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Convex has forged new frontiers in environmentally-friendly packaging.



## CONVEX BOX POUCHES PERFECT FOR PREMIUM PET FOOD

A premium range of natural New Zealand-made pet food is now available in supermarkets, packed in eye-catching Convex box pouches.

Omega Plus® was launched in the new packaging in early August by Omega Innovations, a division of the iconic Marlborough Sounds-based company, New Zealand King Salmon.

The Omega Plus® box pouches feature a precision gloss overlacquer that emphasises the fresh ingredients by making a photo of fresh salmon stand out on the pack print.

Omega Innovations Divisional Manager, Simon Thomas says, "We really love the box pouch and the feedback we've received has been great".

Being able to source high quality New Zealand made box pouches was mission critical for Omega Innovations.

***"We really love the box pouch and the feedback we've received has been great."***

Simons says, "It was important for us to stay in line with our strong sustainability ethos by having our packaging made in New Zealand. Along with reducing carbon miles to get it to market, having the product made locally has halved our lead time for resupply by not having to get it shipped from offshore. If sales are stronger than expected, we can recover significantly faster with Convex."

Simon and his sales manager, Tina, visited the Convex plant during the printing sign off process and were impressed with the way the printing staff went out of their way to ensure every specification was met.



Simon says, "We've really enjoyed working with Convex. Everyone we've been in touch with at Convex has been excellent, from the managing director right through to the staff in the plant. The guys on the printing press were engaged and interested and it was clear that it was important for them to make sure our product was exactly what we wanted. They were more than willing to do multiple runs to perfect it and they weren't willing to compromise. We feel we are in very good hands and we are very happy."

Along with the dry kibble in box pouches, the Omega Plus® range also includes a range of salmon treats in Convex-made stand-up reclosable pouches.



Made predominately from omega-3 rich New Zealand King Salmon, Omega Plus® provides pets with tasty high protein nutrition that supports their joint, brain and heart health and gives them a shiny coat.

### ▶ A MESSAGE FROM THE MANAGING DIRECTOR



## AS OWEN SEES IT –

### SINGLE USE PLASTIC BAG BAN IS GOOD NEWS FOR OUR BUSINESS

As you can imagine, I've had a constant flow of questions about the banning of single use plastic bags this year – and my answer is that it's very good news for Convex.

I personally welcome the call for more sustainable packaging and I am very excited by the endless possibilities for further innovation in this space.

Convex is already very well positioned for this change in the market place. We have been actively investigating ways to make packaging more sustainable for over 20 years. We purchased what was possibly the first commercial cornstarch-based packaging resin in 1995 and made our very first compostable pack for Waitakere City Council in 1996. Ever since then, we have been diligently working to find new ways to make environmentally-friendly packaging that is both fit for purpose and affordable. We are constantly trialling new resins and technologies as they become available and are always on the lookout for more. I believe that we have made some huge strides forward in developing compostable, recyclable and reusable packaging that conscious consumers support.

The move to more eco-friendly packaging is not easy, especially when food safety and shelf life requirements need to be met. Sustainable packaging materials are generally very challenging to work with and more expensive to source than traditional plastic resins. However, as Bostock Brothers and Lux Organics have proven this year, when we work with committed future-focused customers who are willing to make a stand and a few adjustments to their specifications, what was previously thought impossible can be achieved. I'm looking forward to helping more customers find workable ways to make their packaging more sustainable in 2019.

I thank you all for your support this year and hope you have a happy Christmas and New Year.

Kind Regards,

# ENHANCED QUALITY, EFFICIENCY AND DELIVERY TIMES

*Convex's plant finishing processes were all combined into one department in September to enhance quality, efficiency and delivery times.*

The new finishing department incorporates the conversion, slider, slitting and pouch processes along with a multi-skilled team of over 40 people.

Operations Manager Aaron Collett says the creation of the new department is part of the company's commitment to constant improvement.

Aaron says, "We are always looking for ways to improve efficiency, quality and delivery times. Having all the finishing processes together in one department has allowed us to streamline production and be more responsive and flexible, especially when our work demand or flow changes. The larger department has also provided opportunities to upskill staff so they can carry out a wider variety of work. It has also enabled the creation of dedicated teams for things like customer trials, Lean/5s and most important – quality."

As part of the restructure, the management of film extrusion was separated from conversion into its own dedicated department. Former pouch manager Abe Inglis is now managing the new finishing department and Shaun Trueman has taken over the management of the extrusion department. The combining of the separate departments has been overseen and steered by Matthew Fredericksen.



