someone to set up a new laboratory to carry out the R&D required to support the new co-extruder, and Owen got the job.

In 1990 future Chief Financial Officer and Company Director Tony Letcher was also employed at Convex to take over from future Hamilton City Councillor, Gary Mallett, who left



Owen Embling.

to run his own gymnasium. In 1993 Jennifer Fredericksen ceased employment due to illness, and in 1995, she passed away. Owen was promoted to General Manager and he and Tony took over the daily running of the company.

In the ten years from 1986 to 1996 staff numbers increased from around 25 to 85, and new sales records were regularly reached. To accommodate the rapid growth Convex purchased some extra land behind the plant from Hostess Kitchens in 1989 and built a new printing area in 1992.

The introduction of solvent lamination in 1995 combined with the development of the lapsealer in 1994 provided Convex with another significant competitive advantage by being able to optimise the ink protection and shelf presentation of heavy-duty sacks, for the same cost as traditionally-produced unlaminated bags. Convex engineers made the process possible by adapting the original six-colour stack press the company bought in 1984.

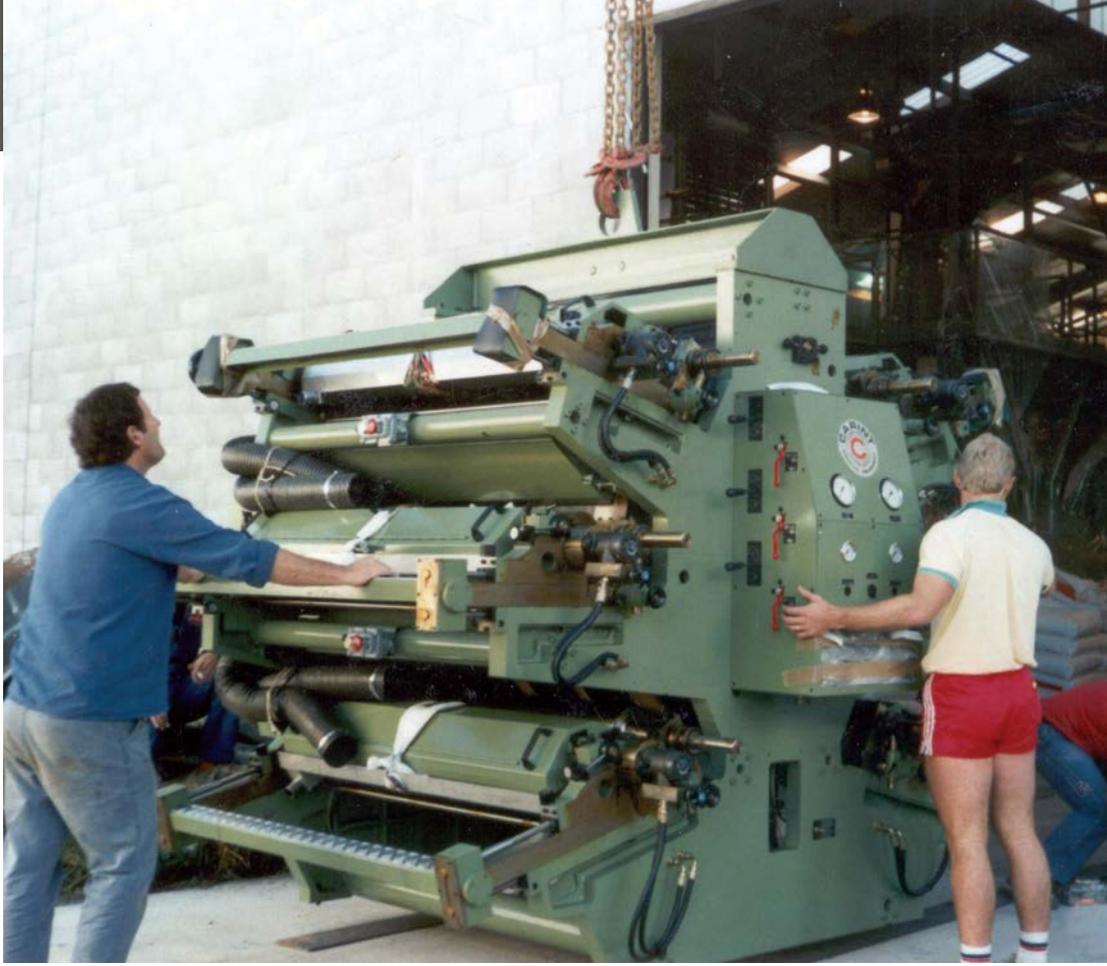
By the end of the decade Convex had outgrown its printing capacity and the decision was made to invest in a new press. Gary Dillistone attended the Drupa show in Germany in 1995 to evaluate suitable options and spent several months visiting printing press plants around Europe, searching for the perfect press to take Convex into the next decade.



David Fredericksen unpacking the company's first co-extruder in 1990.



Tony Letcher.



David Fredericksen (left) and Printing Manager Gary Dillistone, taking the company's second 6-colour CI press 'P2' into the factory in 1988.

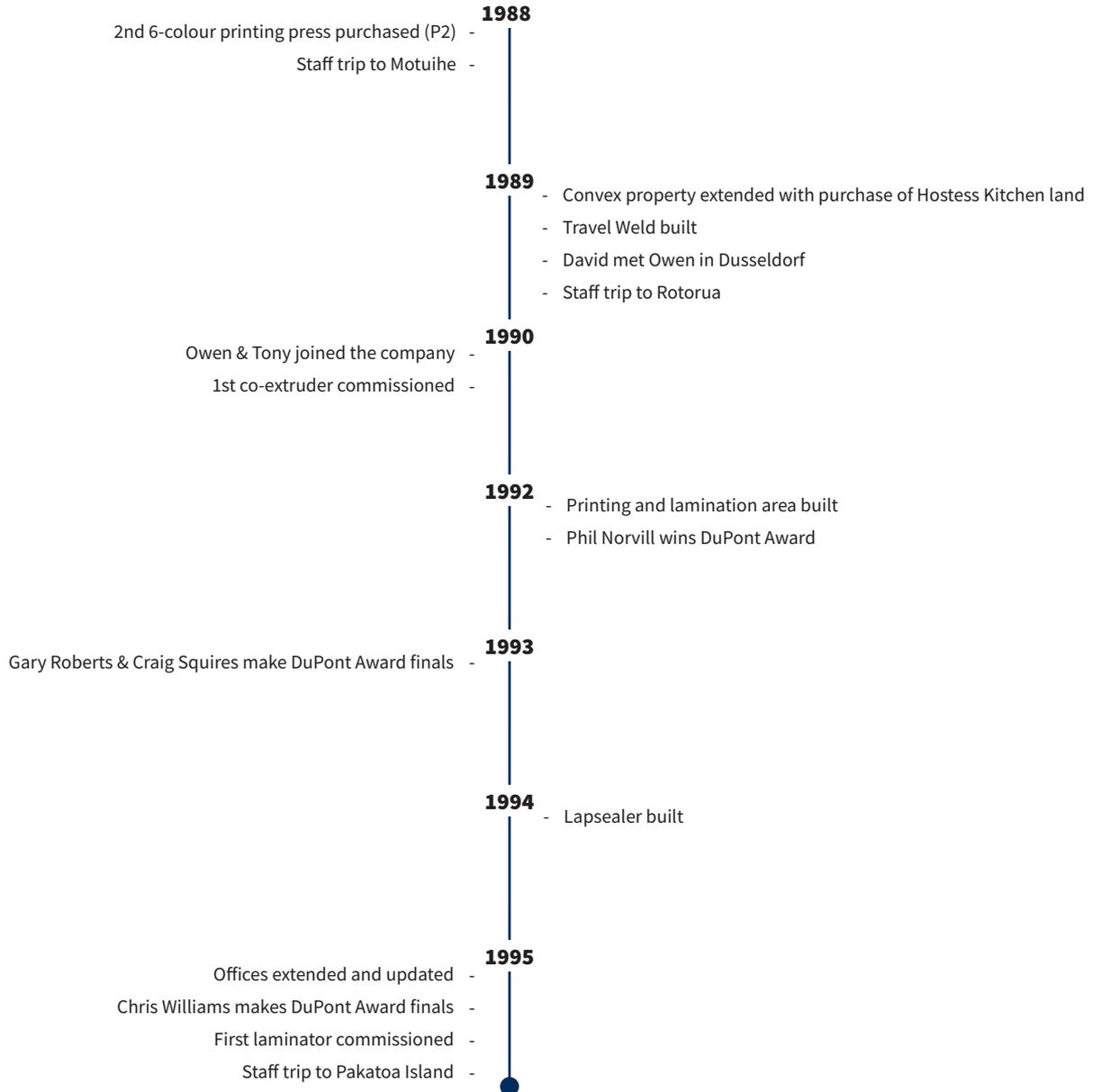


The Convex girls in 1991 - Jennifer Fredericksen, Laurel Stephens, Justine Saunders, Vikki McNamara (then Hayward). In front - Dianne Moir & Rebecca Cadman.

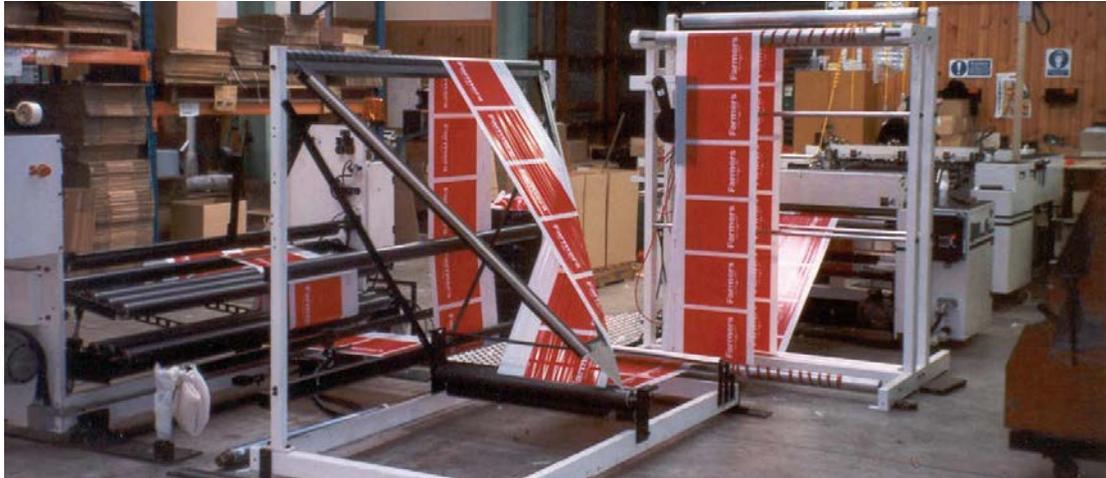


Printing Manager Gary Dillistone installing the new 6-colour printing press 'P2' in 1988.

TIMELINE



KEY INNOVATIONS



Achieving the 'impossible' travel weld on a bag machine.

THE TRAVEL WELD: CAPTURING THE CARRY BAG MARKET FOR CONVEX

A simple piece of lateral thinking helped secure a leading share of the carry bag market for Convex in the late 1980's and in true Convex form – they did it by doing the impossible.

Because Convex could only make lay flat film, and could not make sheet, company owner David Fredericksen started searching for a suitable solution for gusseting the top of a tube to make a reinforced carry bag handle. To be competitive in the marketplace, Convex had to find a way to open a tube to make a carry bag with a strong top that could carry more weight.

After experts at an overseas packaging show told David that gusseting only one side of a tube was impossible, David decided to prove them wrong and spent a large part of the long flight home sketching possible solutions. With his sketches, a lot of help from Chief Engineer Dave Armstrong, and a nominal investment of \$100 - Convex developed the travel weld and the company's carry bag sales took off.

Rather than following the competitors and making carry bags by folding the two edges of a flat film over twice to get a tucked-in flap – David created a much easier way. The travel weld provided a double thickness at the top of a carry bag by cutting a hole in a lay flat tube.



A travel welded bag.



Engineers Evan Bradley, Dave Armstrong and Michael Johnson with the lap seal attachment.

A gusseter was then inserted through the hole to gusset the top and the bag was slit after the gusseting was completed.

The travel weld concept gave Convex a unique selling position. Being able to profitably produce as few as 5,000 bags per run as opposed to the 50,000 required by their larger competitors provided Convex with a dominant market position with small businesses for many years.

THE CONVEX LAPSEALER

Revolutionising the Making of Heavy-Duty Sacks.

In 1994 Chief Engineer Dave Armstrong revolutionised the way heavy-duty sacks were

made by redeveloping an attachment so it could take a single layer of sheet and turn it back into a tube. Still used today, the Convex Lapsealer enables heavy-duty bottom-weld plastic sacks to be converted from two single wound sheets rather than the usual pre-formed plastic tube. The resulting process makes it possible to extrude films faster, print both sides of a finished bag quicker, and provide continuous print capabilities.

The invention of the lapsealer opened up new markets for the company, by enabling Convex to provide small companies with access to the same lamination and top quality graphics normally only available through the automated form, fill and seal process.

Companies who purchased products made on the lapsealer were therefore able to avoid having to buy expensive form, fill and seal machines.

The lapsealer also enabled Convex to produce both printed reel stock and converted ready-made bags from the same set of printing plates for no additional cost. This made it possible for form, fill and seal film to be easily and economically made into ready-made bags for hand packing, which provided larger clients with a quick and cost effective solution to any potential production line failures. It also enabled Convex to economically produce an entire range of branded bags that shared exactly the same look, lamination and high quality graphics - even though their varying sizes and production volumes meant that some would be automatically packed and others would be packed by hand.

In 1997 Convex received overseas recognition for its lapsealer invention when a leading American manufacturer of converting equipment saw its numerous advantages and purchased the rights to manufacture and market it themselves. The lapsealing process developed at Convex is now used throughout the world for manufacturing highly printed laminated and un-laminated heavy-duty bags.



