

### 3 CONVEX HELPS RAGLAN ELIMINATE MORE SINGLE-USE PLASTIC

Convex has helped the surfside town of Raglan take another big step towards eliminating single-use plastic, by making recycled rubbish bags for their kerbside waste collection.



### 4 COMPOSTABLE PILLOW BAGS DESIGNED TO RADICALLY REDUCE PLASTIC

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## Celebrating



## Econic Compostable Packaging

*Econic home compostable packaging is 10 years old this year.*

The Econic journey started when Trade Aid New Zealand used it to pack their organic instant coffee in October 2010. Since then, Econic has evolved from the original high barrier home compostable pack for coffee and dry goods, into a growing range of sustainable packaging options for a wide range of products, including moist meat and salad greens.

In July 2020, Convex New Zealand partnered with a leading ecological sanctuary to help celebrate the 10th anniversary of Econic. Twelve Convex team members headed to Sanctuary Mountain Maungatautari on Friday 10 July to plant 100 native kowhai trees. Four volunteers from the Auckland-based natural herbs and spices company, Mrs Rogers, also assisted with the planting including their company owner, Bruce Stoddart.

The trees were planted on behalf of Mrs Rogers, 13 other long-term Econic customers and 14 Convex employees.

Convex Managing Director, Owen Embling says, "The tree planting was a very exciting and memorable way to mark the 10th anniversary of Econic. Sanctuary Mountain is very innovative in its approach to protecting the environment and we are very proud to be partnering with them. Our aim is to plant thousands more trees there over the next few years."

***"It's all about protecting the environment and always looking at new ways of doing things as well."***

Surrounded by one of the world's longest pest-proof fences, Sanctuary Mountain is a mainland ecological island approximately 60kms south of Hamilton. Its protected ancient forest offers a predator-free sanctuary for endangered birds, skinks, geckos, frogs, bats and insects.

Owen says Sanctuary Mountain's environmental initiatives are well aligned with Convex's commitment to sustainable packaging, which they have been developing for 25 years.

Owen says, "We developed Econic to provide a functional alternative to traditional plastic packaging, with similar barrier and strength properties. The current available technology has not allowed us to completely move away from fossil fuel-based materials yet but we are on an active quest to do that as soon as suitable renewable materials become available. In the meantime, our tree planting partnership with Sanctuary Mountain will help us offset our gradually decreasing use of petrochemical materials by making a very positive and lasting contribution to the environmental health of a very beautiful part of New Zealand."

Sanctuary Mountain Maungatautari CEO, Phil Lyons, says the tree planting will help with climate change by sequestering carbon and it will also provide a perfect environment for Tui and other birds.

Phil says, "Convex are a really good partner for us because their values are identical. It's all about protecting the environment and always looking at new ways of doing things as well."

In terms of Convex planting 100 kowhai trees to celebrate the 10th anniversary of Econic, Phil says, "You can't get a more perfect fit can you? Convex is a New Zealand icon, kowhai trees are a New Zealand icon and what better way to celebrate 10 years than by bringing the two together."



Convex's Monal Dave planting a 'celebration' Kowhai tree at Sanctuary Mountain Maungatautari.

## ▶ A MESSAGE FROM THE MANAGING DIRECTOR



### AS OWEN SEES IT –

### MOVING FORWARD WITH STRENGTH, OPTIMISM AND BOLDNESS

It's hard to believe that just a year ago none of us thought it possible that our world would change in such a rapid and radical way. Convex managed to continue manufacturing packaging for essential industries right through the Covid 19 lock down, albeit at a much slower pace than usual due to 27 staff having to self-isolate because of various health vulnerabilities. I am very grateful to all our customers who stuck with us through the order delays and the many challenges Covid 19 created in their own businesses. A huge thank you to all the Convex team members who went above and beyond to keep our plant running through this difficult time.

While the effects of Covid 19 will be felt for quite some time, we are already showing good signs of recovery. We are employing again and continuing to invest in training, with five apprentices and a number of industry training programmes. I am optimistic about the future and confident we will continue servicing our clients well with innovative packaging solutions.

Our Reflect newspaper is half its normal size this year – but it still packs a lot of punch. I am especially excited to see the continuing transition towards the stewardship approach to packaging, which is driving many new sustainable film innovations. With 25 years of sustainable packaging development under our belt, and a strong home compostable brand in the market for ten years, we are well positioned to help companies embrace this stewardship trend and make it work for their business.

As we move towards 2021 and beyond, I encourage you to celebrate the challenges you have overcome this year and be bold enough to make the changes you need to make to eliminate single-use plastic.

Stay strong, stay well and take care,

## ONLINE DIGITAL PRINTING AVAILABLE FOR ECONIC

*The Econic online store has made it possible to purchase custom-printed home compostable bags online, with a turnaround time of just 10 days.*

The recent addition of a self-service online digital printing portal for ready-made EconicSnow and EconicKraft packs is allowing businesses of all sizes to order custom-branded compostable packs online, in quantities as low as 100 bags.

Managed by Ember Asset Management in collaboration with Convex New Zealand, the Econic online store spent two years looking for a quick and affordable printing solution for ready-made Econic bags. A solution was found by partnering with a UK company to develop an online ordering portal that is believed to be a world first.

Ember Asset Management owner, Cyrano Embling says, "Our new digital printing service allows our customers to upload their own images and get the printing results they want for orders from 100 to 15,000 bags, and anywhere in between. It's more cost effective than using label stickers to brand the bags, and takes a lot less time. The water-based inks we use are non-toxic with no heavy metals, and do not affect the compostability of the packaging in any way."



