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A Convex resealable Opti-fresh pack has provided Springbrook Foods with an extra week's shelf life for their peeled garlic and a valuable point of difference in the food service sector.



CONVEX PRINTING MANAGER WINS TOP AUSTRALASIAN ACCOLADE

Convex Printing Manager, Gary Dillistone, has won a place in the prestigious Australia New Zealand Flexographic Technical Association (ANZFTA) Hall of Fame.

The unexpected accolade was presented to Gary at the annual ANZFTA awards dinner in Melbourne on 24 October 2014 in recognition of his outstanding commitment and contribution to the New Zealand printing industry.

Gary qualified as a printer in 1981 and has been managing the printing department at Convex since 1985. Over that time Convex has developed a strong reputation for delivering consistently high quality flexographic printing and training. Gary has also been an active supporter of the New Zealand printing industry since the early 90s, attending conferences and organising workshops and forums.

“It’s great to be recognised by my peers and to hear how well we are doing from people outside of our business.”

Convex Managing Director Owen Embling says, “It’s very exciting to see Gary rewarded for his many years of dedication to printing. His passion and commitment have benefited many people in the printing industry and helped establish Convex as a recognised leader in this field.”

Being awarded a place in the ANZFTA Hall of Fame has been a great confidence booster for Gary. He says, “It’s great to be recognised by my peers and to hear how well we are doing from people outside of our business.”

Gary is the second member of the Convex printing team to win one of the highest honours in the Australasian printing industry. Convex Assistant Print Manager Danny McNamara was inducted into the ANZFTA Hall of Fame in 2007, in recognition of his commitment to the training of flexographic printing apprentices.

Five of the apprentices personally trained by Danny have won the flexographic printing apprentice of the year award and seven others were industry award finalists. Melbourne-based ANZFTA Secretariat, Tony Dalleore, says it is unusual for one company to have two people inducted into the Hall of Fame. He says, “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.”

In May 2014 the high calibre of printing produced by Convex won two gold medals at the New Zealand Pride in Print Awards, bringing the company’s medal tally to eight Pride in Print Gold medals and numerous silver and highly commended awards in both New Zealand and Australia.

Owen Embling says, “The printing competency that Gary and Danny have developed within our company is second to none. Between them they have developed a high achieving team committed to excellence in printing, excellence in training, and excellence in giving back to the industry.”



Convex Printing Manager Gary Dillistone is the second Convex team member to be inducted into the prestigious Australia New Zealand Flexographic Technical Association (ANZFTA) Hall of Fame.

▶ A MESSAGE FROM THE MANAGING DIRECTOR



AS OWEN SEES IT – AN EXCITING NEW ERA FOR CONVEX

For many of you this newspaper will be the first glimpse you have seen of our new company branding and you may be wondering why we have changed. Like everything we do at Convex, our new look and name is simply a reflection of what our customers are wanting from us and how we respond to those needs.

Over the past ten years a growing percentage of the packaging we produce 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 our trading name is no longer a correct reflection of who we are.

We have a long history of challenging the status quo to get the results that our customers want. Whether they are looking to reduce pack costs, increase machine speeds, extend shelf life or minimise their impact on the environment – we go out of our way to provide the right solution, even if we have to develop something completely new.

An excellent example of this is our new Econic® Clear, which is in the final stages of development. The development was prompted by a request for a 'see through' compostable pack that allows consumers to view the packaged dry pet food inside. At the time, it was generally considered to be impossible to do that and still provide adequate barriers – but we persevered and are now very close to partnering with a customer to launch what we believe will be another world-first sustainable pack.

So, our new branding and name is really an attempt to more clearly communicate what Convex does and why we do it. Our goal is to provide our customers with the peace of mind that their packaging will be well taken care of in a way that best supports their business.

We are committed to actually listening to them and doing everything we can to deliver what they want. That's always been the heart of our company's very DNA, and will continue to be so.

I am really excited about this new era in the life of our company. I invite you to join us as we strive forward to continue meeting the needs of our customers through great service, technical support and innovation.

Kind Regards,

Owen

OUR NEW LOOK

Our rebrand will be effective from 1 April 2015, and will include new logos, email signatures, stationery and building signage.

The new Convex logo is made up of three elements: the arch shape, the Convex name, and the tagline 'Innovative Packaging'. The arch shape represents the transition of raw materials into innovative packaging. Our Convex website is also being updated to better reflect who we are. You can visit our website at www.convex.co.nz



NEW BRAND GUIDELINES

New brand guidelines have been published to help ensure that our new branding is applied correctly and consistently every time the Convex logo is used.

