

**3 NEW PACKS INVIGORATE PREMIUM BAKING MIXES**

Bakels' Gold Label commercial baking mixes now look as good as they taste, thanks to a new range of premium packs featuring photo-quality printing from Convex.



**5 CUSTOMISED WATER TUBING HELPS PREPARE LOGS FOR SHIPPING**

Convex's ability to customise solutions for almost any application is helping prepare logs to be shipped from New Zealand in a more sustainable way.



**7 ECONIC® ADDS VALUE TO PREMIUM BENNETTO DRINKING CHOCOLATE**

Econic® compostable packaging is helping a growing number of discerning consumers get an added-value taste of high quality sustainable drinking chocolate.



## EXCITING INNOVATIONS FOR COOKIE TIME

Convex has been privileged to work with Cookie Time Ltd (CTL) to develop some exciting new packaging innovations this year.

The entrepreneurial Christchurch-based snack food company launched new eye-catching packs for their One Square Meal (OSM) range in March and a brand new Bumper Bliss Balls pack in May. The new packs have pushed the boundaries of flexible packaging design and maximised the shelf appeal of the brands.

CTL Creative Production Manager, Himi Ratnakar says Convex's willingness to trial new packaging design and film finishes made it possible for CTL to introduce innovative packaging for the FMCG sector. The new Bumper Bliss Balls pack features a design innovation that gives the illusion of cut-out hearts and circles, and the new OSM pack features a gloss insert on a matt background that highlights the logo and makes the pack stand out on the shelf.

**"...we look forward to launching further innovations with Convex across our brands."**

Himi says: "The relationship between the two companies is excellent and Convex is good at pulling rabbits out of the hat. The new Bumper Bliss Balls pack was challenging to make and



required real precision. The half matt and half gloss finish looks very cool, and is a great example of a flexible pack design that almost replicates what can be done on paper."

Story continued on page 2



## ▶ A MESSAGE FROM THE MANAGING DIRECTOR



### AS OWEN SEES IT – ALMOST FORTY AND STILL FULL OF VIGOUR AND VISION

*It's a very exciting year for Convex. Not only are we about to celebrate 40 years in business, we are the busiest we have ever been with numerous exciting new projects on the go.*

The high level of energy and enthusiasm around the plant is evidence that our can-do approach to business and our commitment to make things happen for our customers is still thriving and keeping us vibrant and focused.

We built this business on innovation and I can confidently claim that it's still the driving force of our business. Last year when Cookie Time Ltd approached us with some very ambitious design ideas it would have been very easy to have said they were just too hard to do. However, that's not who we are. We accepted the challenge, persevered, and delivered what they wanted by doing something totally new. You can read about the outcome of that process on the front page of this newspaper.

And it doesn't stop there. Right now we are in the middle of a building expansion, we are investigating new printing options, we have several exciting new packaging projects in production and we are about to complete the single biggest product launch in our entire four decade history for the Asia-Pacific region.

I can safely conclude that turning 40 is not going to slow us down. There will be no resting on our laurels at Convex. If anything, we are continuing to move forward at a faster pace.

I want to say a very big heartfelt thank you to all of you who have helped us become the company we are today. The vision, support and energy you have injected into Convex, especially over this busy past six months, has been invaluable.

Kind Regards,

Owen

*Story continued from page 1*

Convex has worked closely with CTL for almost 10 years, and has helped them develop numerous packaging innovations over that time.

CTL Sales and Marketing Manager Peter Cox describes the relationship with Convex as a "valued partnership".

Convex has also worked with CTL to produce fresh new packaging designs and formats for the nutritionally balanced OSM range, taken to market in March. The range includes a new stand-up pouch for the OSM 8 Bite pack range.

***"The relationship between the two companies is excellent and Convex is good at pulling rabbits out of the hat."***

Peter says: "Consumer reaction to the new designs and formats has been really encouraging so far, with significant growth following the mid-March launch".

Convex is currently working closely with CTL on some further innovation projects.

Peter says: "This is just the beginning of a really exciting phase in the CTL journey and we look forward to launching further innovations with Convex across our brands".

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# NEW PACKS INVIGORATE PREMIUM BAKING MIXES

*Bakels' Gold Label commercial baking mixes now look as good as they taste, thanks to a new range of premium packs featuring photo-quality printing from Convex.*

Designed to capture the top quality taste and presentation of the finished baked goods, the new 10kg Gold Label packs have invigorated the branding of the Bakels Gold Label commercial baking mixes for classic cake, carrot cake, chocolate brownies and chocolate chunk cookies.