*Cyrano Embling (left) and Pip Taylor, with the latest online store offering - ready-made EconicClear box pouches.*

The Econic online store markets a growing range of ready-made Econic stock packaging, which is all manufactured in New Zealand. Their goal is to provide an efficient and simple self-service experience for innovative companies wanting to minimise their impact on the environment.

Cyrano says, "One of the big advantages we offer our customers is the ability to better manage their cash flow. They can order their packaging as and when they need it, with no need to commit to a minimum annual amount. We can deliver to any postal address in New Zealand and to most Australian cities within two days. We also ship product by fast courier to several other countries around the world, including Canada."

Check out the store at: [econicpackaging.com](https://econicpackaging.com)

## CONVEX HELPS RAGLAN ELIMINATE MORE SINGLE-USE PLASTIC

*Convex New Zealand has helped the surfside town of Raglan take another big step towards eliminating single-use plastic, by making recycled rubbish bags for their kerbside waste collection.*

The new Convex bags have allowed Raglan's previous imported rubbish bags made from virgin plastic to be replaced with more sustainable New Zealand-made bags, made from recycled waste. The new bags were launched in early December with the only noticeable change to Raglan residents being the new green colour.

The change was driven by the Raglan community enterprise, Xtreme Zero Waste. Along with running the Raglan Resource Recovery Centre, Xtreme Zero Waste is contracted by the Waikato District Council to carry out Raglan's weekly kerbside waste collection. Their diligent efforts to eliminate landfill waste has enabled Raglan to divert

nearly 80% of their total solid waste stream, and won Xtreme Zero Waste the national 2020 Energy Globe Award.

Turning Raglan's waste into reusable resources is also a big focus of Xtreme Zero Waste. Convex is helping them achieve that by incorporating resin made from discarded Raglan plastic in their new recycled rubbish bags.

Xtreme Zero Waste Innovation Manager, Rick Thorpe says, "Raglan has a history of leading the way in sustainability and we want to continue that. Our community worked with the Raglan Chamber of Commerce, Community Board and Whaingaroa Environment Centre to ban the use



of single-use plastic in our local businesses about two years before the national ban, so it was important for us to find a more sustainable option for our kerbside rubbish bags. Convex worked with us to find a viable solution, which has helped us take a major step towards our goal of establishing a circular economy and supporting local processors and manufacturers."

Raglan's discarded plastic is sent to Auckland where it is processed into recycled resin pellets at Convex's recycling partner, Astron Sustainability. The pellets are then sent to Convex in Hamilton to be incorporated into the manufacturing process for Raglan's recycled rubbish bags.

***"Convex ... helped us take a major step towards our goal of establishing a circular economy ... "***

Convex Managing Director, Owen Embling says, "Our work with Xtreme Zero Waste is very exciting. One of our driving goals is to provide workable solutions for our customers to minimise single-use packaging, and in this case we've been able to do that for a whole community. Raglan and Xtreme Zero Waste are a great example of what can happen when a community works together to eliminate single-use plastic and we look forward to seeing many other communities learning from them and following their lead."



*Xtreme Zero Waste Innovation Manager, Rick Thorpe*

Learn more at:  
[xtremezerowaste.org.nz](https://xtremezerowaste.org.nz)

# COMPOSTABLE PILLOW BAGS DESIGNED TO RADICALLY REDUCE PLASTIC

Convex New Zealand has helped NZ Merchants Ltd pioneer a home compostable pillow bag that has the potential to divert at least 10 tonnes of plastic away from landfill each year.

NZ Merchants worked with Convex to develop a more sustainable pack for the Cloud 9 pillow range sold throughout New Zealand by Briscoes Homeware stores. The pack was launched in March 2020 bearing the OK Compost Home certification, which guarantees the packs will break down in a home compost environment containing heat, water, oxygen, soil and micro-organisms.

NZ Merchants Director, Paddy Ashdown says the new compostable bags, made out of Convex's EcoClear film, will enable them to replace approximately 400,000 traditional plastic bags with a compostable alternative that can potentially all be diverted from landfill. That equates to a potential plastic waste reduction of approximately 10 tonnes each year.

Paddy says, "We've all got a part to play in our future and anything that business can do to reduce waste and turn their businesses greener is not only just a smart move, it's the right thing to do from an environmental perspective. Convex has helped us develop a new compostable pack that has never been done before, which has the potential to radically reduce plastic waste."



Like Convex, NZ Merchants is a proudly New Zealand owned business. They began operating in 1946 and have been marketing the Cloud 9 pillow range for over 40 years.

Paddy says, "We manufacture the vast majority of our pillows in New Zealand and it's important to us to source locally-made packaging as well. Convex has been our packaging partner for over 20 years and we've enjoyed their obvious commitment to helping us develop a workable solution in the compostable space."

Briscoes stores have reported a positive consumer response to the EcoClear bags. NZ Merchants have taken steps to help consumers dispose of the bags correctly by setting up a dedicated website that outlines their composting options.

Convex Managing Director, Owen Embling says, "NZ Merchants have done a really good job of proactively pushing for a packaging solution that will help mitigate the use of plastic. Taking the extra step of putting the packs through a vigorous home compostable certification process shows their dedication to providing a robust packaging option that will hopefully encourage consumers to compost the discarded bags, instead of sending them to landfill."

Learn more at: [cloud-9.nz](https://cloud-9.nz)

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