The guidelines outline the specific colours to use, how the logo can and can't be used, and what fonts should be used in all correspondence and documents. It is important that the standards are followed, especially those relating to the new Convex logo.

If you would like to be supplied with brand artwork or have any questions regarding the correct usage of the logo and its elements please contact Convex at contact@convex.co.nz or phone **07 847 5133**



CleanPaleo Directors Ryan Kamins (left) and Mitchell McClenaghan with some of the products they have created to help make it easier to follow the popular Paleo diet.

CONVEX POUCHES EMPHASISE QUALITY OF PREMIUM PALEO PRODUCTS

Sourcing quality packaging from a local supplier is helping an innovative health food company make it easier for people in four countries to follow the popular Paleo diet.

CleanPaleo started packing their Paleo-friendly products in custom printed Convex pouches in February to help highlight the quality of their premium brands. The Auckland-based company has been manufacturing grain, gluten and dairy-free protein powders, cereals, fruit bites and biltong for the Australasian market for almost two years, and have just launched a new range of Edenz breakfast blends into China and India as well.

CleanPaleo Chief Executive Officer, Ryan Kamins, believes the new Convex pouches will help increase their sales.

“We created our products to help make the diet easy to follow and we’ve had a great reception for them.”

Ryan owns and manages CleanPaleo with his two friends Arthur Green (the star of Bachelor New Zealand) and Black Caps cricketer Mitchell McClenaghan. The three men met while working on the TV show Spartacus and have all been following Paleo diets since early 2012. They started CleanPaleo in April 2013 to help people maintain the Paleo lifestyle in a fast-paced modern world.

Ryan says, “There has been a big move towards the Paleo diet over the past twelve months. While not everyone is able to maintain a strict Paleo diet it’s thought that about 5% of the population have adopted some aspects of it.”

Paleo, also called the Caveman or Stone Age diet, is a high-protein, high-fibre diet based on the foods eaten by hunter-gatherer humans during the Paleolithic Era. The diet chiefly consists of fresh meat, fish, eggs, fruits, and vegetables; and excludes foods that were not available in caveman times, such as dairy products, grains, processed oils and refined sugar.

Ryan says, “We created our products to help make the diet easy to follow and we’ve had a great reception for them. We now retail in over 100 stores in New Zealand and nearly the same in Australia, across all states.”

Ryan says it was important for CleanPaleo to source their packaging from a local supplier. He says, “We decided to work with Convex because their products are made in New Zealand and Convex’s quality matches our high end brand. We also wanted to deal with someone local who we can trust. We’ve found working with Convex really great.”

“We were involved with the company during a busy period and they were really helpful. They made sure our art work was correct and made sure we met the deadlines for our overseas orders, so we are really happy.”

CleanPaleo products are expected to be available in all major supermarkets soon. You can find out more about CleanPaleo at www.clean-paleo.com

GARY CELEBRATES 25 YEARS AT CONVEX

After 25 years working at Convex, Prepress Manager Gary Roberts is continually striving to increase efficiency and speed.

Gary completed his flexographic printing apprenticeship at Convex and was a finalist in the prestigious New Zealand printing industry Dupont Awards. After working as a printer for about six years, he moved on to be our production coordinator and then was appointed to lead the Prepress team after completing a Post Graduate Diploma in Management Studies.

Over the 25 years he has worked at Convex, Gary has seen a lot of big changes that have kept his job both fresh and exciting.

He says, "Technology is evolving all the time, and that keeps it really interesting."

Gary describes the prepress role as critical and says, done well, it should minimise downtime on the press and provide a consistently high quality product to our clients.

In July 2010 Gary experienced one of his proudest moments at Convex when the prepress department started offering the full spectrum of professional prepress services in-house. All customers have to do now is supply their art files directly to Gary's team and they do all the prepress work for them – from consultation, graphic reproduction and proofing, right through to the finished plates.



Prepress Manager Gary Roberts reviewing a proof before the printing plates are made.

Gary says the expanded capacity was an innovative response to improving efficiency and providing faster and better service to customers.

He says, "Some stages of the process that used to take up to two days now only takes a couple of hours. I don't know of any other company like Convex doing their wide web flexo file work in-house."

Along with the satisfaction of a job well done, Gary has also enjoyed working in a positive team-type environment.

He says, "Many of the people who work here have become lifelong friends. The guys I went through my apprenticeship with are just like brothers. Something must be right for so many of us to stay here so long."