NZ Bakels Ltd Marketing Manager, Craig Dixon, says the new packs have firmly positioned their Gold Label baking mixes as the gold standard in baking mixes.

Craig says, "The new packs are fantastic and hugely impactful. The print makes the baked goods look really appetizing. They've received great feedback and everyone is really impressed with the print quality."

Bakels also launched new packs for their Gluten-Free retail range in April. Supplied by Convex as printed rewind, the new Gluten-Free film had to be carefully selected to ensure it would run well on Bakel's machines and seal through fine loose flour.

Convex Account Manager Jeremy Dimes worked closely with the Bakels design team to make sure Convex had a clear understanding of what Bakels was looking to achieve.

Craig says, "The new gluten-free packs look awesome and are chalk and cheese to what we previously had. Jeremy worked closely with us right from the start to make



sure they would deliver the performance we wanted. Convex knows our business, they know what can run on our machines, and what we can and can't do. Once we got the film it ran beautifully."

"Working with Convex is fantastic. They have a real commitment to deliver what we want and I can't say enough about their great service."

## GREENSACK™ CERTIFIED WORM-FRIENDLY COMPOSTABLE

*Convex compostable GreenSACK™ film has been officially recognised by the Australian Bioplastics Association (ABA) as a worm-friendly compostable film.*

The ABA issued Convex a certificate of conformance to the AS4736 'Seedling Logo' Compostable Bioplastics Standard in January. Along with verifying that GreenSACK™ will break down in a composting environment containing heat, water, oxygen, soil and micro-organisms – the new ABA certification also confirms that GreenSACK™ is safe for worms.

Convex Technical Manager, Andrew Sheerin says, "The ABA certification is a milestone recognition for Convex. While the raw materials we use to make GreenSACK™ are all approved to European compostable standard EN13432, the ABA certification takes our goal to be environmentally responsible to the next level by ensuring our finished film is not toxic to worms."



Made from cornstarch produced from GM-free sustainably-managed corn plantations, GreenSACK™ is available as retail carry bags, singlet bags, indoor bin liners, and wheelie bin liners for food and organic waste collection.

In 2011, Convex won the New Zealand Packaging Council's Environmental Packaging award for the key role GreenSACK™ bin liners play in turning food waste into commercial compost.

The new ABA certification allows GreenSACK™ customers to put the ABA Seedling logo on their packaging to help highlight the film's compostability.

## BOOSTED EFFICIENCIES EXPECTED FROM CONVEX PLANT EXPANSION

*Some big changes at the Hamilton plant this year are expected to optimise efficiencies at Convex.*



The Convex plant roof was lifted in May to make more room in the extrusion hall.

Incorporating the construction of a new warehouse and the relocation of RSS Plastics from Warkworth to Hamilton – the changes will add over 2,000 square metres to the existing Convex Hamilton plant and streamline operations across the whole business.

Convex Managing Director, Owen Embling says, “The driver for the change is to make us more efficient and be able to pass on the benefits of that to our customers.”

The changes will increase the capacity of most operations and enable a greater focus on technical support and

training. It will also streamline almost every process, from sales and maintenance through to distribution and training.

Currently a wholly-owned subsidiary of Convex, RSS Plastics will be gradually incorporated into the Convex business as personnel and machines are relocated to Hamilton over the next few months.

Owen says, “We are expecting significant benefits from consolidating RSS and Convex. Operating as one company will eliminate any duplication of systems, sales support and training, and will allow us to expand our operations. The move makes sense in a lot of ways.”

Convex purchased RSS in 2010 to specialise in manufacturing low-overhead, quality packaging that is competitively-priced. Increasing interest from food industry customers for the inline printing introduced by RSS last year bumped up overheads by making it necessary to ensure food grade manufacturing standards were met at the plant. At the same time, space and regulatory constraints at the current RSS site in Warkworth hindered plans to expand operations and limited the amount of equipment and inventory that could be held there.

Owen says, “It makes sense now to manufacture all the products made by RSS and Convex at the one HACCP-certified site. We will continue to provide quality packaging that competes well with imported flexible films, with the added advantage of providing better deliveries for our customers through the technical support and inventory management provided at our Hamilton plant.”

The relocation of the RSS business to Hamilton will start in mid-June and is expected to be completed by the end of September. All RSS staff have been offered jobs in the Hamilton plant and relocation assistance to move there.