Lapsealing in action.

CUSTOMER FOCUS: DALTONS



Vikki McNamara (far left) with the Daltons Ltd directors (left to right) Dion Edgecombe, Neil Dalton, Colin Parker, Judith Dalton & Matthew Dalton.

Convex's ongoing commitment to innovation, continually improving technology, and excellent customer service has been particularly beneficial for their like-minded innovative client, Daltons Ltd. In a partnership spanning thirty years, Convex has helped the Matamata-based company blossom into New Zealand's leading growing media manufacturer. Initially a small operation with side-welded four-colour potting mix bags that were hand filled, the company now uses laminated eight-colour form fill seal bags with photo quality graphics – that are robotically packed and stacked - along with a stunning range of reclosable sliderpacks.

Although operating in a completely different industry, Daltons is a very similar company to Convex. The company is family-owned and

has a history of building and adapting its own machinery, including a self-loading truck built by company founder, the late John Dalton, and an innovative bark fiber machine designed by the current company owner, John's son Neil. Along with supplying in bulk to many commercial growers and nurseries, Daltons also produce a retail range of top quality growing mediums for indoor and outdoor gardening, and specialised mixes for seed propagation and landscaping.

Working with Convex over the past 30 years has enabled Daltons to exercise their innovative company culture by being quick to take advantage of several new technologies that have improved their packaging performance, shelf presentation, and ultimately their market share.



Dalton's co-extruded, laminated and form-fill-seal packed bags set the industry standard high in 2006.

Daltons was the first New Zealand company in the growing media industry to laminate its bags and adopt lapsealing and was one of the first to switch to co-extruded films. They also pioneered the use of premium packaging in their industry, with the launch of their ground-breaking sliderpacks in 2012.

Daltons General Manager, Colin Parker, credits the laminated bags for setting his company apart in the market place. He says, "The shelf presentation is outstanding. When they were introduced, laminated bags set the benchmark in our industry and they still do today. Laminating our export bags also stopped ink transfer from "sweating" during shipping. All we need to do now is wipe the bags when they get there and they look like they just came off the packing line."

The introduction of co-extruded film was also a huge leap forward for Daltons. In Colin's words, "It brought the thickness of the film down, made the bags stronger, and lowered the cost of the bags. It was great."

Convex also specifically developed a bag machine attachment to produce bark bags for Daltons that enabled cleaner presentation of the product and allowed the bags to be pallet wrapped. The resulting packaging (dubbed a 'duo-bag') has a white sheet on the back, a clear web on the front



Daltons Premium Ferts range.

that shows off the product, and angle seals on the corners that allow the bags to be tightly packed.

When Daltons changed from hand stacking to robotic stacking, significant changes to the lacquers and laminates were required to give the bags a non-slip surface. With their commitment to customer requirements, Convex developed new processes to solve this problem. The resulting bag exceeded Daltons expectations and enabled increased production by making the stacked pallets more secure.

Convex Regional Sales Manager, Vikki McNamara, also always went out of her way to make sure everything was done just right – especially when process colour was still being used for all Daltons' packaging. To make sure the colour was perfect and had not varied, Judith Dalton and Vikki would stop the press to check, and if necessary, make any changes during the process. On one occasion in the early days, Vikki drove to Auckland to pick up proofs, took them to Dalton's at Mount Maunganui to get them signed off, and then drove back to the Convex plant in Hamilton that night to make sure the job was completed on time.

It was this sort of commitment to go the extra mile that encouraged the Daltons to exclusively print with Convex.



The launch of sliderpacks in 2012 firmly positioned Daltons Incredible Edibles range as a leading premium growing media brand.

Vikki is now considered an important part of the Daltons team. Colin says, “Our ability to work together so well is almost as vital as the bags themselves. The level of service and back up is great. If there is ever any problem Vikki and the whole Convex team are onto it straight away.”

In March 2012 Daltons set yet another benchmark for New Zealand’s growing media industry by launching their Premium and Incredible Edible fertilisers in reclosable Sliderpack™ packaging.

The Daltons Sliderpack™ bags incorporate two world-first features that were custom developed for Daltons by Convex. One is a purpose designed square-bottom with four side seals, which enable the eye-catching box-shaped packs to stay in an upright position and really stand out on the shelf. The second is a smaller 1.5kg Sliderpack™ especially developed to suit fertilisers, which require less space in the pack to meet the specified content weight.

Daltons’ Colin Parker says, “The fertilisers we manufacture are used by professional nurseries and horticulturists and are top quality products for home gardeners. We wanted our packs to reflect the quality of our fertilisers and I definitely think we achieved that. The presentation of the Sliderpack™ bags is outstanding. The zip closures also make it really easy for people to handle our fertilisers and store them. The Sliderpacks have boosted our brand positioning and given us a distinct competitive advantage. We were lucky to be able to work with an innovative company like Convex to develop our Sliderpacks. They designed the whole bag, built some of the machinery for it and gave us exactly what we wanted, from scratch.”

“We like to try new things and Convex is the same. As far as a supplier relationship goes it doesn’t get much better.”

CELEBRATING MILESTONES

During the four-year period from 1988 to 1998 strong sales growth and small staff numbers made it possible to celebrate the achievement of four significant milestones with some very memorable day trips. Staff and their families were all invited and everyone had a great time.



Motuihe.



Rotorua.



Rainbows End.



Justine Saunders with son Dion in Motuihe.



1988

MOTUIHE

The Convex group went cruising together on a Fullers ferry from Auckland to Motuihe Island in the Hauraki Gulf, to enjoy a day of fun and relaxation. The day included beach cricket and a BBQ lunch.

1989

ROTORUA

To celebrate the first time \$500,000 was invoiced in one month, a mystery day trip was arranged for staff and their families. A mystery bus trip ending at Lake Rotoiti was then followed by a helicopter ride to a secluded beach on the lake, with a day of picnicking, swimming and water skiing.

1995

PAKATOA ISLAND

When \$750,000 was invoiced for the first time in one month employees and their families were taken on a trip to Pakatoa Island in the Hauraki Gulf. This time over 140 people enjoyed a day out courtesy of the company.

1998

RAINBOWS END

In 1998 the company celebrated the first time \$1 million was invoiced in one month. Over 140 people enjoyed a family trip to the Auckland fun park, Rainbows End.

TALES FROM SALES



My chapter in the story started as a young, enthusiastic, but very green university graduate approaching Owen after completing my degree in packaging technology from Massey University. In one of my Christmas breaks I worked across the road at Nova Packaging and was always intrigued by what went on across the road. While I can't quite remember how it came about, I do remember sitting down with Owen and making a plan to take on the world. I guess I was naïve enough to think I could, and Owen was brave enough to give it a nudge.

I had a fantastic time at Convex. The first few years were a huge learning curve with Owen and management team giving me pretty much free reign to create products and markets for the MAP technology we developed. Convex had such a great innovative culture that all ideas no matter how 'out there', were actively reviewed - and with the technical smarts in the business many of them were able to be implemented.

With Convex having a family culture, great enduring friendships were formed over the years and still remain. Clearly the most important for me is with Tania who I met and worked with at Convex. She became my wonderful wife and now works with me in our business, a truly wonderful find both as a wife and business partner.

Owen's leadership and mentoring was invaluable in helping me make that transition from a 'techie' to a businessman. Having the opportunity to travel the world, develop staff and understand how companies work was critical in helping me take the giant leap of faith in leaving Convex to run a business myself. I have been fortunate in being able to keep a strong relationship with Convex.

It has been a real pleasure to be associated with Convex over the last 25 or so years. It was a brilliant 'apprenticeship' into how great business are built and managed. Best of all, I got the best wife in the whole world out of the experience!! I certainly never thought as a 20-year-old University graduate that I would end up where I am today co-owning and managing three companies with seven operations across New Zealand with a workforce of over 110 staff. A lot of that is due to the leadership and mentoring from all the management team at Convex, so thanks guys for setting me up to take on the world!!



STEPHEN DENCH

Former Convex Account Manager & Developer of MAP Packaging
& Current General Manager/Director of Convex Customer, Fresh Group



Bon Voyage Anthony Coffey.



Happy Birthday Howard Clark!



Happy Birthday Nate Marsden!



Justine Saunders 30 years.



Happy Birthday Tony!



Happy Birthday Owen!



Kulbir Kaur, 10 years.



Farewell Dean Renner.



Richard Cate 15 years, Owen Allison 20 years & Mamta Lal 10 years.



Nigel Zander 10 years.



Wayne Bennett & Robyn Van Syp - 20 years, and John Matangi 10 years.



Happy retirement Derry Bingham!



Robbie Hall 10 years, Vikki McNamara 30 years.



Tony Letcher 25 years, Deanne McLellan 10 years, Andy Taukiri 15 years



Happy retirement Christine Jenkins!



Happy Birthday Phil Lea!



Happy Birthday Brad Jordan!



Happy Birthday David Fredericksen!



Happy Birthday Aaron Collett!



Graeme Dean & Mike Roberts 20 years.



Brad Marsh 10 years.



Gurpreet Rana 10 years & Linda Waerea 15 years.



Happy Birthday Nicola Dunn!



Gary Roberts, 15 years.

AN OVERVIEW OF THE DECADE



David Fredericksen and Owen Embling in 1996 with the company's 2nd co-extruder.

Three key developments occurred at the beginning of the company's third decade that spearheaded some significant new opportunities for Convex. The launch of re~fresh modified atmosphere packaging and the purchase of a German manufactured Alpine three-layer co-extruder in 1996, combined with the purchase of a fully computerised eight colour printing press in 1997 heralded the beginning of a new era in printing excellence at Convex and paved the way for a strong new focus on food packaging.

The 10m tall Alpine co-extruder, which had to be lowered through the factory roof and required a purpose-built tower to house it, increased the plant's production by almost 100%. It also allowed the production of new types of polyethylene and breathable film previously unavailable for food packaging in New Zealand, and enabled Convex to market enhanced product properties like increased speed of operation in flow wrap machines, better sealing, and less waste.

The commissioning of the new printing press a year later enabled the company to significantly improve its printing capabilities and provide optimum shelf presentation in the highly competitive food industry.

In the two years from 1997 to 1999 rapidly rising export sales and new developments in fresh food packaging boosted the company's output by 48%. To help cater for this growth an Australian office was opened in January 1998 and the Hamilton head office was extensively upgraded. During the renovations the administration staff were shifted to the building across the road for approximately six months. Purpose-built power poles situated on either side of Latham Court carried the company's data and phone lines to the relocated staff, and enabled business to continue as usual while the renovations were carried out. In August 1998 Prime Minister Jenny Shipley visited the Convex plant and cut a ribbon to celebrate the official opening of the updated office area.



The newly renovated Hamilton head office in 1998.

Following the completion of the renovations, Convex began extending its plant and laboratory facilities to support further fresh food packaging developments. From 2000 the narrow focus of breathable membranes expanded to encompass numerous film properties, laminations and barriers. This was made possible by improvements in the company's co-extrusion and technical capabilities and the ongoing evaluation and sourcing of new film materials and resins.

The purchase of a new solventless laminator in 2001 enabled Convex to provide high quality lamination for food grade packaging. Installed in its own purpose-built room next to the printing department, the solventless laminator moved the business from running solvent-based lamination on a modified printing press, to providing efficient high speed solventless lamination, capable of producing top quality duplex & triplex laminates.

In 2001 the company management structure was changed from sole ownership by David Fredericksen

to ownership and governance by three shareholder directors and one independent director.

Owen Embling and Tony Letcher joined David Fredericksen as directors and shareholders of the company, and Bryan Cheshire of Staples Rodway was appointed as the independent director. The company's management was further strengthened in October 2002 with the appointment of a dedicated operations manager.

In April 2003 the company's original hard coded Unix system was upgraded to a new ERP System, Microsoft Axapta. A team of ten took twelve months to get the system operational. In response to Convex's enterprising use of the Axapta system, Microsoft presented the company with an Innovation Award and profiled the company's use of it as a case study for other potential users. Convex's IT Manager Nate Marsden successfully customised the new software to suit the company's specific growth needs and operating requirements.



The new 8 colour Stellaflex printing press - 'P2'



The then Prime Minister Jenny Shipley visited the plant in 1998 to celebrate the official opening of the newly renovated building.

In 2004 Convex invested in a second eight-Colour Windmüller and Hölscher printing press and significantly extended its warehouse. The focus on food packaging continued to grow and by 2006 the company had begun specialising in the production of multi-property, high performance food packaging.



Greg Burtenshaw MAP testing in the lab.