CREATIVE SOLUTIONS BOOST PRODUCTION AND PRODUCT PERFORMANCE

A winning combination of new technology and creative thinking in extrusion and conversion has significantly improved the quality and performance of Convex flexible films and boosted production efficiencies.

Investment in new bubble control and an automatic air ring in extrusion along with a new edge trimming process has made film width and thickness a lot more precise and consistent, and has reduced waste for both Convex and their customers.

Machinery upgrades have increased capacity in extrusion and conversion, and a systematic review of every product made is aiming to continually improve performance and efficiency through creative production changes.

Matt Fredericksen took over the position of Convex Extrusion and Conversion Manager in mid-2014. Since then he has been working to upgrade technology and streamline processes in both departments to improve the production,

quality and performance of everything Convex makes.

Already, the recent purchase of a new air ring in extrusion has made it possible to produce a consistent, precise film thickness that will run better on form fill seal machines, generate less waste, help eliminate potential problems like slack edges and corrugation, and be easier to print on.

Matt says, "A big priority for me is to look at everything we produce with fresh eyes to see if it's possible to improve anything with new technologies or processes. Even though we may be successfully making something a certain way, we should still be asking the question, 'is there a better way?' My aim is to always



Convex Extrusion and Conversion Manager Matt Fredericksen with extrusion's new automatic air ring.

be looking for possible opportunities to modify production to get a better result for our customers."

Matt is aiming to meet with as many Convex customers as possible to gain a better understanding of their product needs and identify any possible improvements.

Anyone wanting to discuss their film or bags with Matt is welcome to contact him at: **07 846 1752, 021 254 5434, or matt.f@convex.co.nz**

ECONIC® WRAPS CERES ORGANICS RAW GOODNESS FOOD BARS

The pioneers of organic food distribution in New Zealand have achieved another first by launching the first Kiwi-made food bars in compostable packaging.

Ceres Enterprises Ltd launched their new range of Ceres Organics RAW GOODNESS food bars in February, wrapped in Convex Econic® film.

Ceres Organics Marketing Manager, Monette Tiu says the Econic® wraps have helped them achieve the essence of a true organic product, which is delivering on product quality, integrity and food safety using sustainable, eco-friendly packaging at an affordable price.

Monette says, “RAW GOODNESS bars contain raw ingredients so we need packaging that will keep their quality and integrity. We are very mindful that we need to protect our organic products as they are not filled with preservatives or artificial ingredients.”

“We have been searching for packaging that is compostable and sustainably-sourced because we are committed to preserving the environment, and it’s the very nature of who we are as a certified organic company. We also need our packaging to uphold food safety standards and Econic® has helped us achieve that.”

Econic® packaging is made by Convex from three compostable films that are laminated together to lock in the packaged product’s freshness, taste and flavour. Each film has been internationally certified to the European and American compostability standards (EN 13432 and ASTM6400).

“It’s more than just a supplier relationship that we have with Convex. We’re collaborating towards a common goal. Convex is working towards sustainability and that’s our aim too. We are very happy with the cooperation and the attention the Convex team has given this project. They are very responsive to our needs. It’s a good way of working together.”

RAW GOODNESS food bars are being distributed throughout New Zealand to supermarkets, organic stores, health food



stores and selected pharmacies in four flavours: Cacao Almond Fig, Cacao Protein, Maca Gold, and Tropical Fruit. While it is too soon yet to gauge feedback from consumers, Monette says, “The trade is very enthusiastic and positive about our new RAW GOODNESS food bars, and believe that consumers will love them.”

Ceres Organics has been at the forefront of organic food distribution in New Zealand for over 30 years. They opened the country’s first organic food store in 1984, and were the first Kiwi company to become a BioGro certified organic distributor and achieve EcoSocial certification in recognition of their ethical and socially responsible sourcing policy.

Monette says Convex has helped Ceres take a lead role in launching a sustainable pack that is kind to the environment.

She says, “It’s more than just a supplier relationship that we have with Convex. We’re collaborating towards a common goal. Convex is working towards sustainability and that’s our aim too. We are very happy with the cooperation and the attention the Convex team has given this project. They are very responsive to our needs. It’s a good way of working together.”

“RAW GOODNESS are certified organic, taste great and deliver on nutrition. They are good for you and the compostable wraps make them good for the environment as well. So they tick all the boxes. We are definitely going to look at using more packaging of this type.”

SELECTING THE RIGHT SUSTAINABLE PACKAGING

Making a decision to use eco-friendly packaging is a great one, but how do you select the right sustainable option for your specific packaging application?

To be commercially viable, eco-friendly packaging has to offer the correct barrier and sealing properties for the product being packaged. It also needs to be robust enough to withstand production processes and distribution chains with minimal machinery modifications.