## GOLF KEEPS MARK'S EYE ON THE BALL

*Convex Supply Chain and Logistics Manager, Mark Hughes, has found a unique way to stay on top of his game at Convex. He plays golf – and he does it very well.*

Currently boasting a 0 handicap, Mark won the annual Plastics New Zealand Auckland branch golf tournament for the seventh year in a row in March and is now working towards representing his region in the National Masters Tournament when he turns 40 next year.

The focus and foresight needed to play a top level game of golf are, in Mark's view, also important for managing logistics at Convex.

With a role that spans the whole supply chain, from ordering and negotiating prices for raw materials, right through to managing stock holding agreements for customers – Mark needs to always be ‘on the ball’ and planning well ahead to allow for variable lead times and customer product demands.

Wherever possible Mark likes to visit Convex customers to get a clear understanding of their business and their product

supply requirements. A key priority is to provide customers with flexible inventory management options that will ensure they always have enough stock.

Mark says, “I do everything I can to make sure that if a customer needs stock from the warehouse, that it's made and ready to send to them. Generally if their forecast is good and their monthly usage is consistent then it gives me a really good platform to work from.”

Along with making sure external customers have all their product demands met, Mark also works closely with internal departments at Convex to make sure they have the tools and equipment they need to do their job as efficiently and effectively as possible.

Originally hailing from Oxfordshire, Mark established his career in warehousing and logistics in the UK before moving to New Zealand to join Convex in December 2009.



# CUSTOMISED WATER TUBING HELPS PREPARE LOGS FOR SHIPPING

*Convex's ability to customise solutions for almost any application is helping prepare logs to be shipped from New Zealand in a more sustainable way.*



Biosecurity specialists, Genera Ltd, are using Convex-made water tubing to secure logs under tarpaulins during the mandatory fumigation process required to make sure there are no insects or fungi in the logs bound for export.

Genera uses the tubing to fumigate around 24,000 cubic metres of logs each week mostly bound for India and China from the Ports of Tauranga, Northport (at Marsden Point), and Napier.

Genera Ltd Biosecurity Manager, Mike Goss, says the Convex tubing plays a critical role in the fumigation process by ensuring the fumigant remains in a confined place, under the tarpaulins, and has minimal impact on the environment.

Mike says, "It's very, very important for us to do as much as we can to be as clean and green as possible. It's also vital that the tubing is leak-proof and we never run out of product. Convex has always met our targets and working with them has been brilliant."

To help make the fumigation process as environmentally-friendly as possible, the tubing is made from 100% recycled film. Convex also helped organise for the discarded tubing, which Genera used to throw away, to be collected from site and recycled again for reuse.

The tubing was also purpose-designed by Convex to be robust enough to withstand the harsh port environment that is exposed to very high winds at times with lots of potentially hole-creating log splinters, stones and seagulls.

Mike says, "We can't afford for the tubing to fail and it never has with Convex. Our industry is driven by market demand and can be very up and down. When we are busy it can put us under major pressure if we have any faults in the tubing or a delay in supply. With the good quality and service we've had from Convex, we've had no issues with that."

"This is a custom-made product for us and Convex went out of their way to supply it. It's working really well and their service has been very good."

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# DAVID AND MIKE CELEBRATE 20 YEARS AT CONVEX

*Two employees celebrated 20 years working at Convex this year after two decades of what they describe as an interesting and ever-changing journey.*

Warehouse and distribution team member, David Cridge, celebrated his 20th anniversary in January and printing press operator, Mike Webb, celebrated 20 years in April.

Both men credit the dynamic work environment, variation in work, and the endless array of interesting challenges for encouraging them to work so long at Convex. Their outside interests involving speed, powerful machines and long journeys have helped them stay fresh and focused as well.

With Mike passionate about taking long road trips on his Harley, and David recently retired from racing Power Boats for over 20 years, the two men get a lot of satisfaction from going fast and achieving challenging goals.

David was originally employed as the company's first slitter operator and claims to have 'speed in his blood' after growing up in a family of power boat enthusiasts.



David Cridge

***"I'm really focused on getting stuff to where it needs to be on time. I love adrenaline, I love challenges, and I love going fast."***

David now enjoys putting his competitive bent to work in the warehouse by meeting time-critical deadlines. He says, "I'm really focused on getting stuff to where it needs to be on time. I love adrenaline, I love challenges, and I love going fast."

Outside work, David has decided to shift to cruise control for a while after recently marrying and becoming a first-time father. He has traded in his power boat for a caravan and is looking forward to some exciting family adventures.



