

3 PRINTING MEDALS AWARDED FOR INNOVATIVE PACKAGING

Convex's innovative and environmentally responsible packaging was recognised with three gold medals at the 2019 Pride In Print Awards in May.



5 BOX POUCHES BRILLIANT FOR BIOFERT ORGANIC FERTILISER

Convex box pouches have boosted the shelf presentation of Biofert organic fertiliser, and made it easier to store and use.



7 COMPOSTABLE GARMENT BAGS FOR DRY CLEANERS

Compostable garment bags are now available to help dry cleaners significantly reduce single-use plastic.



PROPER CRISPS EXPANDS HOME COMPOSTABLE PACKAGING RANGE

Proper Crisps has made eating tasty snack food more sustainable this year by adopting Econic® compostable packaging for a growing range of their popular hand-cooked crisps.

The eco-conscious Nelson company initially launched two limited edition variants in Econic packaging in March to make the most of the best seasonal spuds at that time: Proper Crisps Organic Potatoes with Marlborough Sea Salt and Purple and Gold Potatoes with Cracked Pepper. This was followed by the launch of a further three variants in Econic in late September/October: Proper Crisps Cracked Pepper and Sea Salt, Kumara Pepper with Onion, and Proper Beer Crisps.

The original limited edition Proper Crisps Purple and Gold Potatoes with Cracked Pepper are expected to be available again when purple potatoes are back in season.

"...we've had lots of customers excited to tell us how they are composting their used bags at home."

The winning combination of the delicious vegan-friendly 100% natural crisps packed in compostable packs has been well received by consumers.

Proper Crisps General Manager Andy Leonard says, "The support for our compostable packaging has been overwhelmingly positive. We've heard of people coming back into the snack food aisle who had stopped buying snack food because of the plastic, and we've had lots of customers excited to tell us



how they are composting their used bags at home."

Econic packaging is made by Convex to allow companies like Proper Crisps to reduce their impact on the environment while still retaining the same level of functionality and food safety provided by traditional plastic films.

Andy says adopting Econic packaging has helped Proper Crisps improve the sustainability of their business and meet the growing demand from consumers to reduce single-use plastic.

He says, "We are increasingly looking very hard at all aspects of our business to try and be more sustainable.

All our potato scraps are currently being composted in Nelson and we have systems in place to reuse water in our plant that we use for things like washing potatoes. We are now working to find ways to close the loop with our compostable bags by getting our own scrap bags composted and setting up some sort of collection point for our customers to help ensure their used bags end up being composted as well."

"Our home compostable crisps are clearly a winner with our customers and we have decided to keep growing our range. Our plan is to launch more and more of our new products in Econic packaging and potentially some of our existing ones as well."

▶ A MESSAGE FROM THE MANAGING DIRECTOR



AS OWEN SEES IT – FUTURE-FOCUSED SUSTAINABLE PACKAGING

With a new decade about to start, it's time to take a more future-focused approach to packaging. We have set our sights on achieving zero waste to landfill and developing packaging that is fossil-fuel free.

We understand that we have a long way to go to achieve this big hairy audacious goal, but we've already made some progress towards it and won't stop striving to push the boundaries of possibility until we get there. We are very mindful that most of our compostable products currently contain fossil-fuel based materials to ensure they meet the specifications required for important things like food safety, shelf life and strength. We are working very hard to find renewable alternatives for these non-renewable materials, and I am confident we will continue making steady progress towards this in 2020.

Sustainable packaging has always been important to Convex. We have been pioneering the development of compostable and recyclable packaging for over 20 years and now have several highly functional eco-friendly options. As you will read in this issue of Reflect, many of our customers are making great strides in reducing the environmental impact of their packaging – and it has been a real pleasure to have been part of their journey.

I am especially excited to see a growing number of our customers embracing a custodian philosophy towards their packaging. I firmly believe that packaging is a valuable resource, and we all should be taking responsibility to do what we can to ensure our packaging is reused, composted or recycled at the end of its life. It's no longer acceptable to send packaging to landfill after just one use, and companies like Tasman Insulation are demonstrating that it is very possible to avoid that.

I thank you all for your support in helping us develop more innovative future-focused sustainable packaging solutions this year, and look forward to working with you in 2020.