Convex has been developing environmentally-friendly packaging for almost 20 years. During that time we have worked with numerous

bio-based resins and films and gained a good understanding of what applications work best, based on their various properties, processing performance and sustainability. If you want to reduce your impact on the environment by making your packaging more sustainable, Convex can help you choose the best option for your specific application, processing requirements and price point.

Here is an overview of the sustainable packaging options available from Convex:

greensack™

Derived from cornstarch produced from GM-free sustainable corn plantations, GreenSACK™ film behaves exactly like organic waste when discarded. It is compostable when disposed of in a home or industrial composting environment containing heat, water, oxygen, soil and micro-organisms. GreenSACK™ is soft and flexible. It is processed the same as conventional plastics and has similar strength qualities to polyethylene. Ideal applications include retail carry bags, singlet bags, indoor bin liners, and wheelie bin liners for food and organic waste collection.

econic™
High Barrier Compostable Packaging

The high barriers and robust sealing provided by Econic® have been specifically designed to help lock in the taste and freshness of coffee and dry foods. Econic® is made from three compostable films derived from sustainably-produced wood pulp and GM-free corn sources. Each film has been internationally certified to the European and American compostability standards (EN 13432 and ASTM6400). Econic® will break down in a home or industrial compost.

The barrier levels of Econic® have been independently tested as follows:

	O.T.R cc/m2/day	W.V.T.R g/m2/day
Gloss Silver Econic® 89um	0.2	5.3
Matt Silver Econic® 93um	0.2	8.4

Econic® is available as a stand-up pouch with an optional zip opening, and is ideal for dry goods such as cereals, coffee, drinking chocolate and tea. It is also available as a flow wrap film for snack bars and chocolate. For more information visit: www.econicpack.com

econic® clear™
Compostable Packaging

Specifically developed to boost branding and shelf appeal by allowing consumers to view the packaged product – Econic®Clear is the most recent sustainable innovation from Convex. This revolutionary see-through compostable film provides the same high oxygen barrier as Econic® and a moderate moisture barrier, lower than that provided by Econic®, to allow for the enhanced clarity. Econic® Clear will break down in a home or industrial compost. It is available as a stand-up pouch with an optional zip opening and is ideal for packing dry goods such as pet treats and cereals. It is not suitable for products requiring a high moisture barrier, such as coffee and drinking chocolate.

The barrier levels of Econic®Clear have been independently tested as follows:

	O.T.R cc/m2/day	W.V.T.R g/m2/day
Gloss Econic® Clear 69um	0.2	17.1

PLA (Polylactic Acid) is a high clarity film with good stiffness and barrier properties. Derived from the sugars in corn, PLA is increasingly being used worldwide for a wide range of applications from moulded car parts to plastic cups and water bottles. Flexible packaging applications include retail produce bags, laminated potato chip film and twist wraps for confectionery. PLA can be industrially composted at the end of its life. Home composting does not provide enough heat to break down PLA.

Cellulose (also known as cellophane) is a high clarity film with good stiffness and barrier properties. It is derived from the wood pulp of sustainably-managed trees and can be disposed of in home and industrial composts. Ideal applications include wraps for ice blocks and dry goods such as biscuits, pies, confectionery and baked goods.

EcoFUSE™

Is a hybrid compostable polymer made up of 50% GM-free corn sources and 50% biodegradable petroleum-based polyester. The slightly pearlescent EcoFUSE film has good contact clarity and is ideal for retail applications where good shelf appeal is required. It is stiff and clear with high tear strength, moisture resistance, impact resistance and seal strength. Due to its high stiffness, Ecofuse can be run thinner and therefore more economically than GreenSACK™.

EcoFUSE behaves exactly like organic waste when discarded and meets European compostable standards. It can be disposed of at the end of its life in home and industrial composts. Ideal applications include growing bags, food waste collection bags and singlet bags for fresh fruit.

re~forme™

Is a range of oil-based packaging that contains up to 100% recycled polyethylene. Post-consumer waste (such as milk bottles) can also be included as part of the recycled component of this packaging.

re~forme can only be disposed of in a landfill. re~forme provides 90% of the strength performance provided by non-recycled virgin polyethylene and is ideal for a range of applications including

reusable shopping bags, laundry powder bags, water flume tubing, and general purpose rubbish bags.

Due to the variable nature of recycling, re~forme is not suitable for food contact applications.

