

3 PACKING HOPS FOR HIGH-END BREWERIES WORLDWIDE

Flavour-packed New Zealand hops are being shipped to high-end craft breweries across the globe, packed in Convex packaging.



4 ECONIC PACKAGING PICKED TO PACK TASSIE WAGYU BEEF

An exciting new range of planet-friendly Wagyu beef is now available in Australia, packed in Econic® Clear home compostable vacuum-packs.



Leading the way in Sustainable Packaging

It has now been a full quarter century since Convex started leading the way in functional sustainable packaging.

In 1996, Convex launched their first home compostable pack into the market and registered their recycling logo. Convex's first compostable offering was a car tidy liner for the Waitakere District Council, made from Greensack film. Greensack is still used today – and won an Environmental Packaging award from the Packaging Council of New Zealand (Inc) in 2011 for the key role it plays in helping to reduce the amount of food waste going to landfill.

The ongoing enhancement of Greensack and extensive trialling of other compostable materials led to the development of the Econic home compostable packaging range in 2010. Convex is continuing to develop sustainable packaging options, including a growing range of recyclable options.

Convex Managing Director, Owen Embling says, "Our sustainability journey hasn't always been smooth, especially in the early years when developing compostable packaging made zero commercial sense. Back then, the raw materials were hugely expensive and really challenging to work with, and there was almost no demand for eco-friendly alternatives. We persevered because we've always known that sustainable packaging is critical for our future. After 25 years of investigating hundreds of sustainable materials, and actively trialling countless dozens, we've gained a huge amount of expertise running these types of films and making them functional."

Where compostable packaging is not currently possible or economically viable for a particular packaging application, Convex offers a growing range of packaging options that can be returned, recycled and reused.

Owen says, "We make sure all our packaging is fit for purpose and back that up with robust technical support to make sure important things like barrier properties, seal strength and food safety are all thoroughly tested and validated. It is important to us that packaging is functional as well as sustainable. Our team makes sure that our sustainable films deliver the function needed and run well on our customers machines."



Convex's first compostable pack was this car tidy liner, produced in 1996.

Convex has recently developed a new plastic #4 recyclable pouch to provide a more eco-friendly alternative for the many goods that are currently packed in non-recyclable bags. This is an ideal option for products like pet kibble and a wide variety of dry food stuffs. When requested, Convex also helps customers put processes in place to have their used bags collected, recycled and returned to the Convex plant for reuse. In some instances, where the packaging is not required to pack food, Convex incorporates recycled material from a customer's old packaging into their own new films.

Owen says, "Our ultimate goal is to facilitate a planet-friendly chain of custody for every pack we make and provide workable solutions for our customers to minimise single-use packaging."

"We are committed to continue pioneering functional planet-friendly packaging and working with forward thinking customers who want to demonstrate their commitment to help protect our environment."



The Convex recycling logos from 1996 (left) and 2021.

A MESSAGE FROM THE MANAGING DIRECTOR



AS OWEN SEES IT –

THANK YOU FOR STEPPING UP TO HELP US MOVE AHEAD

I have been very encouraged over the past six months to see multiple people stepping up to find positive solutions to the many production challenges created by covid.

Those inspiring 'make it happen' people have included an amazing bunch of solution-focused staff, suppliers, and customers – to whom I am very grateful. Your positivity and willingness to go the extra mile has allowed us to forge a way ahead in this very abnormal business environment.

The standout solutions have included a supplier bringing a plant out of retirement to allow critical raw materials to be manufactured in New Zealand instead of being held up by import delays, and our engineering team stepping up to install a new slitting machine without the on-site help of the Italian engineers who would normally have done this job for us.

Our customers have also demonstrated huge fortitude with their patience and willingness to work with us to forecast their supply needs, in the midst of dealing with some significant issues in their own businesses.

Thank you to every one of you who has shouldered the wheel with us to help make things happen. Your support has been greatly valued and I look forward to continuing to work with you to find even more positive solutions to keep us moving forward through this challenging time.

Keep strong and take care,

IMPROVED PRODUCTION EFFICIENCIES

The installation of a new turret slitter and a third extrusion air ring last year has improved production efficiencies in the Convex plant.

Capable of running up to 700 metres a minute, the new Cason slitter has delivered a 41% increase in throughput from the previous year. Convex's slitting efficiencies will be further enhanced with the addition of a new automatic core cutter, which is due to be delivered later this year.

The installation of a third automated air ring on the E9 extrusion line has improved the flatness of the output film, which is critical for quality. It has also helped streamline capacity by providing more film production flexibility.



The new slitter has boosted throughput by 41%.

Convex Operations Manager Aaron Collett says the installation of the new slitter, just after lockdown in June 2020, played a vital role in ensuring supply to customers in food and other essential industries through that challenging year. It also helped showcase the engineering prowess of the Convex engineering team who had to install the slitter without the usual on-site support of the manufacturer's Italian-based support team, who were unable to travel to New Zealand.

Aaron says, "Our engineering team did a fantastic job getting the slitter up and running quite quickly. Our whole team is constantly striving to improve quality and turnaround times. We've already managed to reduce lead times by about 30-40% on some products and we're continually working to reduce it more."