Kind regards,

CONVEX NUMBER ONE IN WORKFORCE TRAINING

Convex's ongoing commitment to upskilling staff with high calibre on-the-job training has been recognised with a national award.

Industry training organisation Competenz named Convex the 2018 Plastics Training Company of the Year in May at the annual Plastics New Zealand conference.

Competenz CEO, Fiona Kingsford, who presented the award to Convex, stated in her presentation speech, "The winner of this award has gone from strength to strength when it comes to training their workforce. They continuously promote and encourage a culture of training in their workplace. They are a proactive company who are really looking to future proof the industry."

Convex partners with Competenz to provide world class industry training, allowing staff to earn NZQA qualifications at work. At the time the award was presented, 53 Convex staff members were involved in Competenz training courses ranging from printing apprenticeships, manufacturing and distribution to workplace health and safety.

Convex Process Engineer Peter Drube, who coordinates the Competenz training at Convex says, "Our goal is to help all our permanent plant staff complete a Level 2 New Zealand Certificate in Manufacturing, and we then encourage them to do further training from there. We also provide on-the-job training courses for staff in other areas of the business, including senior managers. We've currently got eight people doing Level 4 courses and 22 doing level 3."



Peter Drube with the training awards presented to Convex by Competenz.

Along with being a certified Competenz assessor and moderator, Peter also helped write the Competenz Level 4 blown film extrusion work books. He provides hands-on mentoring for staff doing the manufacturing and extrusion courses and organises similar support for other courses.

Convex Managing Director, Owen Embling says, "Peter has added significant value to Convex by driving the training courses and helping us upskill our workforce in best practice lean manufacturing. His tireless efforts have allowed the training courses to gain a great deal of traction and our business has benefitted because of that."

PRINTING GOLD MEDALS AWARDED FOR INNOVATIVE AND COMPOSTABLE PACKAGING

Convex's commitment to producing great looking innovative and environmentally responsible packaging was recognised with three gold medals at the 2019 Pride In Print Awards in May.

Gold medals were awarded in the innovation in packaging design – new product to market category for packaging Convex produced and printed for Bostock Brothers Organic Free Range Chicken and Omega Plus® Pet Food. The home compostable Bostock Brothers pack also won a Pride In Print gold medal in the environmental packaging category.

Convex Managing Director, Owen Embling, says receiving printing industry gold medals for innovation and environmental packaging was particularly satisfying, given Convex's longstanding focus in these areas.

Owen says, "Innovation has been the backbone of our business since we were established over 40 years ago, and we have been actively developing compostable packaging for over two decades. Winning these awards is a huge reflection of the innovative companies we are working with who are prepared to push the boundaries of packaging design in their industries. Both Bostock Brothers and Omega Innovations are pioneers in their fields and we are very proud to have been able to partner with them to produce some award-worthy packaging."



The award-winning Omega Plus® pet food packs were launched in August 2018 by Omega Innovations, a division of the iconic Marlborough Sounds-based company, New Zealand King Salmon. The eye-catching box pouches feature a precision gloss over lacquer that emphasises the fresh ingredients by making a photo of fresh salmon stand out on the pack print.



The double award-winning Bostock packs represent a huge stride forward in functional compostable packaging. Because moisture is a catalyst in the natural composting process, the development of moisture-resistant compostable packs was previously considered impossible. The compostable pack Convex developed for Bostock works well for meat and other wet products with a shelf life of approximately 10 days.

Owen says, "Receiving recognition from the printing industry for the work we have done for our customers is a great endorsement of the dedication and

technical capabilities of our printing and productions teams, and their ongoing striving for excellence."

The Pride In Print Awards were established in 1993 to promote excellence in New Zealand printing. The annual awards showcase the highest standards in the industry and the printers who have reached what the Pride In Print website describes as the elite Gold Medal status.

Since 2002, Convex has won 17 gold medals at the New Zealand printing industry Pride in Print Awards, and made the supreme award finals four times.

Convex Welcomes New Printing Manager

Tom Spellman joined the Convex team in October to help continue the company's top quality printing tradition.



Tom brings a wealth of pre-press and printing experience to Convex from his previous 26-year tenure at Fairfax, where his roles included running the Waikato Times production department and managing prepress for the nation-wide group of Fairfax newspapers.