Below is a Summary Table of the Barrier Performance Provided by Convex Sustainable Packaging:

	O.T.R cc/m ² /day	W.V.T.R g/m ² /day	Colour
GreenSACK™ 25um	1799.0	553.0	Translucent
Econic® gloss 89um	0.2	5.3	Silver
Econic® matt 93um	0.2	8.4	Silver
Econic® Clear 69um	0.2	17.1	Clear
PLA 20um	1900	680.0	Clear
Cellulose standard clear 30um	3.0	370.0	Clear
Cellulose clear barrier 23um	1.0	15.0	Clear
Cellulose silver 20um	0.8	10.0	Silver
Ecofuse 50um	670.0	360.0	Translucent
re~form 20um (low density PE)	8850.0	26.0	Black, White, Clear, Coloured

As a comparison, here are some examples of the barrier properties provided by traditional Petroleum-based packaging:

	O.T.R cc/m ² /day	W.V.T.R g/m ² /day	Colour
Potato Chip Bag (40um)	800.0	4.0	Silver
Coffee Bag (3 layer, 104um)	1.0	1.5	Silver
Ice Cream Wrap (30um)	1300.0	5.0	White
Salad Bag BOPP (30um)	1100.0	4.6	Clear
Chocolate Biscuit Wrap BOPP (32um)	20.0	4.0	Clear
Clear Zip Pouch "homebrand" nuts / flours / powders 65um	110.0	4.0	Clear

Key:

O.T.R = Oxygen transmission rate

W.V.T.R = Water vapour transmission rate

um = micron

To find out which environmentally-friendly packaging option will suit your packaging requirements the best, please contact Convex Technical Manager Andrew Sheerin at: **07 958 1770, 021 190 3898** or **andrew.s@convex.co.nz**



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CONGRATULATIONS!



Congratulations to Export and South Island Sales Manager Howard Clark on his engagement to Pauline Wainwright.

▶ A NOTE FROM OPERATIONS MANAGER
AARON COLLETT

FROM THE FACTORY FLOOR

Time has more than flown since coming on board in September to manage the Convex operations. It has been a pleasure getting to know new faces and coming to the full realisation of what a talented team we have and what incredible packaging we manufacture.



Operations Manager – Aaron Collett

The last six months at Convex have been exciting with capital being spent on improving the extrusion processes.

This has included auto width control on E1, an automatic air ring on E2, chilled rollers, a new Oscillating Haul-Off on E3 and slitting knife upgrades. We have also stream-lined operations between Convex and RSS by moving machinery

to where they are more suited to the product mix and will be better utilised.

These upgrades have been carried out to:

- Improve quality externally to our customers and internally to improve downstream processes
- Increase output
- Reduce setup time
- Reduce waste
- Increase the ease of running.

These key points are what we are targeting for the next 12 months as part of our planned continual improvement throughout both the Convex and RSS plants.

This includes a high focus on reducing the overall cost of quality; drilling right down to the care, attitudes and focus we all have as individuals. No matter how good we are at our 5S and Lean principles, the largest gains are made by the commitment each of us make to our day to day work.

Convex and RSS are modern, technology driven facilities with excellent technical and skilled personnel.

Our emphasis on education and training combined with our focus on the five points above will ensure we are and will remain competitive, agile and – most importantly – give Convex the ability to continue to be innovative.

WAREHOUSE AND DISTRIBUTION EFFICIENCY BOOSTED

Convex boosted the efficiency of their warehousing and distribution in 2014 by introducing several new handling and traceability initiatives gleaned from leading packaging companies in the UK.

The changes have improved the storage and rotation of stock, made it easier to locate and retrieve products, and ensured the efficient dispatch of customers' orders.

Convex Despatch & Warehouse Manager, Andrew Bowler says the improvements are part of a focused commitment to increase efficiency and minimise handling. He says, "I like to make sure that products are handled as little as possible, the warehouse is well ordered and presentable, and the products look sharp and clean before they leave the factory."

Originally from Lincolnshire, Andrew joined Convex two years ago after making a decision to move to warmer climes. Prior to moving to New Zealand the keen outdoorsman worked in flexographic printing and despatch roles for several leading UK companies including

Brayford Plastics, Britton Merlin, Ultimate Packaging and Skymark Performance Films. Andrew was initially employed by Convex as a printing supervisor and was appointed to manage the despatch and warehouse department in July.

As well as managing all aspects of distribution, Andrew's team also looks after the warehousing of stock products and vendor-managed films and bags for customers using Convex's inventory management service. Andrew recently worked with one large customer to change the size of their pallets stored in the warehouse to make better use of the space. This has increased capacity by a third by enabling three pallets to be stored in the same area that used to only accommodate two.