*Finishing department manager Abe Inglis (right) is focused on improving quality, efficiency and delivery times.*

# SPECTACULAR SHELF PRESENTATION FOR DALTONS GARDEN TIME RANGE

*Daltons Ltd has taken shelf presentation to a whole new level in their industry by launching a stunning range of Convex box pouches.*

Featuring attention-grabbing top quality graphics and a stable block bottom that allows them to be perfectly positioned on shelf – the new box pouches have significantly enhanced the brand's visibility in store.

The 1.5kg box pouches hit the shelves in July as part of Dalton's GARDEN TIME fertiliser range, which is marketed exclusively through Bunnings.

Daltons General Manager, Colin Parker says, "The box pouch is definitely a step up for us. We chose them because they look amazing and are easy to fill, which is a huge plus for us. The pouches sit really well on the shelf and the shelf presentation is spectacular. We are really pleased with them and the market response had been great."

Convex Regional Manager, Vikki McNamara says, "As always Daltons has chosen to grow and support Convex with new technology packaging. Their box pouches look stunning in the

market and they have an appearance that shouts from the shelf, 'you can't walk past me without buying me.'"

***"The pouches sit really well on the shelf and the shelf presentation is spectacular"***

The GARDEN TIME range also includes some larger form fill and seal packs that are sporting some improvements as well.

Colin says, "Convex has also provided us with huge improvements this year across all our form fill and seal films to speed up our packing line. We're now running faster than we ever have before with fantastic stackability on the pallets. Things are really cranking now and it's great."

The new box pouches are the latest in an ongoing flow of Convex innovations that have helped Daltons blossom as a packaging trendsetter in their industry in the 32 years that the two companies have been working together.

Daltons was the first New Zealand growing media company 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.

Colin says, "Convex has followed through with their promise to continually improve our packaging. The ongoing incremental innovations from Convex have helped set us apart in the market place. Our laminated bags set the benchmark in our industry when they were first introduced, and they still do today. The shelf presentation of all our packs is outstanding and the new box pouches have propelled that even further."

Daltons is now in the process of rolling out box pouches across their Premium and Incredible Edible ranges as well.

Find out more at: [daltons.co.nz](http://daltons.co.nz)



## NEW FACES IN SALES

Three new faces have been added to the Convex sales team this year to ensure customers continue to receive the very best possible sales support and service.



### Steve Forbes-Dawson

Steve joined Convex in February as a Business Development Manager, based in the Auckland office. With 28 years' experience in the packaging industry under his belt, Steve brings a wealth of skill and knowledge to Convex, especially related to barrier and speciality films. Prior to joining Convex, Steve spent nine years as a Sales and Business Development Representative for Cas-Pak in Auckland. Steve is excited about the company's Econic® compostable offerings and is looking forward to helping grow the product range. He has also set himself the challenge of growing the company's range of thermoformed packed products for markets such as meat, seafood, bakery and cheese. Outside of the office, Steve enjoys spending time with his family, football (and sports in general), speedway and music.

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### Samantha Thompson

Samantha took on the role of Auckland-based Sales Support in October and is looking forward to enhancing customer satisfaction at Convex. Samantha has a strong background in customer service, gleaned from the retail industry, where she worked her way up from sales assistant to store manager. She thoroughly enjoys building strong relationships with customers and thrives on providing top level sales support. Samantha is excited about Convex's continued and growing innovation in compostable packaging and can't wait to see what comes next.

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### Nicola Dunn

Nicola was appointed as an Account Manager based out of the Hamilton office in January after 10 years working in the Convex technical team. Armed with a chemistry degree and an in-depth understanding of film structures, Nicola loves finding innovative cost-effective solutions for customers. She has a special interest in sustainable packaging and is looking forward to helping more customers adopt it. Outside of work Nicola enjoys being outdoors and loves snowboarding, hiking, wake boarding and motocross.

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## NATIONAL RECOGNITION FOR ECONIC® COMPOSTING INITIATIVE

*Prima Roastery has won national recognition as a finalist in the 2018 NZI Sustainable Business Network Awards for making it easy for their customers to compost their used Econic® packs.*



The locally-owned Christchurch coffee company has responded to the lack of commercial compost facilities accepting compostable packaging by creating their own solution. They started out by composting their own used packaging on a private farm and then initiated a trial collection and composting service for their customers as well. They now have customer drop-off bins for used compostable products at their roastery and provide a bin collection and compost service to two large café clients for their green-waste, used packaging and compostable cups.