In his new role as Convex Printing and Lamination Manager, Tom aims to build on the strong foundation built over many years by Convex as a recognised premium provider of flexographic printing and training.

INNOVATIVE RECYCLING INITIATIVES TO REDUCE LANDFILL WASTE

Convex has pioneered two innovative recycling initiatives this year to minimise the environmental impact of the packaging they produce.



Convex Managing Director, Owen Embling, helping sort Pink® Batts® insulation recycling at Astron Sustainability.

Customers now have more options to recycle their packaging and a process has been developed to recycle blended polyethylene/polyester pouch film, which previously could not be recycled.

Convex is now recycling up to 11 tonnes per month of their own mixed polyester factory waste film and has made it possible for customers to incorporate recycled material from their own used packaging into their own new films.

Convex Managing Director, Owen Embling says, "We are constantly looking for opportunities to create a planet-friendly chain of custody for every pack we make, and to help our customers minimise single-use packaging. Where a compostable packaging option is not currently possible or economically viable for a particular packaging application, we work with our customers to find ways to make their packaging recyclable. We are also constantly working to incorporate an increasing percentage of recycled plastic material into our customers' packaging as supply and technology allows."

Convex has been developing sustainable packaging options for over 20 years. In 1996, Convex produced their first commercial compostable pack and registered their company re~ recycling logo, which is still in use today. Ever since then, Convex has been pushing the

boundaries of sustainable packaging to provide their customers with functional planet-friendly packaging options that suit their requirements and budget.

A Strong Recycling Solution for Pink® Batts® insulation

Working with Convex has allowed Tasman Insulation New Zealand Ltd to find a workable recycling solution for their Pink® Batts® insulation bags.

Because they are packed with highly compressed insulation and are handled and stored on building sites, it was important the bags retained their high strength properties. The solution was to recycle the used high strength bags that Convex had custom-produced for Tasman Insulation and then use a percentage of the recycled resin in the new Pink® Batts® insulation bags.

Pink® Batts® insulation National Marketing Manager, Alison Roberts says, "The compressed insulation puts a lot of

pressure on the bags and it's important they are robust enough to sustain a little rip without bursting open. We did a few experiments using different sorts of plastic and found recycling the bags that Convex developed for us and putting them back in to making our own bags again works really well."

Convex also worked with Tasman Insulation to make a few adjustments to their bag design to make it more suitable for recycling.

Alison says Convex's recycling solution has added to the sustainability of Pink® Batts® insulation, which is already made from over 80% recycled glass, and ensured the bags remain fit for purpose.

Convex Creates Reusable Mixed Polyester

Convex has developed a unique recycling process that is on track to redirect at least 100 tonnes of mixed polyester factory waste away from landfill each year. The previously unrecyclable blended polyethylene/polyester pouch film is now able to be processed into reusable resin by Convex's recycling partner, Astron Sustainability, and then returned to Convex to incorporate into a range of other products.

Astron Sustainability Business Manager, Steve Mead says, "Polyester and polyethylene are incompatible and the recycled polymer that is produced from blended film is normally not usable for general applications. The solution Convex came up with has made a big difference in the usability of the recycled resin and is a fantastic initiative to help reduce single-use plastic."

"It's great that Convex is thinking broadly about the challenges around sustainability and is playing a leading role in exploring new ideas and technologies to increase plastic recycling."



BOX POUCHES BRILLIANT FOR BIOFERT ORGANIC FERTILISER

Convex box pouches have boosted the shelf presentation of Biofert organic fertiliser, and made it easier to store and use.

Biofert's new 5kg box pouches were launched in April and are available online and through The Warehouse and selected garden centres.

Previously packed in reusable buckets, Pacific Biofert decided to switch to Convex box pouches to increase their product's visual appeal and make it more cost effective to deliver to consumers. The zip closure also ensured the product was convenient for consumers, who typically only use a handful of product at a time and want to be able to easily close the pack until the next time they need it.

Pacific Biofert Account Manager, Donna Byrne says, "The box pouch looks amazing. I'm blown away by the print quality and how good it looks. It looks great at retail and is easy to fill and ship. The box pouch barriers also contain the odour of the fertiliser really well."