Andrew is now doing everything he can to get the best freight prices and service for customers.



The Convex Despatch & Warehouse team. From left: Assistant Manager Linda Waerea, Jade Hartis, Manager Andrew Bowler, David Cridge, Rowena Tapatahi and Tony Koluse. John Matangi is also a member of the team.

NEW RESEALABLE BREATHABLE BAG ‘NAILS IT’ FOR SPRINGBROOK GARLIC

A Convex resealable Opti~fresh pack has provided Springbrook Foods with an extra week's shelf life for their peeled garlic and a valuable point of difference in the food service sector.



Since launching the new Opti~fresh bag in mid-2014 the Blenheim-based company has received a positive response from end users, including feedback that they have ‘nailed it’ with their new packaging.

Springbrook Foods Ltd create and manufacture custom

made sauces and condiments for the food service and food manufacturing sectors. Their Marlborough-grown freshly peeled garlic cloves are distributed throughout New Zealand to help minimise food preparation time in commercial kitchens, including fast food restaurants and cafes. Along with making it more convenient for chefs to open the bag and keep the remaining garlic fresh and tidy in the fridge – the new resealable Opti~fresh bag is also cheaper and quicker to pack than the vacuum pouch they previously used.

Springbrook Foods Supply Chain Manager, Josh Fisher says the switch to the Convex bag was prompted by the resealable opening and the Opti~fresh technology, which eliminated the need to vacuum the pack and provided a longer shelf life.

Josh says, “The Convex bag has been a good step forward for us. It’s given us a point of difference with the reseal, an extra week’s shelf life, and a product that’s costing us less but doing a better job. The bag is really user friendly. You don’t have to worry about keeping the bag air tight. You just clip the seal and you’re done. The service provided by Convex has been really good as well.”

By using a combination of computer modelling and shelf life testing, the Convex technical team purpose-designed Springbrook Foods’ Opti~fresh pack to match the breathability of their peeled garlic. The resulting film structure enables the garlic to stay fresher for longer by delaying the ripening process and reducing ethylene production.

Springbrook Foods Sales Manager Jacob Johnson says the longer shelf life combined with the resealable closure has allowed Springbrook Foods to increase the value they provide to their customers.

Jacob says, “Convex has given us a real point of difference to help us retain our customers. The resealable opening protects against any food safety or quality risks and is causing less mess for the chefs. Being able to work with a company that is relatively close at hand to bring this sort of innovation to the market is really important to us.”

“Overall it’s been a really positive success and every bit of feedback has been positive. One customer comment received by one of our reps was, ‘Springbrook has nailed it with the new bag.’”

HOWARD ON THE HUNT FOR MORE EXPORT OPPORTUNITIES

Howard Clark has added wings to his South Island Manager role by taking on the challenge to develop new export business as well.



Convex Econic pioneers Graeme Horne (left) and Howard Clark with some of their ‘world-first’ Econic packaging. Howard sold the first Econic® pack ever to Trade Aid in 2010 and Graeme sold the first Econic® packs in the UK, to Bird & Wild in 2014.

To kick off his new expanded role, Howard is heading to North America for a month in early April to investigate market trends and potential opportunities for Convex Econic® compostable packaging, sliderpacks, resealable bags for dry food and high barrier beef jerky packaging.

The trip, assisted by Trade and Enterprise New Zealand, will take Howard to several US states and British Columbia in Canada. Howard’s first port of call will be Seattle where he will attend the 2015 Speciality Coffee Association of America Event. He will be

joined at the coffee event by Melbourne-based customer Wells Trenfield, whose company Jasper Coffee launched the very first resealable Econic® pack for Freeze Dried instant coffee.

While in Seattle, Howard will also visit the City Council and a major organic waste composting facility to find out more about the new law that requires Seattle households and commercial establishments to compost all their food waste, rather than sending it to landfill. Howards says, “The plan is to scope the North American market

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for niche manufacturers of beef jerky, Fairtrade coffee, and organic cereals, snack bars and pet biscuits. I will also be visiting a couple of city councils to find out how they manage organic waste collection to understand future trends and opportunities for GreenSACK™ and other compostable options.”

Convex Managing Director Owen Embling says the increased focus on exports has been prompted by a string of offshore enquiries. Owen says, “We developed the world’s first compostable coffee bag, which we trade-marked

as Econic®, and we have several other innovative products that have the potential to be well received in larger markets. Many of our current customers have told us they were searching for a functional compostable pack long before they found Econic®. We know there are early adopters in every market searching for products like Econic® and we are looking to find them. We want to focus on companies in other parts of the world where sustainability is a big priority, and is a platform for their business.”