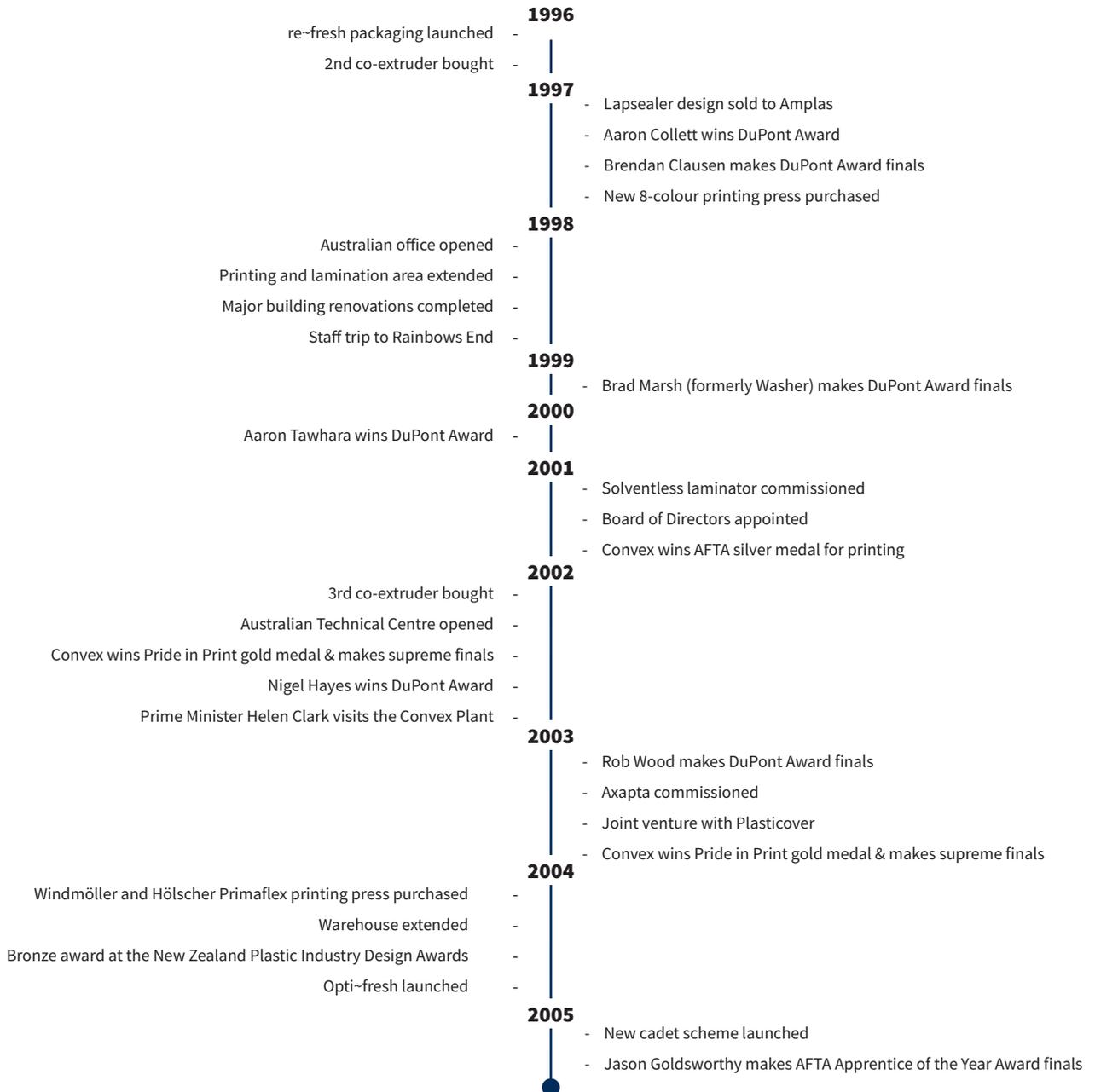


David Fredericksen working on the installation of co-extruder 'E2' in 1996.



Renovations underway at Latham Court.

TIMELINE



KEY INNOVATIONS: CUSTOMISED BREATHABLE MEMBRANES

The development in 1996 of re~fresh modified atmosphere packaging (MAP) marked the beginning of an important new era at Convex by catapulting the company into a recognised world-class producer of added value, high performance food packaging. re~fresh created a significant competitive advantage for both Convex and their clients by optimising the freshness and visual appeal of packaged fresh produce. The development of Opti~fresh in 2004 further broadened the application and advantages of the company's fresh produce offerings and ensured that Convex remained at the forefront of customised breathable MAP films.

In 2011 the development of new software enabled the Convex technical team to simultaneously model re~fresh and opti~fresh to more quickly determine the film structure that will most effectively extend the freshness of a specific variety of fresh produce.

Each Convex MAP film is custom designed to manipulate the amount of O₂ and CO₂ contained within the packaging to match the respiration rate, ethylene sensitivity, and supply chain conditions of the produce to be packaged. This keeps the packaged produce fresher for longer by delaying the ripening process and reducing ethylene production.



Jane Bryant and Derek Lankshear of Ellbee Ltd using re~fresh films in 1999 to export fresh hydrangeas to the Northern Hemisphere.

RE~FRESH MODIFIED ATMOSPHERE PACKAGING

re~fresh modified atmosphere packaging revolutionised the packaging of fresh produce by enabling fresh flowers and minimally processed vegetables, fruit and herbs to stay fresher for longer while still retaining their 'just picked' appearance and flavour.



Convex Technical Manager Andrew Sheerin, testing the respiration rate of fresh-cut lettuce, packed for the food service trade.

re~fresh was originally conceived and developed by former re~fresh Business Manager, Stephen Dench, while he was still at university. Stephen (who is now the General Manager of Convex MAP customer Fresh Link) teamed up with the Convex technical team and spent the next ten years developing a range of packaging that extends the shelf life of numerous varieties of flowers and produce including hydrangea, cherries, baby carrots and beans.



Stephen Dench promoting re~fresh, not long after its launch in 1996.

THE COMING OF AGE YEARS 1996 – 2005



re~fresh packaging enabled NZ Fresh Cuts Ltd to launch Krispkut Baby Salad Greens in 2001 with a guaranteed 5-day minimum shelf life.



re~fresh packaging enabled NZ Fresh Cuts Ltd to secure national distribution for their Farmer Bill's Baby Peeled Carrots in 1999 by allowing them to guarantee a 10-day minimum shelf-life.

A major milestone for re~fresh was the signing of a deal with Coles Myer in 2001 to package selected varieties of the Australian supermarket chain's bagged ready-to-use produce and herbs. re~fresh can now be found in almost all leading supermarkets in Australasia packing everything from mixed salads and stir fry mixes, to fresh herbs, shredded lettuce and carrots.

OPTI~FRESH

The development of Opti~fresh in 2004 enabled Convex to significantly expand its life extension offering to include a wider range of produce and film options.

Utilising especially adapted technology unique to Convex, Opti~fresh provides proven life extension benefits for high respiring fresh cut produce on almost any type of film.



Ahmad Hassan (left) & Rajneel Dayal with the Convex laser on the test bed at Waikato University – The Convex Optifresh machine in development.

Its high sealability also makes it an ideal lidding stock for tray packs, where it can provide a shelf life extension equal to an entire standard MAP bag by covering just the top surface of the tray.

The life extension benefits provided by Opti~fresh were recognised with the presentation of a bronze award in Film/Laminations at the 2004 New Zealand Plastic Industry Design Awards. The award-winning packaging was specifically designed to extend the shelf life of high respiring fresh cut lemon wedges packed in bags.

Shelf life trials on Filipino export mangoes in 2005 also clearly demonstrated the effectiveness of Opti~fresh. The then recently developed Convex packaging outperformed previous large international trials in the Philippines by significantly reducing spoilage in mangoes kept for 21 days, as compared to the standard control.

The trials were co-ordinated by former Client Manager for New Zealand Trade & Enterprise, Frank Tay, whose comment at the time was, “The results are most encouraging. Convex have clearly developed a world class solution for extending the shelf life of fresh produce, and it’s now just a matter of telling the world about what they have achieved.”

CUSTOMER FOCUS: TASMAN BAY HERBS



Tasman Bay Herbs' packed salad pioneer Don Grant (left) with his business partner Bryce Gilchrist.

Convex's ability to develop breathable packaging that enables fresh cut produce to stay fresher for longer without the use of chemicals helped Tasman Bay Herbs revolutionise New Zealand's salad market.

Along with marketing the first bagged salads in modified atmosphere packaging (MAP) in New Zealand, Tasman Bay Herbs forged several other new frontiers when they launched their first herb mixes in 1997. Their initial product range included edible flowers and rocket, which were largely

unknown in New Zealand at the time. In addition, all their herbs were (and still are) hydroponically-grown in their greenhouses in Riwaka, near Motueka, without the use of harmful sprays. Tasman Bay Herbs also succeeded in establishing a solid new market niche for premium-priced speciality salads aimed at gourmet foodies and discerning health-conscious consumers.

Tasman Bay Herbs' co-owner Don Grant says, "Back in the late 1990s most salads consisted of an iceberg lettuce, carrots, tomatoes and cheese.



One of Tasman Bay Herbs' earliest MAP bags from 1997.



The 2005 version of the breakthrough laminated pack.



The 'new look' 2007 pack.

We helped change that by providing popular European salad mixes that Kiwi travellers were getting a taste of during their trips overseas.”

Convex also helped Tasman Bay Herbs pioneer the marketing of ready-made salads in bags. Back then ready-made salads were sold in New Zealand in show bowls, but Tasman Bay Herbs wanted to follow the more eco-friendly European trend of selling salads in bags, with a lot less packaging.

Don says, “We had a lot of problems trying to get supermarkets to take bags instead of bowls, but I argued that bags fit better in a household fridge and people would really like that.”

But it wasn't just any bag that Don wanted. He wanted a bag that would keep his premium quality herb mixes as fresh as possible, and that could only happen if the bag was breathable. Don finally found what he was looking for when he read an article in Horticulture News about Convex's re~fresh MAP packaging, which had only just been developed.

Don contacted Convex and shelf-life testing soon got underway to enable Convex to custom-develop MAP bags that suited the respiration rate of the packaged herbs. The resulting bags gave Tasman Bay Herbs an additional 3-4 days shelf life, which - provided the bag was kept at the right temperature - enabled the herb mix to taste as good as the day it was cut after a week in the fridge.

Don says, “The Convex MAP bags work really well for us. We have the best high quality herbs in New Zealand and Convex have the best packaging, and we've had great success by marrying those two things together.”

Tasman Bay Herbs now supply over 40 different varieties of herbs and salad greens to approximately 60 supermarkets and produce stores throughout New Zealand.

Since their launch in 1997, Tasman Bay Herbs' MAP bags have consistently evolved, especially in the first six years when significant sealing and presentation improvements were made.



Tasman Bay Herbs' eye-catching 2016 Salad Daze pack.

The biggest breakthrough occurred around 2003 with the launch of their first laminated bag, which boosted their shelf appeal and print presentation.

Don recalls, "The laminated bag was another revolution that Convex did for us. It was a really nice bag with a beautiful crisp feeling. It was also quite a buzz when Convex produced our first bags in four colours. We went to the factory and watched them being made. That was cool."

In 2016 Tasman Bay Herbs are continuing to forge ahead, with a new greenhouse being built which will double the size of their operation. They are also planning to expand their product range, with further packaging improvements expected.

Don says, "It's been an interesting journey and Convex have been there all the way with us. They've been great to work with and have always worked closely with us to develop what we want."

CONVEX AUSTRALIA



Bryant Judd.

Convex began exporting to Australia in 1994 and within four years, Australian sales had grown to the point where they made up almost 20 per cent of the company's total sales. In January 1998 Convex opened a sales office in Chatswood, North Sydney to manage its growing number of Australian clients. Bryant Judd, the company's former Auckland-based Sales Manager, moved to Sydney to head the operation.

A major breakthrough during the company's early years in Australia was the winning of the Coles Myer account in 2001 to provide breathable bags for selected varieties of the Australian supermarket chain's packaged ready-to-use produce and herbs.

The resulting growth in re-fresh sales prompted the opening in 2002 of a technical centre in Sydney to provide the company's Australian clients with easy access to a qualified food technologist and a range of value-adding technical support services. The Sydney-based technical centre provided valuable support to Australian customers until 2006 when the technical department at the Convex Hamilton plant was expanded to be able to provide high level technical support from New Zealand.

In 2003 Convex joined forces with Plasticover Australia Pty Ltd to strengthen the Australian operation's manufacturing capacity. This led to the establishment of a new Australian joint venture packaging company in Melbourne called Plasticover



Australian Technical Account Manager, Anna Cowper, and Technical Sales Consultant, Eddie Tang, in the fresh produce packaging technical centre that was set-up in Sydney in 2002.

JV Pty Ltd, which operated until 2007 when it was mutually agreed that Convex would sell its share in the joint venture to their Australian-based partners.

Bryant Judd returned to New Zealand in 2004 after successfully running the Australian operation for six years. By the end of 2004 Convex had formed a significant manufacturing strategic alliance with Melbourne-based Pak Seal Flexibles, with the help of Convex Australia's future General Manager, Brent May.

Launched into the Australian market in late 2004, the unique slider closure innovation manufactured at the time by Pak Seal Flexibles almost doubled the sales of the popular Australian Supercoat pet food brand (now owned by Nestle) and helped cement the brand as a major player in the Australian premium dry pet food market.

In December 2005 Convex Australia officially changed its name to Convex Australia Pty Ltd, and in 2006 Brent May was appointed to help run the company with the invaluable assistance of Administration Manager, Helen Sparkes. Helen has played a critical role in keeping the Convex Australia business running since she joined the company in 2004.

In 2009, Convex purchased the slider closure manufacturing rights and bag machine from Pak Seal Flexibles and shifted the slider machine from Melbourne to the Convex Hamilton plant. Since its relocation to Hamilton, the slider machine has been kept busy by a constant flow of sliderpack orders generated by Convex Australia.



EcoRoo - the official Convex Australia mascot.



The Convex Australia Team in 2016 - Brent May & Helen Sparkes.



Convex Managing Director Owen Embling shaking hands with Plasticover General Manager, Michael Pegg to mark the establishment of their joint venture company Plasticover JV in 2003.



Brent May, Wayne Calvert and Helen Sparkes showcasing Econic at a trade show in 2012.

In 2010 Brent May set his sights on growing sales of Econic® compostable packaging in Australia. In November 2010 Melbourne-based organic coffee wholesaler, Espresso Syndicate, agreed to trial Econic® bags for their fresh roasted coffee beans. The trial was successful and Espresso Syndicate became the first Australian company to adopt Econic® as their primary packaging. In July 2011, Brent decided to boost Econic® sales even further by appointing Wayne Calvert as a dedicated Econic® sales person, with a focus on the coffee industry.