Biofert is a 100% organic fish-based product, which has been BioGro certified since 1987. It has been designed to build healthy soil that supports the growth of fruit and vegetables that are naturally resistant to insects and fungi attacks.



Based south of Auckland in Pokeno, Pacific Biofert is a family-owned business, established over 30 years ago by the late Clive Sinclair. In June 2018 the company won the Auckland Tourism, Events and Economic Development (ATEED) Pacific Business Award in recognition of the technology and manufacturing processes developed by Clive and his son Bill, who is now the company's Managing Director.

Visit: biofert.co.nz to order or obtain a quote.

ECONIC SALES SOARING ONLINE

Ready-made Econic® compostable pack sales are soaring online, with regular shipments being sent to over 20 countries.

The Econic online store was launched in April by Ember Asset Management in collaboration with Convex New Zealand. The store has already secured over 200 customers, with several of them well on the way to ordering over 10,000 bags per year.

Ember Asset Management owner, Cyrano Embling says the store has been well received by innovative companies across the globe wanting to minimise their impact on the environment.

Cyrano says, "Our aim is to provide a flawless and simple self-service experience for all our customers, no matter how big they are. The feedback we have received so far has been really positive and we are looking forward to expanding our customer base into every country with a New Zealand trade agreement."



Check out the store at:
econicpackaging.com

ECONIC ADDS ECO-FRIENDLY BOOSTER TO VITALLY VITAMIN PACKS

An innovative supplement company is using Econic compostable packaging to provide an eco-friendly convenient service without any single-use plastic.

Auckland-based Vitally Ltd offers personalised daily vitamin packs tailored to suit the unique health and lifestyle needs of each customer. Their commitment to hero their customers' health without harming the planet prompted them to adopt Econic film and offer a composting service for customers not able to compost their used packs themselves.

Vitally owner, Matt Hitchman, says the move to compostable vitamin packs was a direct response to their customers' desire to reduce their use of plastic.

"Our customer survey work showed us that our customers wanted us to move away from plastic."

Matt says, "We are aiming to run our business in the most sustainable way possible and our customer survey work showed us that our customers wanted us to move away from plastic. We were already planning to develop compostable vitamin packs and the customer feedback we got pushed that to the top of our priority list. Our customers are really positive about our move to compostable packaging."

Vitally's Econic vitamin packs are made in New Zealand by Convex from a mix of compostable materials derived from sustainably-produced wood pulp and GM-free corn sources.



Each film used to make Econic has been certified to either the European or Australian home compostable standards (OK Compost Home or AS5810).

Matt started Vitally after going through his own journey to improve his health and energy. He found the traditional way of selecting and taking vitamins confusing and inconvenient so he decided to find a more straightforward solution. He worked with a nutritionist to develop a simple science-based process where people take a

questionnaire and get some recommendations based on their personal lifestyle and health concerns.

Matt says, "There are a lot of people who aren't getting all the nutrients they need from their diet and I was probably one of them. Vitally makes it easy for people to get all the nutrients they need, based on the latest nutritional research and advice. All our vitamins and supplements are formulated by an expert panel to ensure the highest quality and, wherever possible, are made from organic raw ingredients. We also aim to make it as easy as possible for people to take them by providing a flexible monthly subscription where customers can choose their own combination of vitamins or a Vitally personalised supplement program based on their survey results."

Order your own personalised vitamin pack at: [vitally.com](https://www.vitally.com)

Need Help Composting Your Used Econic® Bags?

Send them to us -
and we will take care
of it for you!



Contact us:
07 847 5133
info@econicpack.com

Partnering with you to help protect our planet

econic kraft
High Barrier Compostable Packaging

econic
High Barrier Compostable Packaging

econic clear
Compostable Packaging

COMPOSTABLE GARMENT BAGS FOR DRY CLEANERS

Compostable garment bags are now available to help dry cleaners significantly reduce single-use plastic.

Launched in August by This Bag, the new EcoClear™ home compostable garment bags have been specifically developed to provide a functional eco-friendly alternative to traditional plastic garment bags.