PACKING HOPS FOR HIGH-END BREWERIES WORLDWIDE

Flavour-packed New Zealand hops are being shipped to high-end craft breweries across the globe, packed in Convex packaging.

Freestyle Hops Ltd grow hops in the Nelson region that are highly sought after for their distinctive taste and aroma. The hops are used to craft premium beers by breweries in New Zealand and many of the world's most discerning beer drinking markets including New York, San Francisco and Germany.

Based in the thriving artisan community of Upper Moutere just outside Nelson, Freestyle Hops has a mission to grow exceptional hops for exceptional beers.

They collaborate closely with their brewer clients to get the taste exactly right for their beers.

"Supporting local is really important to us and being able to source such high quality New Zealand-made packaging is a very big plus."

Freestyle Hops began using Convex packaging in 2019 after experiencing some quality issues with the previous packs they were importing. The Convex-made triplex laminate film they are using now has a metalised layer and high barriers, which provide

the ideal strength and shelf-life needed to ship and store the hops. Freestyle Hops also palletise hops for several other growers in the Nelson/Tasman region, and use the Convex film to pack those hops as well.

Freestyle Hops QA Administrator Bree Robertson says they switched to Convex film because the product they were using before (which also had a metalized layer) was inferior, tore easily, and they had no control over the quality. They also wanted the confidence that the packs they used had high enough oxygen barriers to keep the hops fresh through potentially long storage periods in their clients' chillers.

Bree says, "We do a lot of testing on the Convex film during the bag making process to make sure that it's always up to the high standard that we expect. We've never had a problem that's the fault of the film and we are very pleased with the consistent high-quality of it."

"... we are very pleased with the consistent high-end quality of it."

Convex also works closely with Freestyle Hops to ensure they always have enough film for their packaging needs and to assist them with stock forecasting and inventory management.

Bree says, "Through all the challenges with covid we've had no trouble getting supplies from Convex, which has been wonderful. Our packaging consultant Amy really puts herself out there to make sure that we're always up-to-date with our orders, which makes our job a lot easier."

"Supporting local is really important to us and being able to source such high quality New Zealand-made packaging is a very big plus."



Convex's Brent Holtom and Amy Boyce with Freestyle Hops Director, Dave Dunbar (right).

Learn more at:
facebook.com/freestylehops

ECONIC PACKAGING PICKED TO PACK TASSIE WAGYU BEEF

An exciting new range of planet-friendly Wagyu beef is now available in Australia, packed in Econic®Clear home compostable vacuum-packs.

The Tasmanian Agricultural Company (Tas Ag Co) launched its beef product in February, providing consumers with a premium 'Beyond Sustainable' meat option.

Dedicated to reversing climate change, Tas Ag Co uses regenerative farming practices to draw down greenhouse gasses out of the atmosphere and store them in the soil. Their cattle play a key role by keeping the pastures in a constant state of growth through rotational grazing methods. Currently, it's estimated that through their regenerative practices, Tas Ag Co can offset the emissions of about 500 homes each year, with the aim of continuously increasing this number.

"We're trying really hard to create change."

Tas Ag Co founders, Sam and Steph Trethewey, gave up their corporate careers to follow their passion to produce carbon positive beef. In 2019, they were the first farm in Tasmania to register a soil carbon project through Australia's \$2.5 billion Emissions Reduction Fund, using the only soil carbon measuring protocol eligible under the United Nations Paris Agreement.

Steph, a former television journalist says, "We're trying really hard to create change. Our ultimate mission is to be carbon positive and we're doing that through the way we farm. Releasing a regenerative beef product into the retail market packed in traditional plastic did not sit well with us so we sought out the most environmentally-friendly meat packaging we could find."

"... we sought out the most environmentally friendly meat packaging we could find."

Tas Ag Co decided to pack their Tassie Wagyu in home compostable vacuum-packs made from moisture-resistant EconicClear film. EconicClear is made by Convex from a combination of compostable films that have been certified to either the European or Australian home compostable standards: OK Compost Home or AS5810.



Steph says, "As a consumer-facing brand it was really important for us to stay true to our values and for our customers to see that we really do mean business when it comes to the environment and our impact on it. Using EconicClear packaging plays in really nicely with our overall brand strategy and our focus on farming regeneratively. We're very excited to be working with Convex. We've had great reception to our bags from consumers and the market in general."

Tas Ag Co's product is currently available at all 10 Hill Street Grocer stores across Tasmania, with Sam and Steph currently planning their Australia-wide launch in other states.

Find out more at: tasagco.com.au
or Instagram: [@tas_ag_co](https://www.instagram.com/tas_ag_co)

Head Office Hamilton

P: +64 7 847 5133
5 Latham Court
Frankton
Hamilton 3204
New Zealand

Auckland

P: +64 9 525 1010
Level 2, 2 Kalmia Street
Greenlane
Auckland 1051
New Zealand

Christchurch

P: +64 3 943 4651
Unit 6, 16 Sheffield Cres
Burnside
Christchurch 8053
New Zealand

Sydney

P: +61 1300 362 976
PO Box 133
West Pennant Hills
NSW 2125
Australia



Facebook.com/ConvexInnovation | Facebook.com/econicpackaging



@econic_compostable_packaging