Prima Roastery Managing Director, Lee McDermid says, "As a small business we can't make a huge dent in the overall waste issue, but we can make an outsized impact by showing how it's possible and practical to take responsibility for our own outputs with a hands-on approach. Too often we hear people talk about how you need a commercial facility and

precise temperature control to process these materials. We're trying to show it's not rocket science; you just might need to get your hands dirty."

Prima Roastery (formally known as Caffe Prima) took the first step in their sustainable packaging journey in 2011 when they launched New Zealand's first Econic® pack for fresh roasted coffee. The company changed hands in 2017 and then rebranded in April 2018 with a new-look range of Econic®Kraft packs bearing their commitment to receive and compost any returned empty packs.

***"We're trying to show it's not rocket science; you just might need to get your hands dirty."***

Prima Roastery's Econic®Kraft packs are made by Convex from three compostable films derived from sustainably-produced wood pulp and GM-free corn sources. They are designed to break down in a home composting environment containing heat, water, oxygen, soil and micro-organisms.

Going the extra mile to find a workable solution to make sure the Econic® packaging they use and sell is disposed of correctly has generated a lot of positive feedback for Prima Roastery and won them new business as well.

Lee says, "People seem to really like the fact that we are genuine about composting our bags. Ideally we hope that large-scale commercial composting of certified compostable products will become available in each area to tackle this task but until that happens we will continue to do what we can to help process these bags and other compostable products back into soil."

Prima coffee is available at Prima Roastery's Christchurch espresso bar and roastery, and New Zealand-wide through their website and selected office suppliers.

Find out more at: [primaroastery.co.nz](http://primaroastery.co.nz)



## FUTURE LOOKS BRIGHT FOR NEWLY QUALIFIED PRINTER

Convex has helped Jesse Pepperell transition from a high school student seeking work experience to a fully qualified printer.



Jesse Pepperell (centre) with Robert Cassidy (left) and Jason Boyle (right).

Twenty-four-year-old Jesse completed his reel fed flexographic printing apprenticeship in early August and is looking forward to progressing what he views as an interesting and satisfying career.

Jesse says, "The future is looking pretty good and I have lots of opportunities here. I've always enjoyed hands-on work and I like being able to use my practical skills to help produce a fine and highly detailed range of products."

Being able to gain an internationally-recognised trade qualification through on-the-job training was a huge bonus for Jesse. Along with getting hands-on help and mentoring from some of the leading trainers in the printing industry, Jesse was also able to earn while he learnt, with no student debt.

In addition to Jesse, Robert Cassidy and Jason Boyle also completed their printing apprenticeships this year. All three Convex team members received Excellence in Flexographic Printing awards at the 2018 Gallagher Rotary Awards in November.

Convex is widely recognised as one of the leading trainers of flexographic printing apprentices in New Zealand. Eleven Convex apprentices have gained industry recognition for their printing skills since 1992 and Printing Manager Gary Dillistone and Assistant Print Manager Danny McNamara have both been inducted into the prestigious Australia and New Zealand Flexographic Technical Association (ANZFTA) Hall of Fame.

Jesse is very grateful for the help he received from the Convex printing team to become a qualified tradesman. He says, "Gary and the team were a big help, especially Danny who was my assessor and Rob McLeod my supervisor, who helped me get through."

### Need Help Composting Your Used Bags?

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Compostable Packaging

# NEW MOISTURE-RESISTANT COMPOSTABLE PACKS

*Convex has forged new frontiers in environmentally-friendly packaging by developing two new moisture-resistant versions of their Econic® Clear compostable packaging.*

The new moisture-resistant compostable packs are providing eco-conscious companies with a more planet-friendly solution for packing short-shelf-life wet products like salad greens and chicken. The packs are available in a multi-layered variant that can be customised to suit specific products and packing processes, including vacuum-packing. A single-layered variant is also available, called EcoClear.

Because moisture is a catalyst in the natural composting process, the development of moisture-resistant compostable packs was previously considered impossible. Through extensive testing and extrusion innovations, Convex managed to push the realms of possibility by developing a functional compostable film that works well for wet products with a short shelf life.

The majority of each multi-layered pack is made from a combination of compostable films derived from sustainably-managed renewable wood pulp and GM-free corn. The single-layer packs are made from a mix of compostable materials, including sustainably-grown GM-free corn. Each film used to make the packs has been individually certified to the European and American compostability standards EN 13432 and ASTM6400. Both packs are compostable when disposed of in a home compost environment containing heat, water, oxygen, soil and micro-organisms.