This Bag Director Tina Thomas says, "We have worked very hard to develop a compostable option that can be easily adopted by dry cleaning businesses with minimal modifications needed to their back of house processes or handling."

There are currently 125 dry cleaners in New Zealand each using an estimated 40kgs of garment bag film every month.

Tina says, "Our goal was to find a product that would help reduce the tons of non-recyclable plastic that goes to landfill each year from this industry. We did our own home compost trial with EcoClear and the results were outstanding. The bag was 95% gone within six weeks, and that was in the middle of winter!"

This Bag worked very closely with New Zealand's largest dry cleaning distributor BOWE NZ Ltd to ensure the garment bags will work well for the industry. BOWE are now the exclusive New Zealand distributors of EcoClear garment bags.

BOWE Sales Executive, Angela Gordon says, "We are having more conversations with our customers around sustainable practices and up until now there hadn't been a bio-appropriate solution. Bringing the compostable film on board was an easy decision for us. It was important to offer an earth friendly alternative, without needing to change any of the in-house processes or the functionality of the bag."

During its development, the EcoClear garment bags were trialled by Findlays Drycleaners in Pukekohe.

Owner Shane McLennan was prompted to embrace the EcoClear garment bags



after receiving some clear feedback from his customers that they didn't like the amount of plastic used in his business.

"Our goal was to find a product that would help reduce the tons of non-recyclable plastic that goes to landfill each year from this industry."

Shane says, "We had some customers ripping the plastic bag off their dry cleaning and essentially throwing it back at us saying, 'we don't want this'. So we thought if customers were starting to react like that then we needed to cater for them, and we saw EcoClear as a great alternative."

Shane surveyed his customers to find out if they would be prepared to pay a little bit more for higher priced packaging that had a positive impact on the environment and the response was an overwhelming 'YES'. He has since raised the price slightly on selected speciality items to help cover the extra costs, and his business hasn't looked back.

EcoClear is manufactured by Convex from a mix of compostable materials that have been certified to meet

the European and Australian home compostable standards, OK Compost Home and AS5810.

The development of EcoClear is one of several initiatives that Convex is driving to reduce landfill waste.

Convex Managing Director Owen Embling says, "Compostable garment bags have the potential to divert a lot of plastic from landfill and will enable dry cleaners to meet the growing demands from consumers to move away from single-use plastic. It is very pleasing to see businesses like Findlays Drycleaners prepared to take the moral high ground to pioneer sustainable change in their industry."

Convex offers a composting service to dry cleaning businesses and customers who are not able to compost their own bags.

Owen says, "We take the chain of custody for every pack we make very seriously and will do what we can to work with our customers to do the best that we can for our planet."

EcoClear garment bags are available in New Zealand from BOWE, and will soon be available from a leading industry supplier in Australia.

Visit: bowe.co.nz

CONNIE'S CATCH UP ...saving the best for last!

Well, hi-ya folks – it seems like no time at all since I last picked up my quill. It's been a busy year for us! Over the past 12 months we have welcomed several new faces to our team, and waved a couple of sad farewells as friends left for new horizons. You have already met our new print manager Tom on page three. Here are a few other snippets of what has been happening within our team in 2019...

New adventures for Justine

Our friendly receptionist Justine Saunders retired on the 27th of November after working at Convex for an incredible 40 years. After starting at Convex as a relief receptionist in 1979, Justine enjoyed a dynamic career at Convex packed with lots of variety. Her roles covered almost every area of the business, including running the bag machines, looking after the Australian sales office, doing wash-ups on the printing press, dispatching orders, customer service and reception.



We wish Justine all the best for her new retirement adventures, and look forward to following her new found freedom on Facebook.



After employing her in October 1979, Convex Founder and Chairman, David Fredericksen, said goodbye to Justine on the 27th of November 2019.

That's all I have for now. You can keep up with our company news by following us on Facebook. Take Care!

New Christchurch account manager

In August, Amy Boyce joined the Christchurch sales office in the role of account manager. She has a background in supply chain and account management in the packaging industry, and her experience has already added a lot of value to Convex and our customers.



Long service milestone achievement

Extrusion Team Leader, Mike Roberts, celebrated a significant milestone this year. He started working at Convex way back in 1989, and celebrated his 30th anniversary in January! Well done Mike.



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