“Howard’s trip will help us evaluate the viability of developing business outside

of Australasia. We need to know if we can actually service the markets, and supply product to them in a way that is both cost effective and sustainable. We will also investigate the possibility of having some of our products manufactured under license in other countries.”

Convex has already launched Econic® in the UK with the help of former Convex sales consultant, Graeme Horne, who is now based in Glasgow. Graeme worked at Convex in the mid-1990s when GreenSACK™ was first being developed, and is now actively working to grow the UK market.

RSS PLASTICS UPDATE

RSS Plastics Ltd is a wholly-owned subsidiary of the Convex Packaging Group

COMPETITIVE LOCAL PRODUCTION STRENGTHENED

The seamless integration between Convex and RSS Plastics has made New Zealand-made basic packaging a lot more cost competitive and boosted the eco-friendliness of both companies.

By focusing on the cost effective production of high quality ‘no frills’ flexible packaging, RSS is ensuring that products such as rubbish bags, timber wraps and shrink wrap ordered through either RSS or Convex will compete well with imports. RSS’s recent purchase of a new inline printer has also made it possible to further increase efficiencies for printed packaging.

RSS has also boosted the eco-friendliness of both companies by using the majority of the polyethylene waste generated by the Convex plant as the recycled component of their packaging.

The close collaboration between the two companies was further strengthened in 2014 when RSS General Manager Aaron Collett took on the additional role of Convex Operations Manager, and Phil Lea was appointed in August as the Business Development Manager for both companies.

Aaron says, “RSS gives Convex the ability to provide well-priced quality basic packaging, with quick responding local support. The two plants have quite good synergies between them and there’s quite a bit of work going backwards and forwards. RSS’s focus on basic packaging allows Convex to specialise in manufacturing customised and more technical, multi-colour and food grade packaging. We direct work where it will produce the best outcome for the client.

If an RSS customer wants something that RSS doesn’t make they can still deal with RSS – but the work will be done at Convex, and vice versa. It’s a seamless integration. Where the best efficiencies come



The RSS team is committed to supplying quality, cost competitive flexible packaging with a high level of customer service. Pictured from left: Factory Manager Dave Price, General Manager Aaron Collett and Business Development Manager Phil Lea.

is that RSS can print inline. That’s where the cost benefits come in to make us more competitive.”

RSS is now manufacturing all of Convex’s award-winning compostable GreenSACK™ packaging at their Warkworth plant.

Aaron says, “The high volume GreenSACK™ is an ideal fit for RSS’s inline printing and extrusion. We can get all our gang runs together and make the manufacturing as cost effective and efficient as possible.”

Recently appointed Business Development Manager, Phil Lea is excited about his mission to take RSS to the next level.

Initially trained as a Plastics Engineer with Carter Holt Harvey Plastic Products, Phil has worked in the plastics industry for over 20 years in a range of technical and sales roles in both New Zealand and the UK.

Phil says, “One of the biggest things I’ve noticed about RSS is that we’ve got a really good bunch of people. They put their heart and soul into that business and really do a good job.”

You can find out more about RSS Plastics by visiting www.rssplastics.com

EXCELLENT RSS SERVICE HELPS SUPPORT DISABLED WORKERS

The fast turnaround and excellent service provided by RSS Plastics has made sure an innovative charitable trust always has enough bags on hand to provide paid employment for disabled adults.

Kaipara Refuse Ltd has been sourcing rubbish bags from RSS Plastics for over five years to collect domestic waste and recycling from all over the Kaipara District, from Kaiwaka up to the Waipoua Forest. During that time Kaipara Refuse has never run out of bags despite having a large peak in demand over the Christmas period in places like Mangawhai Heads where a lot of people go for their summer holidays.

To help manage the varying seasonal demands, RSS Plastics helps Kaipara Refuse develop six-month stock forecasts to work out how many bags they will need and when they are going to need them. RSS General Manager, Aaron Collett says, "We make sure we call Kaipara Refuse well before Christmas to check they will have enough bags. If they don't we'll make more for them. We usually do quite big bulk orders for them just before Christmas. They've never run out and we've done some very quick deliveries for them, which you'd never get with imported bags."

Kaipara Refuse is the official Kaipara District Council refuse contractor. They use blue rubbish bags to collect domestic waste and yellow bags for recycling.

Kaipara Refuse Manager, Rob Battcher says, "With what we do we can't afford to run out of rubbish bags. RSS have bags ready for us whenever we need them and if we're running a bit short we just have to give them a call. Dealing with a local company makes it a lot easier when we need bags in a hurry. The service we get from RSS is excellent and their pricing is very competitive as well. We really appreciate the support they give us and we're very happy with the service. It's really good."