Over the next two years Wayne established a firm niche for Econic® packaging in Australia and helped expand the product offering with compostable reclosable zip openings, rewind film, drinking chocolate bags, snack bar wraps and vacuum packs.

In 2015 Convex Australia was awarded the largest product launch contract in Convex's 40 year history for Nestle's Purina One PRO PLAN pet food. Featuring a range of product packs bound for multiple markets throughout Asia and Oceania, the launch marked a significant whole-company focus on production planning and quality, and was supported by a significant investment in people and machines at the Convex Hamilton plant.



Brent Holtom & Ratna Walmsley, 2015.



1984 - Phil Conder, Vic Kaye, Tom Dunn, Roger Fuller & Leighton Thomas.



1984 - Roof shout for new extrusion hall - Russell Fuller, Roger Bailey & David Fredericksen.



David Fredericksen, Rick Pointer & Jennifer Fredericksen mid 1980s.



John Heaphy, 2010.



Justin Verral & Mike Webb, new printing apprentices in 2004.



2012 Buddies.



Dean, John & Nathan - Ranfurley Shield visit 2013.



Greg Burtenshaw & John Twizel, 2007.



Emma Rive & Jess Osmond - Customer Services 2004.



Bruce James, 1991 dispatch team member.



Jenny Shipley & Brad Marsh, 1999.

TALES FROM SALES

David Fredericksen got his pilot's license in the late 1980s and flew staff around the country to help clock up his flight time. Here are a couple of recollections of what some of his early flights were like for the passengers...

“

David flew us down to Hastings from Hamilton in a small Cessna plane to visit a customer. When we got to the airport for the flight home David was concerned about the weather clouding in. He told me he was going to, 'fuel the plane right up' just in case it got too cloudy to fly through the Kaimanawa Ranges and we had to return to Hastings for the night. We then hopped in the plane and proceeded to head towards the Ranges. As we got close to the top, the clouds came down, leaving a clear gap through the hills. David said to me, "I'll think I'll go through here. What do you think Col?" That was my first recollection of David ever asking me for a bit of advice – and I still don't think it was the right time to ask for some advice! (Although he did ask advice from the airport tower as well, and got the OK to fly through there). We found out after we landed that, unbeknown to us, there were a lot of high tension wires in the valley we flew through. David assured me that we were flying well above them, but it was still a bit unnerving. That was one of David's first cross country flights.

”

COLIN CHURCH

Inaugural Convex Sales Representative and Sales Manager

1985 to 1992

TALES FROM SALES

“

As a newbie staff member I felt I couldn't say no when David asked me to go on a flight with him to get experience flying passengers. However, even though the other 'volunteer' passenger, receptionist Dianne Moir, sat at the front of the plane with David, I decided to sit at the back by myself because I'd heard you had a better chance of survival if you sit by the tail of the plane. Once we took off I remember thinking that David was really good at flying – until it came time to land. All of a sudden he went from appearing reasonably calm and confident to having sweat pouring down his face. And, then as he was making his approach to the runway he started saying things like, "Woops! No. That's not right..."; and then he turned to Dianne and myself and said, "I'm not good at landings." I remember starting to panic at the back of the plane and trying desperately to recall the recovery brace position. Dianne reckoned that both our knuckles were white after we finally landed safely after three attempts. Little did we know that David had to do three take offs and landings every 90 days to keep his licence current, so his three landing 'attempts' were deliberate and he was just enjoying keeping us both 'on edge'.

”

VIKKI MCNAMARA

Regional Sales Manager - 1985 to the present

2006 - CELEBRATING 30 YEARS



Convex published 30 Years at Convex to help celebrate the many individuals, innovations and successes that contributed to the vitality and growth of the company.

30 years at Convex was enthusiastically celebrated on Saturday 25 November 2006 with a FanPlastic birthday party at Hamilton's Te Rapa Race Course.

The memorable event was attended by 240 of the company's current and past employees, customers and suppliers - many of whom had spent hours designing and making their impressive FanPlastic costumes.

Many of the Convex men attended the event sporting moustaches especially grown to

support Movember – a special fundraising initiative to raise awareness and research funds for prostate cancer.

By the evening of FanPlastic the Convex team had raised \$5,600 with extrusion machine operator Phil Conder raising the most money with sponsorships of \$445, and electrician Terry Vette coming a close second with \$440. Extrusion Manager Greg Burtenshaw managed to outgrow all the other boys, and won the prize for the best moustache.



It's not a party without cake!



Convex surprised David Fredericksen with this 30th Anniversary sculpture made by artist Marti Wong from parts of the original bag machine David built in his garage to start Convex Plastics in 1976.

Entertainment was provided for the first half of the night by the then Manufacturing Manager Peter Kateley's jazz band, Art Decko, and the Convex engineering band Detour – of which Peter was also a member – got everyone up and dancing for the rest of the night.

A heartfelt speech delivered by Convex founder and owner, David Fredericksen, recognised the many customers, suppliers and employees who helped grow his business.

David sent an email to everyone at Convex on the Monday after FanPlastic thanking the organisers and musicians for one of the best functions the company had ever had.

He said, “The innovation that went into developing the costumes was unbelievable... So thanks everybody, the evening was fun and the piece of engineering sculpture from Marti Wong was the final icing on the cake. I have always admired his art and now thanks to you all I have a piece of his work.”



David & Lynne Fredericksen, with Nadia, Ashleigh, Andrea & Danelle.



The 'Wonkas' - aka Owen and Karen Embling.



First prize for the best FanPlastic wearable art creation went to Auckland-based sales consultant Jess Osmond (right), and accounts administrator Lisa Church (left) was awarded runner-up.



Regional Sales Manager Vikki McNamara honoured her long-time customer Daltons Ltd by dressing up as a flower growing in their potting mix.



Rob Young.



Deanne McLellan and Stu Chrystall.



Nadia Collett.



Linda Waerea.

MULTIPLE-AWARD WINNING PRINTING

NEW ZEALAND'S BEST PRINTING APPRENTICES

An unwavering commitment to staff development, high quality printing and teamwork has enabled Convex to become one of the leading trainers of flexographic printing apprentices in New Zealand.

Since 1992, 11 Convex apprentices have gained industry recognition for their printing skills, and five of those achieved the ultimate accolade by winning the title of best flexographic apprentice. In 1992 Frank Brokken, the organiser of the New Zealand printing industry's prestigious DuPont Awards, described Convex's DuPont success record at that time as 'an outstanding accomplishment'.

During the 16 years from 1988 to 2004, the DuPont Awards recognised and rewarded New Zealand's best apprentices. The award was judged on each candidate's performance as an apprentice, their knowledge of printing and related safety and environmental issues, and their past and future-planned participation in New Zealand's printing industry.

In 2005 the DuPont Award was superseded by the Australasian Flexographic Technical Association (AFTA) flexographic apprentice of the year award. Convex continued their winning streak with Jason Goldsworthy making it to the AFTA printing apprentice finals in 2005, and Convex cadet Jeremy Hancock winning the title in 2009.



Convex's award-winning printing trainer Danny McNamara sharing his wisdom with apprentice Jeremy Hancock in 2007. Jeremy went on to become the top Australasian flexographic printing apprentice in 2009.

Almost all of the winners and finalists credit their success to the high calibre of training and support they received from their trainers and mentors at Convex. Convex Printing Manager, Gary Dillistone says, "We have a very high achieving team here where everybody plays a part and is recognised for their input. Because of this we produce a consistently high standard of printing and are widely regarded as one of the leading trainers of printing personnel who are likely to become the industry leaders of the future."



Brad Marsh (formerly Washer).



Aaron Collett.

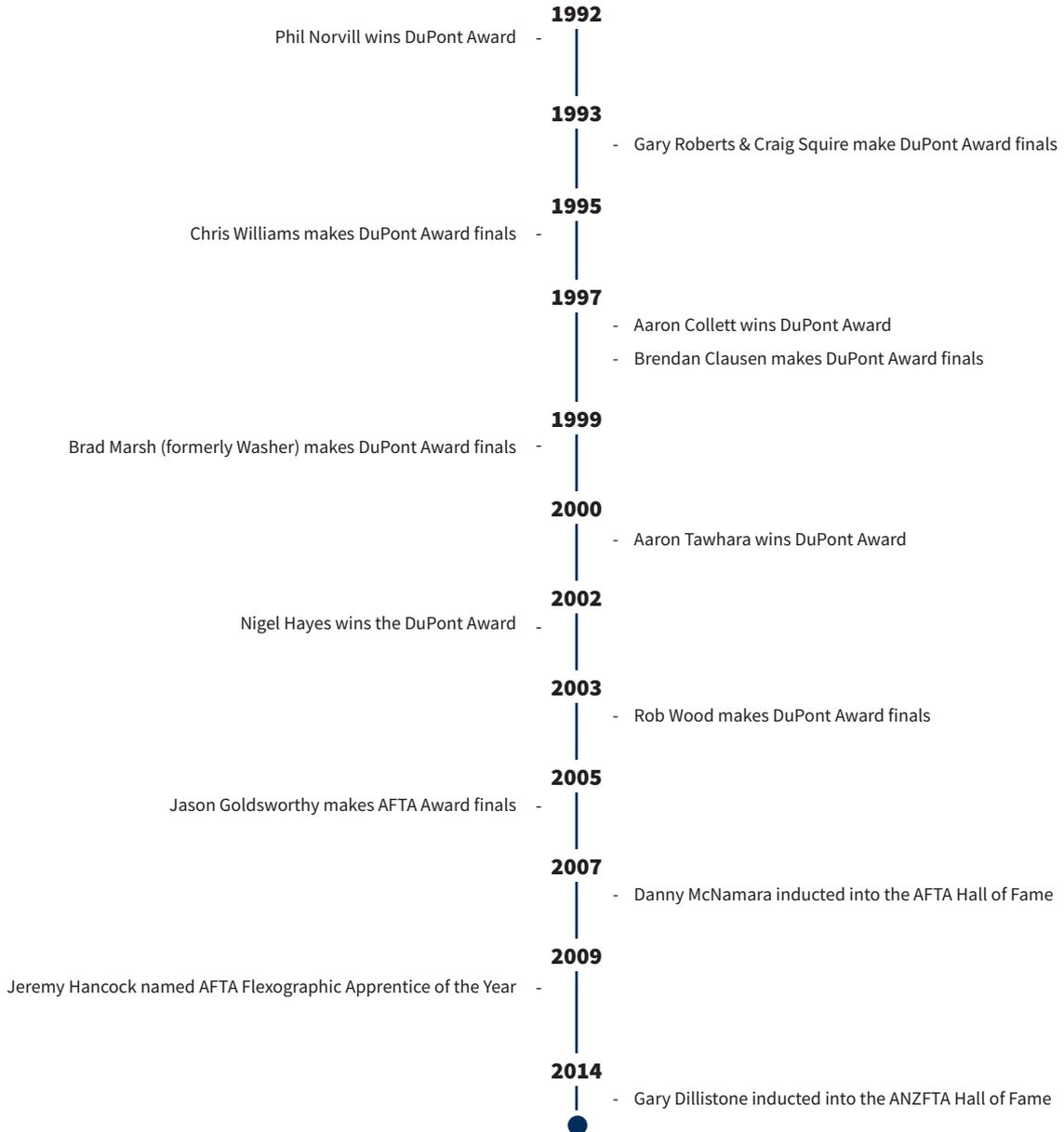


Nigel Hayes.



Phil Norvill.

CONVEX'S AWARD WINNING PRINTING TEAM





Convex master printers Danny McNamara (left) and Gary Dillstone with the trophies marking their induction into the prestigious Australasian Flexographic Technical Association Hall of Fame.



Convex Printing Manager Gary Dillstone, with the Pride in Print Gold Medal Convex won in 2009 for the 8kg sliderpack they printed for Purina Supercoat Kitten Food.

AUSTRALASIAN-ACCLAIMED PRINTING MANAGERS

The expertise, commitment and leadership of Convex's printing managers has also won top acclaim in the Australasian printing industry and made Convex the first company to have two team members inducted into the prestigious Australia & New Zealand Flexographic Technical Association (ANZFTA) Hall of Fame. Convex Assistant Printing Manager, Danny McNamara, was honoured with a place in the ANZFTA (which was then known as AFTA) Hall of Fame in 2007 and Convex Printing Manager, Gary Dillstone, was honoured with a place in the ANZFTA Hall of Fame in 2014.

In 2014 Melbourne-based ANZFTA Secretariat, Tony Dalleore, said it was unusual for one company to have two people inducted into the Hall of Fame. He stated, "The Hall of Fame is a prestigious award that is issued to an individual for their beneficial contribution to the flexographic industry in Australia and New Zealand. Both Gary and Danny have made a valuable contribution to our industry and their achievement of this award typifies their high calibre of printing commitment and skill."