Convex Managing Director, Owen Embling says, “We have built our business on finding ways to do things that were not considered possible, to deliver what our customers want. Although these films are still in their infancy and we don’t fully know all their potential and limitations yet, we are happy with how well they are performing so far and are committed to continue developing them. We are very excited to have been able to work with the innovative and future-focused companies Bostock Brothers and Lux Organics to develop this packaging for two very different applications. I applaud them for their commitment to lead the way towards more planet-friendly packaging in their industries.”

Companies interested in using the new moisture-resistant packs are invited to contact Convex to discuss their suitability for what they want to pack.



## Bostock Brothers

Bostock Brothers spearheaded the development of moisture-resistant Econic@Clear by asking Convex to develop a functional pack for their organic free range chicken. They launched a multi-layered vacuum pack in early August to wide-reaching positive feedback – and are continuing to work with Convex to push the pack’s performance.

Bostock Brothers co-owner, George Bostock, says the new packaging has helped them meet the demands of their environmentally-conscious consumers and lead the way to a cleaner future. He says, “We’re passionate about the environment and want to do everything we can, and this new packaging is helping us to do that.”

Find out more at: [bostockorganic.co.nz](http://bostockorganic.co.nz)



## Lux Organics

Lux Organics adopted a single-layer EcoClear pack for their organic salad greens in early October after searching for a functional compostable pack for about 15 months. Owner Jenny Lux is keen to inspire other growers to use EcoClear packs to help minimise the environmental impact of their packaging. Jenny says, “We’ve had plenty of positive feedback from moving to these new bags and we are happy with the way they are working.” Find out more at: [facebook.com/luxorganics](https://facebook.com/luxorganics)

***“We are very excited to have been able to work with the innovative and future-focused companies Bostock Brothers and Lux Organics to develop this packaging for two very different applications.”***



## CONNIE'S CATCH UP

*Hiya folks! It seems like no time at all since I last picked up my quill to tell you our latest news – but a lot has happened since then!*

I'm pleased to say that the Convex stork has been as busy as ever delivering happy bundles of joy to some of our team. National Sales Manager Brent Holtom became a proud grandad for the first time when grandson Hunter Arthur was born in December 2017. Specifications Controller Louise Raine and Printer Rob Cassidy welcomed a 'double Convex' baby when son Caden Thomas was born in March. In April, Michael Johnson and wife Kelly welcomed baby Ruby Josette and in October Receptionist Justine Saunders welcomed great-granddaughter Everley Faith, who is "just beautiful – like her Great Nan!"



Naomi Peterson won the Mike Liddle Memorial Trophy for reeling in a 5.43kg snapper, which was the biggest catch of the day at the 2018 Convex Fishing Competition.

Our annual Convex Fishing Competition went off without a hitch (but with many a 'catch') in May. Consistent rain saw all the contestants don their wet weather gear and fish in sheltered areas, but the deluge didn't dampen the fun. The new option of a hired charter boat with room for 15 people was a great addition, welcomed by suppliers, families and those wanting a walk-on walk-off adventure. All up, 90 fish were hauled aboard on the charter boat alone! All the contestants had a great day with many taking home a spot prize or rod for catching the winning fish in their sections.

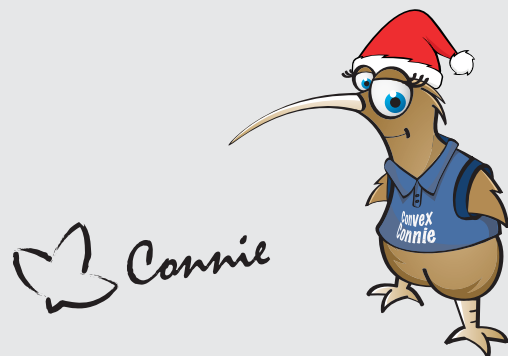
At the end of October Convex went pink for the day, with team members wearing pink and decorating their offices to raise funds and awareness for the fight against breast cancer. This was followed by a 'kiwiana' quiz night, hosted by Quizmaster Extraordinaire Owen Embling.



Finishing Department staff member *Tori Williams* (left) her friend *Cheyenne Nowacki* (middle), and *Owen Embling* having fun at the *Kiwiana* quiz night.

Attendees all dressed the part, and broke into five teams (which can't be named in this family publication, but I promise that they were very 'on theme!'). Spirits were high all evening, and a great time was had by all...and \$500 was donated to The Breast Cancer Foundation after the event.

Well friends, that's all I have time for...Take Care!



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