Kaipara Refuse Manager, Rob Battcher (right) with some of his team, pictured from left – depot manager Chris, driver Barbara, and refuse runners Jason and Wiremu.

Kaipara Refuse is the commercial arm of the TokaToka Foundation charitable trust and is charged with the mission: 'to promote the mental and physical health of a client group with special needs through the dignity of paid employment'. The TokaToka Foundation also operates a residential unit for people with disabilities called the Kaurilands Skill Centre. Kaipara Refuse employs all the people living at the Kaurilands Skill Centre along with several other disabled people from the nearby Ruawai and Dargaville areas. Rob says, "We currently have 23 staff members with disabilities. Some of them are employed as rubbish collectors and others are employed to sort the recycling that comes into our Ruawai depot. The Kaurilands people all have intellectual disabilities and many have physical disabilities as well. All the runners on our trucks are guys with disabilities."

RSS Business Development Manager, Phil Lea, says RSS Plastics is impressed with the innovative approach taken by Kaipara Refuse to provide paid employment for people with disabilities who would otherwise find it very challenging to find work.

Phil says, "We are really committed to supporting local businesses and it's especially rewarding doing business with an organisation that is having such a positive impact on the community. What they are doing is inspiring and it's great to be able to support them."

ANNUAL FISHING COMPETITION CONTINUES TO ATTRACT AVID ANGLERS

Over 80 Convex staff, suppliers, customers, sponsors and their friends and family made the annual pilgrimage to Long Bay in Coromandel on Saturday 1 November for the 2014 fishing competition.

Although the weather was good, finding the fish was challenging and only a fortunate few managed to find 'the spot'. Joseph Price took the main prize for the day after hooking a 6.01kg snapper. Steve Mead won the prize for the heaviest kahawai (2.44kg), Shelley Wood won the heaviest 'other fish' prize for her 1.74kg trevally, and

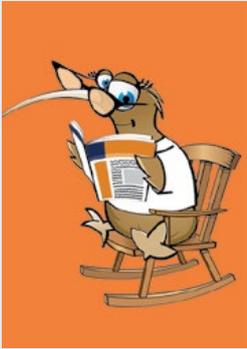
Zachary Cooper won the kid's prize with his 1.92kg snapper.

Everyone enjoyed the prize giving and the celebratory BBQ and socialising that followed. We thank everyone for their involvement and appreciate the support of our sponsors. We look forward to the next event in 2015.



The heaviest snapper of the day tipped the scales at 6.01kg.

CONNIE'S CATCH UP



*Hi Folks,
It's been another exciting year for us – our happy stork has been run off his feet delivering new bundles of joy to many of our staff; as always, we have excelled on the sporting front; and we have celebrated long service anniversaries for some of our awesome team.*

In our Sliderpack department we had two staff becoming parents again – Ashley Garlick and partner Renee had daughter Darcie Paige in April, and Caze Tuck and partner Liz had their third baby, son Lucian Robert, in December. In Customer Services, Pip Taylor and husband James had their third baby, daughter Alicia Siobhan, in June; and Extrusion and Conversion Manager Matt Fredericksen and his wife Ceinwen welcomed their second son, Benjamin Archie, in December. We also had two lucky staff welcoming new grandbabies in November – Conversion Operator Sue Mangino had her fifth grandchild, Amelia Rose, and in the Warehouse Rowena Tapatahi had her second grandson, Toa Tane.

On the sports field, we are very proud of Conversion Setter Joe Cremmins who was selected for both the Waikato and New Zealand Touch Rugby Teams. Due to time restraints he



Mark Hughes

will sadly not be able to play for the New Zealand team at this stage. Our Warehouse team have been winning awards in the National Indoor Netball 'Over 40s' Championships, with John Matangi and Linda Waerea receiving silver medals, losing by only one goal in the last 20 seconds. And, in February, our Supply Chain Manager Mark Hughes won the annual Plastics New Zealand

Auckland branch golf tournament for the 6th time in a row – and he's only been here six years! No pressure for next year Mark...

We also celebrated the long service achievement of three of our staff members – Mounting and Prepress Supervisor Quentin Peterson completed 10 years of service, Ink Technical Manager Nigel Zander completed 15 years, and Prepress Manager Gary Roberts completed 25 years!

I hope the first few months of 2015 treated you well and that, like us, you are excited by the prospects the rest of the year will bring.

Connie

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