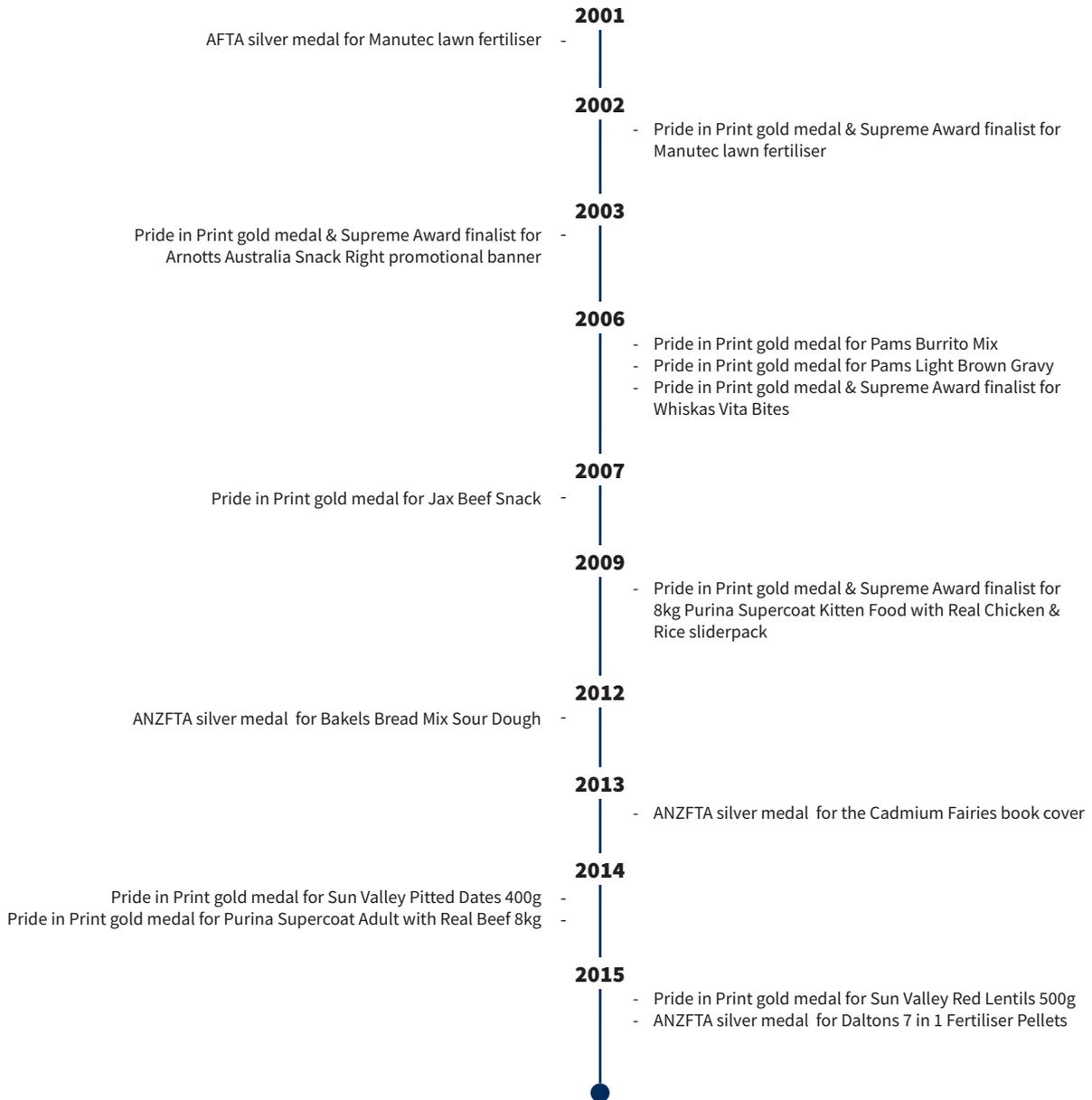
CONSISTENT TOP QUALITY PRINTING

Not surprisingly, with Convex's printing personnel regularly being recognised as some of the best in the Australasian flexographic printing industry, the standard of printing at Convex is consistently high. Since 2002, Convex has won 10 gold medals in the prestigious New Zealand printing industry Pride in Print Awards, been supreme Award Finalists 4 times, and won 4 silver medals from ANZFTA (which was previously known as AFTA).



A portion of Convex's impressive print award collection, photographed in March 2016.

PRINTING AWARDS



TALES FROM SALES



Convex's first front line salesman Colin Church encouraged me to become the new Auckland Sales Manager, while he was establishing the first Convex Sales/Marketing team. The then very swanky new offices at Kalmia St became the real birth place of Convex Sales.

The first major printed account I scored was Yates, which I prised away from Packaging House who were controlling the Bloom Bark bags. The same print is still on those bags today. Such a good job was achieved with the new Yates range that other potting mix companies took note of the "new kids on the block". With David and Jennifer Fredericksen's encouragement, I decided to become 'Mr Potting Mix' and tried to educate myself on what went into making these products and how we could improve the Convex offering. That was a five minute wonder but considerable work began internally to improve films, inks and graphics.

It wasn't long before Watkins and Palmers followed. Later other growing media companies followed suit, and in a few short years Convex was the dominant supplier of packaging to this industry. When Yates New Zealand became Yates Australia it provided a stepping stone for Convex to widen its horizons and consider Australian sales opportunities.

With large bag development for potting mix products, pet food bags became the next obvious choice and so dawned the foray into the pet food market. Following several years of Convex personnel visiting Australia to forage for business opportunities, it was decided that for future growth it was essential that a permanent base be established there. At this time my kids were mostly ready to fly the nest, and so Australia looked to be an exciting adventure, and a new challenge.

Sydney held the most clients. Chatswood was on the main rail link and was good mix of residential and office space, and so the first home office was established, starting with a husband and wife team (with a 180 degree view of greater Sydney).

Over the next few years Convex Sydney expanded, initially to a small office space with an additional sales person and a receptionist/office admin person. With the advent of MAP the office expanded once again to larger offices, a small lab and a team of five. For over six years Convex fought hard to break into the Australian market in all areas. Where they developed new technology it was more often than not met by apathetic responses with the view that a New Zealand manufacturer couldn't be the only one offering such a concept. Some Australian company must be able to do the same. Eventually they could - a number of years later once they caught up!

My 16 years at Convex allowed me to greatly expand my packaging knowledge and work with a team of exciting minds who were always pushing the boundaries of current packaging, and its limitations. Having been away from Convex for nearly 12 years it is still good to be in contact with many of the same people, and to see that the company continues to surge down the same paths of new innovations.



BRYANT JUDD

Former Convex Auckland Sales Manager and Founding Manager of Convex Australia
& Current Sales Director, Pacrite Ltd



Christmas 1994 at Gerards Restaurant - Kat Bowden, Graham Horne, Justine Saunders, Danny McNamara, Vikki McNamara, David Fredericksen, Gill & Judy Wall.



Crystal Pope, Christmas 2008.



Ceinwen, Harry & Matt Fredericksen, Erin Hood & Stacey Edgar, at the Races 2011.



Lynne & David Fredericksen, at the 2008 Convex Family Day.



Gurpreet Rana, Nicola Dunn, Crystal Pope & Nate Marsden, Christmas 2009.



Christmas 1991 - Vikki McNamara, Justine Saunders, Graham Horne, Ian Hopkins & Danny McNamara in costume, Gary & Michelle Dillistone (seated).



'Grease' Christmas party, 2004 - Simon Burton, Harley Wiseman, Nadia Fredericksen (now Collett), Jess Osmond, Tracey Scott & Emma Rive.



Leighton Coates, Canoe Trip 2010.



David & Pauline Lazarus, Christmas 2007.



Kat Bowden, Christmas 2004.



Christmas 2002 - Gary & Jeanette Roberts, Phil & Paula Norvill.



Deanne McLellan, 2010 end of year BBQ.



Derry & Kristina Bingham, at the Races, 2011.



Christmas 1991 - some of the team dressed as Santa and his 7 elves, and gave out water pistols and condoms as gifts. Vikki, Graham, Justine & Chris Hardy.

ANNUAL FISHING COMPETITION



Warehouse Manager, and co-founder of the Fishing Competition Mike Liddle, at the 2005 Competition.



2012 Fishing Competition Winners.

Since the year 2000, an enthusiastic group of Convex staff and suppliers have made the annual pilgrimage to Long Bay Motor Camp in Coromandel to spend a weekend catching fish and socialising.

Held over a full fun-packed Saturday around early November each year, the annual Convex fishing competition is always a popular event for both ardent anglers and families. The fishing is good and the motor camp is right next to a safe beach for kids.

The busy day of fishing starts at 6am and reaches its climax at 4pm with the official weigh-in, presentation of prizes, and a good old-fashioned camp BBQ. There are also plenty of mystery spot prizes drawn - ranging from company pens and hats through to \$100 fishing vouchers, children's life jackets and fishing rods. The prizes are donated each year by the competition's many generous sponsors.

On the 6th of November 2010 112 eager anglers took part in the 10th Anniversary Convex fishing competition, which also served as a memorial for the competition's former organiser, Mike Liddle, who sadly passed away the year before. The contestants travelled to Long Bay Motor Camp from as far away as Wellington to celebrate and carry on Mike's legacy.





Business Development Manager Phil Lea, catching a big one in 2014.



Aaron Collett and 'friend', 2014.

The late Warehousing and Distribution Manager co-founded the fishing competition after having a casual conversation in the Convex café with Danny and Vikki McNamara. That evening the three of them met over a couple of cold ones and decided to organise the first Convex fishing competition, which attracted 34 contestants.

Mike's second in charge Linda Waerea has many fond memories of Mike. Linda helped Mike organise the fishing competition from the very beginning and has organised the sponsorship since 2002. She credits Mike's habit of taking time off 'based on the tides and the weather forecast' for preparing her to take up a management role in the warehouse.

Linda organised Mike's memorial competition and recalls, "On this weekend we remembered Mike Liddle for his wonderful gift in bringing us together on this 10th year Anniversary, and for the special friendship that he bonded amongst us to give us the persistence to catch 'that big one'."

The annual Convex Fishing Competition now offers a Mike Liddle Memorial trophy for the heaviest snapper, and the competition remains an eagerly anticipated annual event.



Mike Liddle Memorial Trophy.

TALES FROM SALES

“

In the early days we were like a big family. Everyone got on and we had a lot of fun. We used to play a lot of pranks on people that we would never get away with now.

I only saw our boss David Fredericksen angry twice. Once was when three guys took his brand new car out for a spin and tested out the four wheel drive capability on a steep lawn without asking, and the other time is when we tied up Robin Van Syp on the front lawn under a sprinkler. We all thought it was hilarious. But what we didn't know was that David was on his way back to the plant with some important overseas visitors he wanted to impress – and of course the first impression they got of Convex was Robin tied up with tape up on the front lawn. I remember David bounding into the plant and coming straight to me and shouting, “You would have been involved in that.” I apologised and told him it was a joke and we didn't know he had visitors. “I don't care”, he said. “You're fired.” The whole six of us on that shift had been involved in the prank so we thought we had lost our jobs and as we were leaving (with no one left to run the plant) David yelled out, “You're not being fired today. Get back on the machines.” The next day David never said a word and we all just carried on as if it never happened – and I'm still here 30 years later.

”

VIKKI MCNAMARA

Regional Sales Manager - 1985 to the present



Kat Bowden & Catherine Neazor-Brady, the HR Team in 2004.



Mark Tandy, 2004.



Rajinder Kaur, 2010.



The Auckland team in 2007 - Brent Holtom, Tracey Turner, Carolyn Buckton, Monique Pointon & Jeremy Dimes.



Mihai Benea with the very first Optifresh machine, 2004.



Ray Pickett, with the wicket machine, 2004.



Robbie Hall 2013.



November 2012.



Team Australia 2004 - Anna, Helen, Lynne, Sarah, Mark & Katherine.



The Hamilton Sales Team, late 1990s - Bruce Sherman, Stephen Dench & Vikki McNamara.

AN OVERVIEW OF THE DECADE



In 2009 Convex moved the 27 metre-long sliderpack machine from its previous base in Melbourne to the former Hostess Kitchen area of the Convex plant.

During the fourth decade Convex expanded on several fronts and achieved recognition as a leading manufacturer of environmentally responsible packaging.

Convex's persistent mastery of challenging flexographic printing resulted in several awards, including top Australasian industry accolades for Convex print managers Gary Dillistone and Danny McNamara, and apprentice Jeremy Hancock.

The Fredericksen family legacy was also enhanced by the involvement of the company founders' two children and son-in-law in the Convex business. Matthew Fredericksen returned to Convex from the UK in 2008 and was appointed Extrusion and Conversion Manager in 2014. Nadia and Aaron Collett returned from Australia to manage RSS Plastics in 2011 and Aaron was appointed Convex Operations Manager in 2014.



Nadia & Aaron Collett, in front of the RSS plant in Warkworth, 2011.

In 2007, Convex boosted support to South Island customers by opening a Christchurch sales office and warehouse headed by former Auckland-based Sales and Marketing Manager, Howard Clark. In 2011, the company spread its wings even further by opening an office in Santiago, Chile.

One of the highlights of the decade occurred in 2009 when Convex purchased the exclusive Australasian manufacturing rights for the slider closure innovation that rocket-fuelled the sales of the popular Australian Supercoat pet food brand (now owned by Nestle).

That purchase prompted the shift of what was believed to be the Southern Hemisphere's largest bag making machine from its previous base in Melbourne to the Convex site in Hamilton.

In 2010 a number of initiatives bolstered the company's service, efficiency and product offerings: Convex was officially recognised as a quality assured approved supplier of food grade packaging by obtaining Hazard Analysis Critical Control Point (HACCP) certification; high barrier Eonic® compostable packaging was launched; Imagepak was launched as a full spectrum in-house prepress service; and the IT system was upgraded to Microsoft Dynamics AX.



Moving the RSS machinery to the Hamilton plant in 2016, (from left) David Fredericksen, Aaron Collett & Peter Drube.

Convex also acquired a major shareholding of Warkworth-based RSS Plastics Ltd in 2010. The acquisition provided Convex with approximately 1,000 tonnes of extra annual extrusion capacity and additional printing and bag making capabilities that were initially focused on manufacturing competitively-priced, quality commodity packaging. By 2016 space and regulatory constraints at the Warkworth plant combined with the need to streamline processes prompted the decision to relocate the RSS business to the Hamilton site.

In 2011, a 1.3 million dollar investment in new machinery improved Convex's capability and capacity in lamination, slitting and laboratory testing. The investment included a new tensile tester to help with quality assurance and research and development testing, a new slitter, and a Comexi laminator with cold seal capability. In 2015, inline printing was introduced at RSS Plastics, and the purchase of two pouch machines tripled the company's pouch making capacity and enabled Convex to be one of the first manufacturers of box-pouches in Australasia.