Mike Webb

***"It's really good working here. Every day is different and we work in a really great team."***

Mike's idea of cruising is riding up to 800kms in a weekend on his Harley Davidson. He is an active member and soon to be Waikato president of the BRO-CCAAB Motorcycle Children's Charity, which runs regular rides to raise money for needy children.

Initially employed to do general duties in the printing department, Mike was offered the opportunity to do an apprenticeship at Convex and is now a qualified flexographic printer.

One of Mike's biggest satisfactions is seeing the packaging he has printed in the market-place. He says, "It's great walking around the supermarket and being able to tell people, 'I printed that'. I saw the new Cookie Time One Square Meal pack for the first time at a service station on my way to New Plymouth in mid-March and I was able to point it out to a friend. It made me very proud."

Mike says printing has got a lot more complex over the past 20 years and he enjoys the constant challenges.

"It's really good working here. Every day is different and we work in a really great team."

**Next time you are online don't forget to check out our fantastic new website:**

**[www.convex.co.nz](http://www.convex.co.nz)**

# ECONIC® ADDS VALUE TO PREMIUM BENNETTO DRINKING CHOCOLATE

*Econic® compostable packaging is helping a growing number of discerning consumers get an added-value taste of high quality sustainable drinking chocolate.*

Bennetto Natural Foods Co Ltd are crediting the Econic® wraps they use for their premium twin-pack drinking chocolate bars for helping them get ongoing positive responses from high-end retailers and customers. The Christchurch company launched their Bennetto drinking chocolate twin-packs in New Zealand last December and entered the Australian market in May 2016.

Ideal for both drinking and eating – the organic, Fairtrade-certified Bennetto chocolate bars contain 70% cocoa and have been specifically designed to blend perfectly with hot milk.

Company owner, Lucy Bennetto, says Econic® packaging was a perfect choice for Bennetto. Along with fitting well with their commitment to operate their business as sustainably as possible, the high barriers provided by Econic® also helps deliver the high level of freshness and quality their target consumers expect.

***“It functions really well for us and gives us the shelf-life we need to ensure the integrity and quality of our chocolate.”***

Lucy says, “We are targeting a very discerning market who are concerned about the environment and want Fairtrade, rich flavours and clean organic ingredients – so wrapping our chocolate in eco-friendly packaging is working really well for us. When people find out the packaging is



compostable it definitely helps in their decision process. They love it, they honestly do. Our target market is responding extremely well to Econic®, and view it as adding to the value they’re already getting from our premium Fairtrade product.”

Econic® is made from three different compostable films that are laminated together to lock in the freshness, taste and flavour of the packaged products. The three films are 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).

Along with the environmental advantages, Econic® has also helped Bennetto transition from manually

hand-wrapping each chocolate bar to a faster and more cost-effective flow wrap process.

Lucy says, “The Econic® packaging has definitely assisted us in producing something of the highest quality. It functions really well for us and gives us the shelf-life we need to ensure the integrity and quality of our chocolate. It has also helped us automate and speed up production.”

Bennetto is available New Zealand-wide through a growing number of high-end retail outlets, including Nosh supermarkets. Bennetto is also available from selected retailers in Western Australia and is in the process of rolling out throughout Australia.

You can find out more at:  
[www.bennetto.co.nz](http://www.bennetto.co.nz)

## CONNIE'S CATCH UP

CELEBRATING  
**40**  
YEARS  
AT CONVEX

### IT'S CELEBRATION TIME!

Well 'hi' folks, it's great to have the chance to catch up with you again! As always, we have been extremely busy so far this year... but by far the biggest event on our radar is the fact that Convex is turning 40 this year!! (I think that merits an extra exclamation point!)

Our official birth date is the 19th October, marking 40 years to the day since Convex Plastics Ltd was officially incorporated. As you know, our history is a great kiwi success story, which started when our founder David Fredericksen built a bag machine in his home garage. From there, Convex has grown

to become an internationally recognised supplier of flexible packaging innovations, and the original team of one has increased to approximately 140 staff across three countries.

Convex could not be where we are today without the support of our fantastic staff, customers, suppliers and friends, so of course, the cake will be on us! We have several great things planned to mark the occasion, including updating our company history; a great wee book which we published 10 years ago, which now has several exciting new chapters to write...

*Connie*



In 1977, we moved into our first purpose-built factory in Latham Court, Hamilton.



In April 2015 we rebranded our significantly extended Latham Court plant to reflect our focus for the future.

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