The most visually impacting event of this decade occurred in 2015 when the entire company was

2006 - 2016



The RSS Plastics team in late 2012, left to right – Andrew Scott, Aaron Collett, Dave Price, Josh Irving, Niall Presland-White, Toby Bergersen, Sazida Stables, Wayne Stables, Liwa Bahi (at rear), Lilian Cai, Nadia Collett (at rear), Lance Lewis, Danny Morris, Ajay Kumar, Kaliappan Goundar (at rear), Cedric Gounder and Ally Blank (at rear).



Matthew Fredericksen was appointed Extrusion and Conversion Manager in 2014.

rebranded. The company trading name was also changed to simply `Convex' to reflect the fact that a growing percentage of the packaging the company produces contains no actual plastic, and the demand for sustainable packaging made from no or very little petroleum-based raw materials is expected to continue to grow. This combined with the fact that Convex has been at the forefront of sustainable packaging development for almost two decades, means that having the word `Plastics' in the company's trading name is no longer a correct reflection of the company. From this point forward the company will be trading as `Convex'.



A major rebrand in 2015 marked the beginning of an exciting new era at Convex.

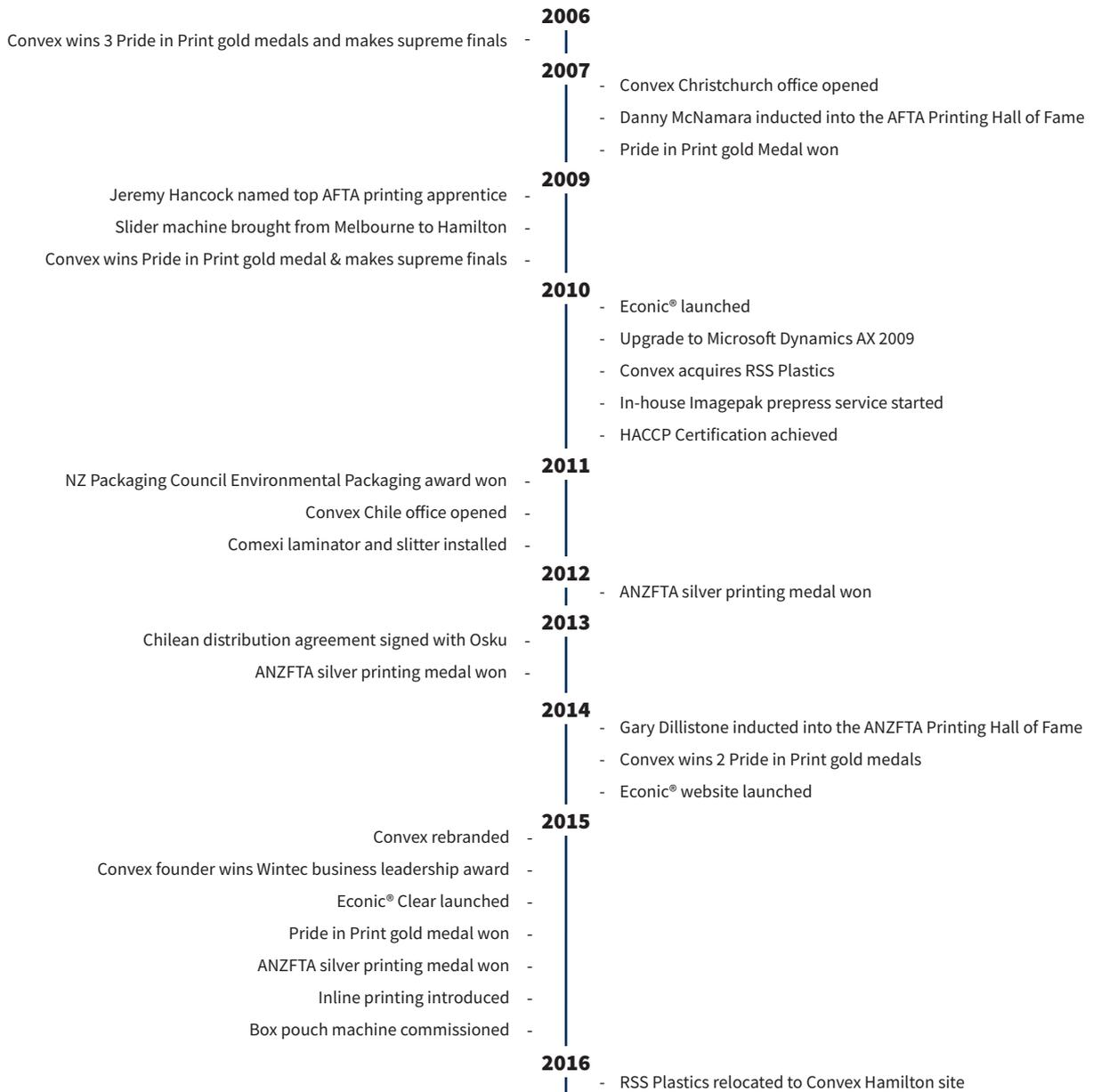


Convex is one of the first manufacturers of box-bottom pouches in Australasia.



Launched into the market in May 2016, Cookie Time's innovative Bumper Bliss Balls feature a 'stand-out' Convex-created design innovation that gives the illusion of cut-out hearts and circles.

TIMELINE



KEY INNOVATIONS: COMPOSTABLE PACKAGING

In September 2011 the winning of an environmental packaging award from the Packaging Council of New Zealand (Inc) helped highlight Convex as a leading developer of functional compostable packaging. The award was presented to Convex in recognition of the key role Greensack™ wheelie bin liners play in turning food waste into commercial compost. Prior to winning the award, Convex spent 15 years investigating the functionality and commercial viability of numerous bio-based resins and films. Convex's commitment to produce marketable environmentally-responsible packaging resulted in the development of several commercially viable compostable films that process well and deliver good barrier and sealing properties.

In 2009 Convex teamed up with the National Plastics Centre of Excellence (PCoE) to develop a new blend of compostable Poly Lactic Acid (PLA), which is derived from renewable corn. The resulting new PLA film provides similar performance characteristics to high density polyethylene film and is a lot easier to handle, seal and process than conventional PLA film. Convex also spent several years trialling compostable greenhouse growing bags made from a hybrid film called EcoFUSE, made from 45% PLA and 55% biodegradable Polyester (made from non-renewable petrochemicals).

In 2010 Convex launched Econic®, which is believed to be the world's first high barrier compostable packaging for coffee and dry foods.



The Greensack™ Eco-Advantage award-winning team. Left to right: Amanda Martin (Eco-Express), Convex Technical Manager Andrew Sheerin, Convex Managing Director Owen Embling, and Peter Thorne (Paper Reclaim).



In 2009 Convex teamed up with the National Plastics Centre of Excellence (PCoE) to improve the commercial viability of PLA. Pictured from left to right: Convex Laboratory Manager, Crystal Pope; Convex Laboratory Technician, Nicola Dunn; Convex Laboratory Assistant, Cyrano Embling; PCoE Senior Research Engineer, Dr Meg Starkweather; PCoE Polymer Consultant, Dr Peter Plimmer; PCoE Director, Len Harvey; Convex Technical Manager, Andrew Sheerin; and PCoE Research Technologist, Chris Tanner.



A 15-month cherry tomato growing trial in 2010 enabled Convex to develop a customised compostable film that functions well in a greenhouse.

In 2015 Convex achieved what was previously thought impossible by developing a viable high clarity compostable pack for dry goods, called Econic®Clear. All Convex compostable films are designed to break down in a composting environment containing heat, water, oxygen, soil and micro-organisms.

GREENSACK™ BAGS AND BIN LINERS

The development of Greensack™ began in 1995 with the purchase of what was possibly the first commercial cornstarch-based packaging resin from a visionary company in Europe.

Convex developed that resin into a film that is now marketed as Greensack™. Although the early version of Greensack™ was very functional, with similar properties to traditional Polyethylene (PE) plastic– its softness, opaque colour and initial premium price limited its suitability for widespread use so Convex continued to develop the film further to make it more affordable and functional.

Greensack™ has been used as car tidy liners, bait bags, carry bags, and domestic and commercial bin liners. In 2009 Christchurch-based Eco-Express NZ Ltd started actively promoting food waste collections in New Zealand using Greensack™ wheelie bin liners, which are composted along with the food waste.



In 1997 the New Zealand Opossum Fur Producers Association used Greensack™ possum bait bags to help protect the environment.



Greensack™ was initially trialed as a car tidy liner by Waitakere City Council in 1996.



Greensack™ wheelie bin liners are helping an increasing number of New Zealand businesses make a positive contribution to the environment by diverting their food waste from landfill.

Eco-Express is now the exclusive distributor of Greensack™ food waste bin liners across New Zealand. Made from cornstarch produced from GM-free sustainably-managed corn plantations, Greensack™ is certified to meet the Australian

Bioplastics Association AS4736 'Seedling Logo' Compostable Bioplastics Standard and the European Compostable Standard EN13432.



Greensack™ was rebranded with this striking new green and white design in 2015 to reflect its significant environmental advantages.

THE SUSTAINABLE DEVELOPMENT YEARS 2006 - 2016



Trade Aid launched the very first Econic® pack in October 2010, for their organic instant coffee, and launched the first Econic® wraps for chocolate bars in August 2014.

ECONIC®

In 2010 Convex became aware of the growing demand from sustainability-focused coffee roasters for functional, environmentally responsible packaging. Melbourne-based Espresso Syndicate approached Convex for help after spending two years searching for a suitable sustainable pack for their fresh roasted coffee. Around the same time, Christchurch-based Trade Aid requested a compostable pack for their organic instant coffee. Trade Aid was the first to market with Econic® in October 2010, followed closely after by Espresso Syndicate in November 2010.

Econic® is made by Convex from three different internationally certified compostable films derived from sustainably-produced wood pulp and GM-free corn sources. The three films are laminated together to produce the high moisture and oxygen barriers required to lock in the freshness and flavour of coffee and dry foods. Developing Econic® bags suitable for packing fresh roasted coffee beans, which can continue to emit CO₂ gasses for several days after packing, proved to be extremely challenging and resulted in numerous 'back to the drawing board' moments.



Melbourne-based Coffico Coffee Pty Ltd launched the first Econic® form, fill seal and vacuum-sealed packs in July 2013.



Australia's Loving Earth launched the first Econic® snack bars and cereal bags in March 2014.



In November 2010, Espresso Syndicate was first to market in Australia and the first company to use Econic® for fresh roasted coffee beans. The Espresso Syndicate team from left: Head roaster Tim Crowley, owner Melissa Floreani holding their Econic® pack, and head of training & marketing, Tom Ervin-Ward.



Melbourne's Jasper Coffee launched their premium instant freeze dried coffee in the first re-sealable Econic® pack with a compostable zip closure in early 2013.



In May 2011, Christchurch's Caffe Prima launched New Zealand's first Econic® pack for fresh roasted coffee.



In 2014 Kokako launched the first Kraft Econic® pack with a 'paper' outer layer for their Purely Intense Drinking Chocolate.



Ceres Organics launched the first Kiwi-made food bars in compostable packaging in February 2015.

However, Convex persevered and embarked on an ongoing programme to optimise the way gas can escape from the packs. Several coffee roasters are now successfully using Econic® to pack fresh roasted coffee beans. Rewind film and compostable zip openings were added to the Econic® range in

2013, and applications shifted beyond the coffee industry to a wide range of dry foods including snack bars, cereal, drinking chocolate and tea. Development of the Econic® range is continuing to advance, with work underway in 2016 to develop an Econic® box pouch.

THE SUSTAINABLE DEVELOPMENT YEARS 2006 - 2016



The Pet Grocer owners, Jason and Janine McIver, with their popular cat treats packed in Econic®Clear.

ECONIC®CLEAR

In 2014 Convex was approached by The Pet Grocer in Melbourne to develop a clear version of Econic® that would allow consumers to view their packaged premium natural pet treats. Although the request was not possible using the standard triplex Econic® film structure, Convex agreed to investigate a possible solution.

By persevering and adjusting the film combinations, Convex was able to develop a commercially viable high clarity duplex version of Econic® made from two compostable films derived from sustainably-produced wood pulp. Econic®Clear provides the same high oxygen barrier as standard Econic® and a lower, more moderate, moisture barrier, which is ideal for dry goods like pet treats. Econic®Clear was launched by The Pet Grocer in June 2015.



The Pet Grocer innovative Econic®Clear packs.

KEY INNOVATIONS: ULTRA-HIGH BARRIER CLEAR WINDOW LAMINATES



Ultra-high barrier pack from around 2007.



The new look 2016 ultra-high barrier pack, featuring matt/gloss highlights.

Doing what it takes to make things happen for a customer helped Convex develop an industry leading beef jerky pack that featured a breakthrough combination of ultra-high barriers and clarity. A request from Jack Links NZ Ltd in 2005 for a clear-windowed pack that provided an 18-month shelf life spurred Convex to push the boundaries of what was considered possible at that time.

It was widely believed that the only way to provide high barriers was to use a foil layer, which could never be clear. Convex set out to change that belief by embarking on a worldwide search for new materials and undertaking multiple film trials.

The eventual combination of a revolutionary glass-coated film from Europe with speciality coated polyesters and coextruded films allowed Convex to forge a new frontier at the time for ultra-high barrier clear window laminates. Considered by some people at Convex as the company's 'ultimate customisation', the breakthrough beef jerky pack was launched in 2006 and is still used by Jack Links today.

Jack Links NZ Ltd CEO, Maurice Crosby says, "Convex gave us a film that was superior to the film that was being used to pack beef jerky in the USA at the time, and they are the industry leaders. When the pack was launched it gave us a great deal of confidence that our product would last well in the markets we were in for the required period of time."

CONVEX FOUNDER HONOURED

In June 2015, Convex founder and Chairman, David Fredericksen, was honoured by the Waikato Institute of Technology (Wintec) for his longstanding business contribution to the Waikato region.

Wintec Communications Manager, Hannah White, said David was chosen for his innovation and vision that allowed him to grow Convex from a single machine in his garage to an international company.

As part of the medal ceremony on 25 June 2015, David gave a short speech in which he outlined why he had agreed to accept the medal, despite his normal preference to avoid the limelight.

In his speech David stated, “I feel very humble in accepting it [the medal] because I really did not think that I would be honoured for doing something that I really enjoy. The success of Convex is not the result of a single person, but rather a group of focussed leaders and I have been privileged to have both Owen Embling and Tony Letcher as partners who have been hugely instrumental in making Convex what it is today.”

David also told the audience, “If I had to single out what I have enjoyed the most about being in business, it would be seeing young people join our company, sometimes with little or no qualifications, and complete apprenticeships and achieve recognition both nationally and internationally for their excellence.

Five of those apprentices have been awarded apprentice of the year in flexographic printing. Many of those apprentices are now in management either at Convex or somewhere in the world. Awards

aside, it’s been equally rewarding watching people grow and develop personally, mature and become confident in their abilities and becoming leaders of Convex now and for the future.”

David concluded his speech with the statement, “While I was initially hesitant to receive this award, it has made me reflect back on my history at Convex and realise some of the great things that people have done within our company. So, on behalf of all those who are leaders, innovators, achievers and made Convex their long-term career I am pleased and delighted to accept this award.”



David being presented his award by Wintec chair, Mary Cave-Palmer.



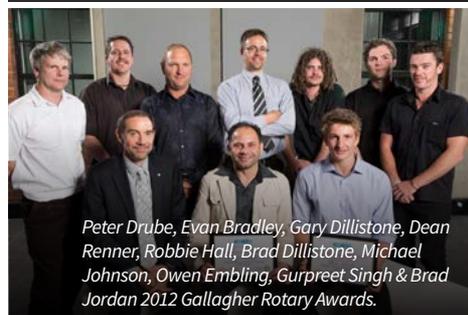
2013 Gallagher Rotary Awards - Joseph Cremins, Peter Drube, Anthony Coffey, Owen Embling, Luke Walker & Shaun Trueman.



Pampito Hamilton 2010 Graduation - Tom Banfield & Owen Embling.



Niall Presland-White, National Certificate 2015.



Peter Drube, Evan Bradley, Gary Dillistone, Dean Renner, Robbie Hall, Brad Dillistone, Michael Johnson, Owen Embling, Gurpreet Singh & Brad Jordan 2012 Gallagher Rotary Awards.



Mayoral Industry Graduate 2013 - Gurpreet Singh (centre) with Owen Embling and Hamilton Mayor Julie Hardaker.



Gallagher Rotary Awards 2012 - Owen Embling & Gurpreet Singh.



Gallagher Rotary Awards 2012 - Owen Embling & Brad Jordan.



Gallagher Rotary Awards 2013 - Owen Embling & Shaun Trueman.



Gallagher Rotary Awards 2013 - Owen Embling & Joseph Cremins.



Dave Price, National Certificate 2015.



Pampito Graduation 2012 - Greg Burtenshaw, Gurpreet Singh, Linda Waerea, Owen Allison, Owen Embling, John Matangi, Tony Kolose, Tom Banfield & Luke Walker.



Gallagher Rotary Awards 2015 - Andrew Bowler, Andrew Sheerin, Matt Fredericksen, Owen Embling, David Fredericksen, Aaron Collett (seated) Gary Dillistone, Tony Letcher, Michael Johnson & Crystal Pope.

CONVEX CHILE

In February 2011 Convex made its first foray into South America by appointing former Chilean Trade and Investment Attaché, Michael Fitzgerald, as their Santiago-based business development manager.

Michael joined Convex after spending four years working for the Chilean government in Wellington promoting New Zealand investment in Chile. Since returning to his homeland in early 2011, Michael has set his sights on developing business opportunities for Convex in Chile and the surrounding countries in South America.

In October 2011 Michael visited the Convex Hamilton plant and spent almost three weeks with the technical team learning about the process required to develop customised modified atmosphere membranes.

Michael's visit to Hamilton was not his first. The son of a Chilean mother and Kiwi dad, Michael was raised in Chile and then moved to Hamilton as a teenager to improve his English. He went to high school in Hamilton and then completed a Bachelor of Management Studies at the University of Waikato. Michael's resulting fluency in both Spanish and English, and familiarity with both countries' cultures, has helped Convex establish valuable business connections in Chile.



Convex Laboratory Manager Crystal Pope shows Michael how to carry out a respiration rate test on fresh produce during his visit to the Convex plant in 2011.



Michael checks out blueberries growing, during a trip to Peru in 2012.

In early 2012, Convex Chile joined forces with leading Santiago-based food packaging company Osku S.A. Michael set up an office and testing laboratory in Osku's Santiago factory and set about working with them to develop packaging solutions for produce exporters. A formal distribution agreement was signed between the two companies in May 2013, which appointed Osku as the exclusive suppliers of Convex modified atmosphere packaging (MAP) in Chile and Peru.

Extensive trials carried out by Convex Chile in collaboration with Osku have verified that Convex MAP films can improve the shelf life and quality of numerous varieties of produce exported to the Northern Hemisphere from Chile and Peru.



Convex Managing Director Owen Embling (right) at the September 2015 International Blueberry organisation (IBO) Summit in Coffs Harbour, Australia with Convex Chile's Michael Fitzgerald(left); and Cristian Arancibia from Osku.



Michael showcasing Convex at a tradeshow in Columbia, in July 2013.

2016 AND BEYOND

Over the past 40 years Convex has established a strong and unwavering culture of innovation that has permeated every part of the company.

In 2016, Convex remains committed to the One Convex Goal that was developed in 2005 in recognition of what the company had become since its establishment in 1976. The company's continuing resolve to be a 'Recognised Leader of Innovative Packaging Solutions', is today being energised by a non-compromising company-wide focus on lean manufacturing, sustainability and quality.



Convex Quality Assurance Officer, Nicola Dunn, is focused on helping the company achieve zero defects.

Increasing demands from customers for consistent exacting quality has resulted in the recent establishment of a team of Quality Assurance officers, dedicated to following the demanding Six-Sigma Lean Manufacturing protocol to achieve zero defects. In addition to the ongoing challenge to meet rigorous quality standards, 2016 has seen the most development in the company's 40-year history with the merging

of the RSS business with Convex, the purchase of a new printing press, and the appointment of around 20 extra plant personnel to boost production. The scheduled commissioning of the recently purchased Miraflex printing press in June 2017 will help further boost plant capacity and the company's ability to achieve zero defect quality.

On the product front, Convex is continuing to investigate opportunities for compostable packaging in North America. A 'world-first' box pouch made from compostable high barrier Econic® film is set to be developed in 2017, and solutions for compostable applications currently considered 'impossible' are now actively being explored.

After four decades of pushing the boundaries of packaging, the word 'can't' is interpreted as an opportunity at Convex. The company has been built on achieving the impossible, and there are plenty more wins yet to come.



A new printing press, similar to this one pictured, has been purchased by Convex for delivery in 2017.



Michael Johnson & Robbie Hall, at the Races 2011.



Nicola Dunn & Tony Kolose, at the Races 2011.



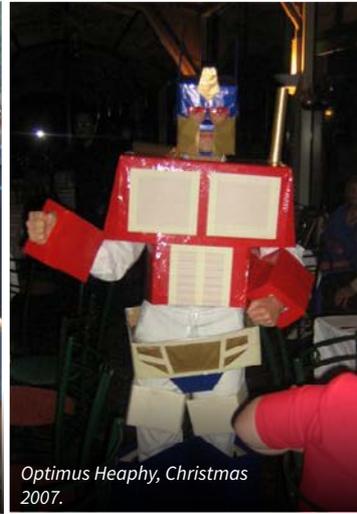
Te Rapa races, Christmas 2001 - Natasha Sparks, Christine Jenkins, Deanne McLellan, Tania Courtman, Lisa Church, (front) Maureen Sheridan & Linda Waerea.



Quentin Peterson & Richard Cate 2008.



Teamwork at the Convex Family Day, 2008.



Optimus Heaphy, Christmas 2007.



Team building teamwork, 2010.



Tony Letcher, Terry Vette, Mark Hughes & Tracey Turner - The Amazing Race 2012.



The Purple People Eaters, 2012 - Crystal Pope, Jeremy Dimes, Linda Waerea & Gary Dillistone.



One of the earliest Christmas parties, at David Fredericksen's home on Lake Road, Hamilton. (back row) Justine Saunders & Murray Stockman (front row) Craig Lennon, Graeme Dean & David Fredericksen - Early 1980s.



The Convex Fairies - Top Town 2006 - Nadia Fredericksen (now Collett), Heath Te Anga, Kerrin Wall, Quentin Peterson & Emma Rive.



Steve Porter, Quentin Peterson, Andrew Sheerin & Mark Hughes, Tough Guy & Gal 2015.



Renee Carter, Spookers Christmas 2013.

THE 20 YEAR CLUB

Over the past 40 years a growing group of enthusiastic and skilled individuals have dedicated their careers to help make Convex great. In recognition of the huge and valuable contribution these loyal and long-serving staff have made to the growth and success of Convex, a 20 Year Club has been formed to celebrate and reward each individual who reaches the milestone of 20 consecutive years with the company. Each time someone reaches their 20th anniversary at Convex, they are rewarded with a one-off two week holiday and the whole 20 Year Club is taken out to lunch to celebrate.

Convex would like to thank the following 20 Year Club members for their dedication, support and contribution to our team:



David Fredericksen, Founder.



Justine Saunders
current employee,
October 1979 – present .



Robin Van Sy current employee, April 1987 – present.



Evan Bradley current employee, September 1992 – present.



Vikki McNamara current employee, August 1985 – present.



Graeme Dean current employee, March 1987 – present.



Wayne Bennett
current employee,
January 1992 –
present.



Mike Webb current employee, April 1996 – present.



Phil Conder
former employee,
started December
1985 .



Nigel Illingworth former employee, started October 1978 .



Owen Allison (left) current employee, February 1993 - present & Gordon Walker (right) current employee January 1993 - present.



Danny McNamara current employee, June 1986 - present.



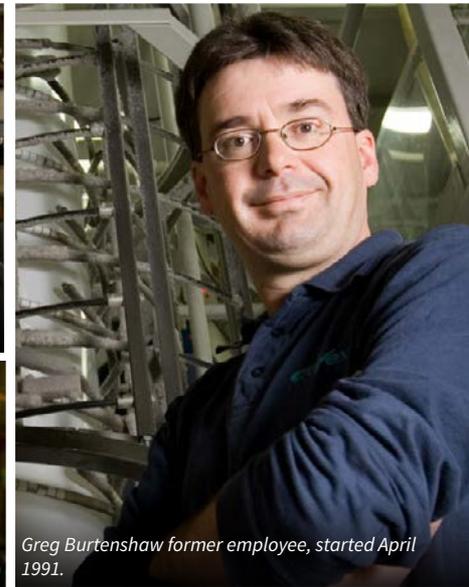
Mike Roberts current employee, January 1989 - present.



Stafford (Staff) Coster former employee, started July 1981.



Gary Roberts current employee, February 1990 - present .



Greg Burtenshaw former employee, started April 1991.



Dave Armstrong former employee, started February 1984.



Owen Embling current employee, October 1990 - present.



Trevor Wood former employee, started May 1986.



Gary Dillstone current employee, January 1984 - present.



Tony Letcher current employee, May 1990 - present .



David Cridge current employee, January 1996 - present.

THE CURRENT TEAM



Directors – Tony Letcher, David Fredericksen & Owen Embling.



Warehouse & Dispatch - Lance Williams, Jade Hartis, Rowena Tapatahi, Andrew Bowler, Hakaraia Waenga & Linda Waerea (inset – David Cridge) (absent Richard McRoberts, James King).



Convex Australia - Brent May & Helen Sparkes (absent Erika Stewart).



Engineering - Mathew Sutherland, Robbie Hall, Evan Bradley & Brad Jordan (absent Anthony Coffey, Jaya Van der Drift).



Conversion Afternoon – Robin Van Syp, Owen Allison, Mamta Lal, Rajinder Kaur & Mareana Paulo.



Technical & Laboratory – Courtney-Ruth Gill, Crystal Pope, Andrew Sheerin, Nicola Dunn & Gurpreet Rana.



Christchurch Sales - Howard Clark & Carole Greenfield.



Conversion Afternoon - Cedric Gounder, Ethan Thessman & Jasvir Singh.



Convex Chile - Michael Fitzgerald.



Auckland Sales - Tamara Jack, Ratna Walmsley, Brent Holtom & Tracey Turner (inset - Jeremy Dimes).



Conversion Day - Richa Sharma, Adrienne Tiore, Joe Cremins, Robert Nelson & Kulbir Kaur (absent Gordon Walker, Sam French, Carlos Mangasep).



Slitting, Slider & Pouch - From left: Tori Williams, Ryan Mirfin, Dean Mallalieu, Nathan Moran, Josh Garwood, Oliver Doube, Michael Davies, Damian Burich, Gurbinder Singh, Kuva Henry, Diane Barton, Carl Cleaver, Ethan Litchfield, Alma Pastrana, Gurpreet Singh, David Parry, Daniel Carruthers, Jovita Cacayuran, Jimmy Thomas, Melissa Britton, Stuart Hislop, Ashley Garlick, Kalarathan Kandiah, Caze Tuck, Ryan Lindsay, Michael Johnson, Stefan Johns, Abram Inglis (absent Steve Tuck, Haydn Thessman).



Conversion Day - Simon Gounder, Hayley Rangitaawa & Sue Mangino.



The Hub Team - Pip Taylor & Julie Hannam (inset - Scott Fry).



Pre Press - Greg Taylor, Renee Carter & Gary Roberts.



IT & Admin - Nate Marsden, Debbie Kitchen & Deanne McLellan.



Operations & Production – (back row) John Heaphy, Matt Fredericksen, Evan Bradley, Mark Hughes, Abram Inglis, Aaron Collett, Nadia Collett, Anthony Coffey, Andrew Bowler (front row) Gary Dillistone, Wendy Tuuta, Louise Raine, Peter Drube, Michael Johnson, Gary Roberts.



Hamilton Sales - Phil Lea, Erin Hood, Justine Saunders, Vikki McNamara & Claire Beattie.



Extrusion Night – Varinder Palmer, Jade McCormick, Mike Kennedy, Yuven Pillay & Graeme Dean (absent Armstrong Marsters).



Extrusion Afternoon – Ben Davies (back row), Naill Presland-White, Luke Walker, Varinder Singh, Tukiri Clarke Anderson, Tua Hohua, Klem Colton, Wayne Bennett & Lyndon Davies.



*Printing & Lamination - Back Row – Natasha Sparks, Richard Cate, Jason Boyle, Quentin Scott, Chris Ward, Mark Peaker, Quentin Peterson, Robert McLeod
Middle Row – Darryl King, Jesse Pepperell, Robert Wood, Norman Anderson, Mike Webb, Nigel Zander, Jaskaran Khosa, Danny McNamara, Mike Daniels,
Scott Pink, Jakob Swainston. Front Row – Jesse Wati, Nathan McIlroy, Sean Findlayson, Robert Cassidy, Jason Goldsworthy, Lester Abrams, Dylan Ward, Gary
Dillistone, Josh McConnon, Alan Duxfield, Morne D Lange (absent Chaz Goodare, Carlos Green, Mike Daniels, Laurie Abbot, Andrew Taukiri).*



Extrusion Day – Brian Tuuta, Mike Roberts, Tony Koluse, Shaun Truman, Rangli Simon, Hone Tahu & Dion Keen.



CONVEX QUALITY STATEMENT

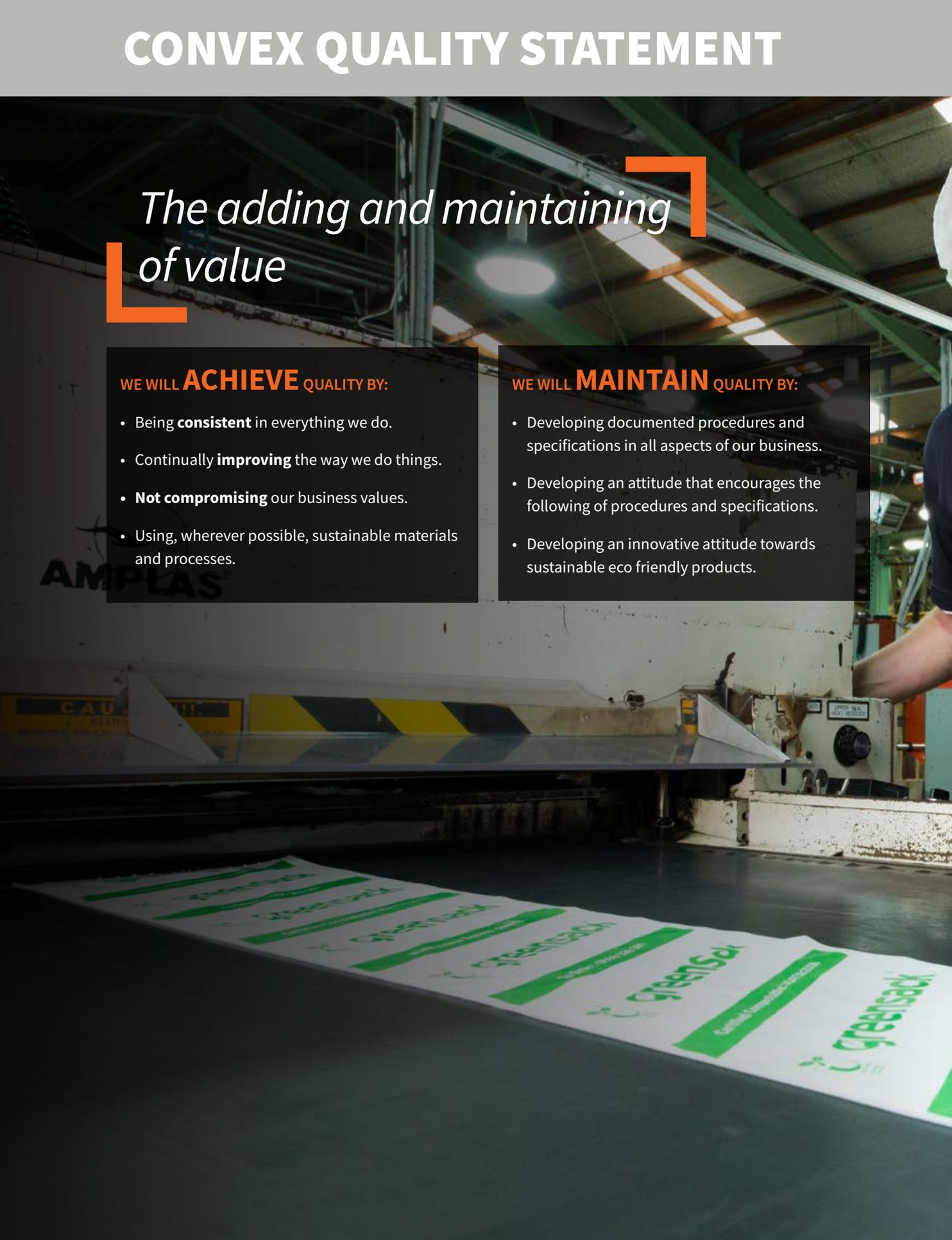
The adding and maintaining of value

WE WILL **ACHIEVE** QUALITY BY:

- Being **consistent** in everything we do.
- Continually **improving** the way we do things.
- **Not compromising** our business values.
- Using, wherever possible, sustainable materials and processes.

WE WILL **MAINTAIN** QUALITY BY:

- Developing documented procedures and specifications in all aspects of our business.
- Developing an attitude that encourages the following of procedures and specifications.
- Developing an innovative attitude towards sustainable eco friendly products.





OUR 4 KEY QUALITY VALUES ARE:

1. **CONSISTENCY:** Measuring and recording the function or action so that it can be repeated efficiently.
2. **IMPROVEMENT:** Engineering out the limitations of our services, processes and products.
3. **NON COMPROMISING:** Following the procedures, processes and principals that we have developed.
4. **SUSTAINABILITY:** Developing products and processes that are sustainable.

ONE CONVEX GOAL

*To be the recognised leader of
innovative packaging solutions*





PURPOSE

Built on innovation and investment in new technology, Convex blends its research and development with close customer relationships to provide innovative and customised flexible packaging solutions for the Australian and New Zealand markets.

We produce a variety of high quality products from our range of plain, printed, laminated and breathable films. Some of the specific market segments we cover include packs for

confectionery, biscuits, and pet food, growing media and fertiliser bags, insulation and industrial packaging, retail carry bags and customised breathable films for the packaging of fresh produce.

Our specialist knowledge of marketing, logistics and end user needs means we are able to develop strong and productive partnerships with our customers and suppliers. This enables efficiencies to be fully captured and the benefits to be shared.

VALUES



INTEGRITY

WE WILL ALL:

- Be open and truthful.
- Act lawfully and ethically.
- Treat people consistently and with respect.
- Fulfil commitments we have made.

TEAMWORK

WE WILL ALL:

- Achieve positive outcomes through teamwork, both internally and with our customers and suppliers.
- Encourage, listen to, and act upon the views of each other.

EMPOWERMENT

WE WILL ALL:

- Encourage our people to accept responsibility and be accountable for their actions.
- Delegate responsibilities as a means of enhancing the skills and abilities of our people.
- Celebrate and recognise achievements, innovation and initiative.



PROFESSIONAL AND PERSONAL GROWTH

WE WILL ENCOURAGE OUR PEOPLE TO:

- Develop an attitude towards quality that ensures consistency and continuous improvement.
- Be innovative in every aspect of our work.
- Continuously improve their skills, work performance and outputs in a safe environment.

CUSTOMER FOCUS

WE WILL ALL:

- Maintain high quality standards and ensure our customers' needs are consistently met.
- Build mutually rewarding relationships with our customers.

In Remembrance

The following team members are sadly no longer with us. The Convex story is dedicated to their memory, and to everyone else who has made a contribution to our company:

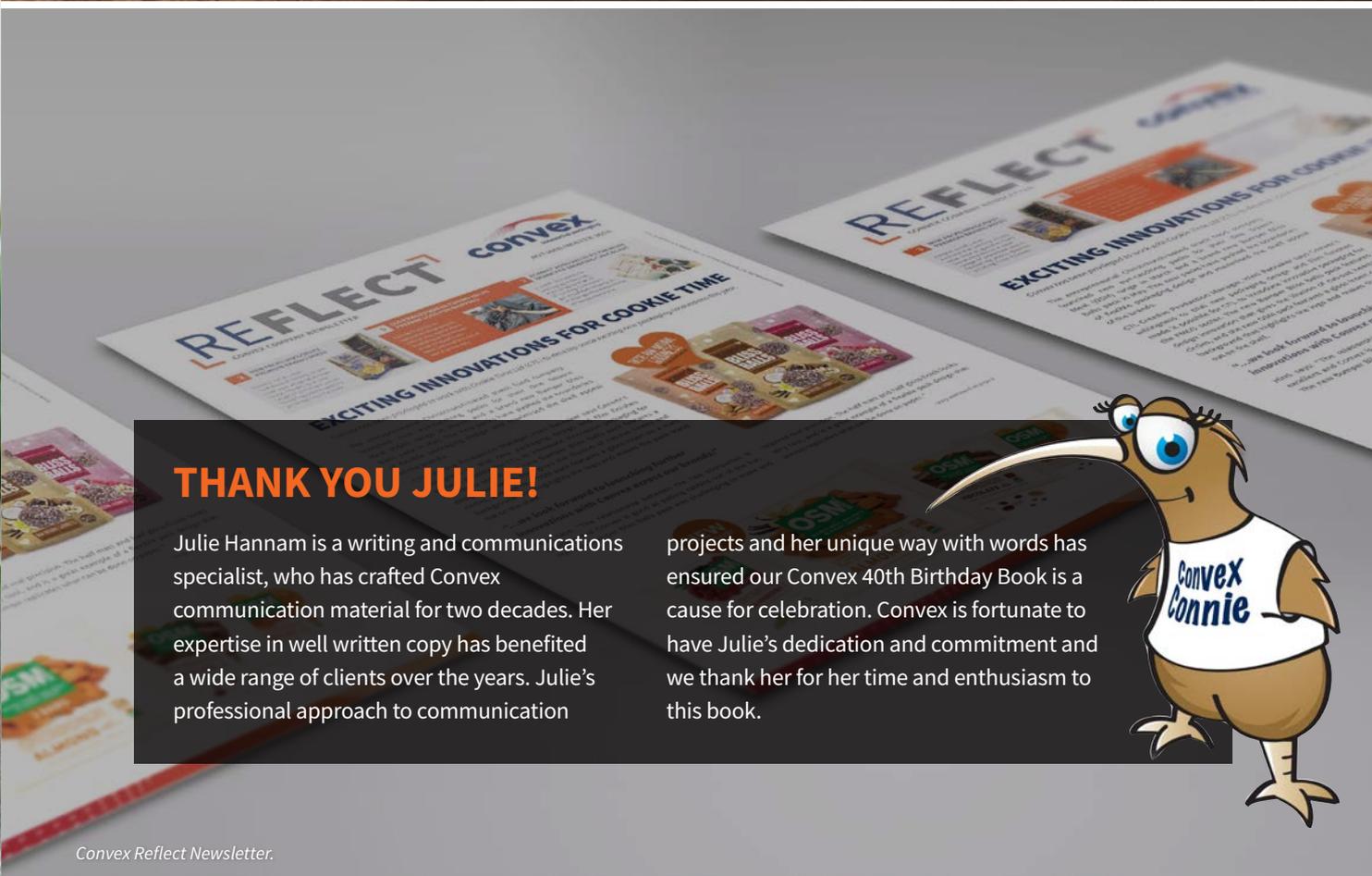
- JENNIFER FREDERICKSEN
- PEG BAGNALL
- VIC KAYE
- MIKE LIDDLE
- KAT BOWDEN



CONVEX COMMUNICATION



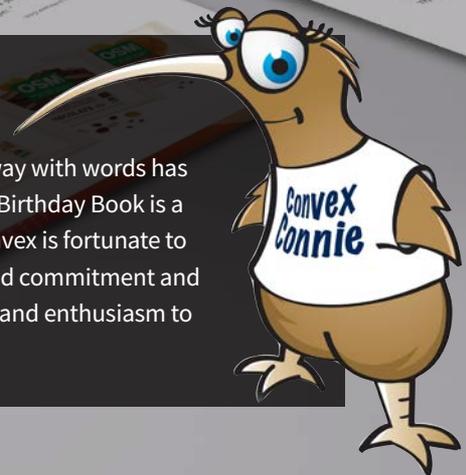
Convex website and Facebook page.



THANK YOU JULIE!

Julie Hannam is a writing and communications specialist, who has crafted Convex communication material for two decades. Her expertise in well written copy has benefited a wide range of clients over the years. Julie's professional approach to communication

projects and her unique way with words has ensured our Convex 40th Birthday Book is a cause for celebration. Convex is fortunate to have Julie's dedication and commitment and we thank her for her time and enthusiasm to this book.



Convex Reflect Newsletter.

