

3 CONSTRUCTION UNDERWAY FOR NEW CONVEX HEAD OFFICE

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MILESTONE ECO DEVELOPMENT FOR LIFE EXTENSION PRODUCE PACKS

Twenty-six years of fresh produce packaging developments at Convex have achieved a major eco milestone by allowing life extension modified atmosphere packaging (MAP) technology to be provided on home compostable films.

A recent equipment upgrade has enabled the high breathability required to extend the life of high respiring produce such as broccoli and coleslaw to be provided on a broader range of films, including home compostable Econic®.

MAP packaging offers huge value to the fresh produce and food service sectors by optimising the shelf life and visual appeal of fruit, vegetables and salad mixes. They also allow flowers to arrive at long-haul destinations looking as fresh as the day they were picked.

Convex Technical Manager, Andrew Sheerin says, "Every Convex MAP bag or liner is custom designed to manipulate the amount of O₂ and CO₂ contained within the packaging to match the respiration rate, ethylene sensitivity, and supply chain conditions of the produce being packed. This keeps the produce fresher for longer by delaying the ripening process and reducing ethylene production. Being able to combine our world class MAP technology with the sustainable packaging we have also been developing for over 25 years is very exciting for both Convex and the many eco-conscious companies we work with."

Convex's fresh produce packaging journey began in 1996, with the launch of the company's first MAP range, re~fresh. Its development was driven by former Convex packaging consultant, Stephen Dench, who is still involved with it today as the CEO of Convex MAP customer, Fresh Connection. re~fresh was particularly popular in its early days for packing baby carrots, salads, herbs and hydrangeas.

In 2004, Convex further enhanced its MAP packaging offering by adding Opti~fresh to the range. Opti~fresh complements re~fresh by providing higher breathability and a wider range of applications. These two MAP offerings combined with sophisticated modelling software and an on-site laboratory now enables Convex to develop customised breathable films for almost every type of fruit, vegetable, salad mix and flower.

In 2018 Convex responded to a customer request for home compostable fresh produce bags by developing EcoClear.



Convex technical manager, Andrew Sheerin, testing the respiration rate of fresh salad greens.

EcoClear's low oxygen and moisture barriers make it ideal for packing fresh greens like lettuce and spinach for up to 10 days, and MAP technology can now be applied to extend that.

Andrew says, "The respiration and shelf life testing we carry out in our lab allows us to confidently predict the shelf life that each of our packs provide for specific types of produce and we can help customers further confirm that with supply chain trials."

"We've helped several customers secure distribution for their packed produce by providing a guaranteed minimum shelf-life, and we can now help them score higher on the sustainability front with packaging that can be recycled or composted at the end of its life."

A MESSAGE FROM THE MANAGING DIRECTOR



AS OWEN SEES IT –

IT'S TIME TO GET BACK TO BUSINESS AND MOVE FORWARD

I'm really encouraged to be hearing so many customers and suppliers telling me, 'We're back in business' – and I'm really pleased that Convex can say the same. Although not all of us had to completely close-down during the lockdowns we, like many other businesses, have operated in survival mode for most of the past two years. I firmly believe that the tide has now turned, and we can now start moving beyond covid to some sort of business normalcy.

What I like about this issue of Reflect is that it focuses on the positive, which is what we need to do. Projects like our new head office build that have been on the backburner for years have finally gotten started, and we are starting to see a new level of confidence in our customers.

I want to say a special thank you to our long-time customers, Kōkako Organic Coffee and all our dedicated operations and technical staff for stepping up at a time of heightened uncertainty to develop something brand new. Making the Everybird pack, with its two unique design elements, spurred us back into innovation again, which I found very refreshing.

Of course, we will be dealing with the fallout caused by broken supply chains, stressed staff and the massive economic impact caused by covid for quite some time yet. However, starting to get back to business as usual has rekindled my confidence and strengthened my resolve to move on.

I look forward to continuing to work with you as we move forward into a much more positive future.

Kind regards,

SOLID SKILL BASE PROVIDED BY LONG SERVING STAFF

After 30 years of continuous service, Wayne Bennett is not only happy to stay working at Convex himself – he has encouraged his granddaughter to join him.

Wayne is one of 16 people who have been working at Convex for over 20 years. Of the 138 people employed by Convex over 20% have been working at the company for more than 15 years, providing a solid base of expertise and experience across all aspects of the business.

Managing Director Owen Embling says, "We've always had a strong base of long-serving staff at Convex and we've had many employees encourage their family members and friends to work here as well. In these times of skill shortages and challenges recruiting new people, it's really encouraging to have a growing number of highly experienced people working at Convex, who we can rely on to get things done."

The things Wayne likes the best about working at Convex are the supportive work environment and the continuous innovation that keeps him interested, and always 'on his toes'.



30-Year Convex veteran Wayne Bennett and his granddaughter Claudia, who is also now working at Convex.

Wayne joined the Convex team in January 1992 and has been working in the Extrusion Department ever since. He particularly enjoys working with the home compostable films, which Convex was originally told were impossible to extrude.

Wayne says, "Learning how to run the bio films was really interesting and there's always plenty of change and opportunities to keep learning. I love telling people they can put their used bags in the compost rather than their rubbish bin. I find that really satisfying."



An artist's impression of the new Convex administrative building, which will face onto Kahikatea Drive.

CONSTRUCTION UNDERWAY FOR NEW CONVEX HEAD OFFICE

After almost a decade on the drawing board, construction is now underway for a new Convex head office and warehouse facility in Hamilton.

Located on the Kahikatea Drive side of the current Convex complex, the new building will consolidate the company's administrative offices, laboratory and warehouse into one much more streamlined working environment. It will also enable more warehousing to be brought onsite to help cater for the high levels of raw materials and stock being held to help mitigate covid supply delays.

Construction commenced in March with the demolition of the former office block behind the main plant where pre-press was previously located.

“Once completed, the new building will replace the administrative building on Latham Court....”

Once completed, the new building will replace the current administrative building in Latham Court, which requires extensive recladding to remediate the problems caused by its leaky building construction.

Convex Managing Director Owen Embling says, “After investigating several possible options to address the faulty construction, a new build was deemed the most sensible and fiscally responsible solution. Not only will it reduce maintenance and provide a more appealing work environment – it will allow most of our team to work in the same area, instead of being spread across multiple buildings.”

The new building is being constructed by Fosters Construction and is expected to be completed by mid-2023.



NEW AUCKLAND OFFICE PREMISES

Our Auckland sales office is moving on 1 August to level 1 of the Quad 7 Building, 6 Leonard Issitt Drive – right next to Auckland Airport.

Follow us on:
[linkedin.com/company/convex-new-zealand-ltd](https://www.linkedin.com/company/convex-new-zealand-ltd)

SUPERMARKET SPECIALTY COFFEE LAUNCHED IN ECONIC

Kōkako Organic Coffee has continued to spearhead sustainable innovation in the specialty coffee sector by launching their new dedicated grocery brand, Everybird, in Econic® home compostable packaging.

The Auckland-based coffee roasters are long-standing sustainable packaging pioneers. Along with being certified Fairtrade, organic, and climate neutral; they won the NZI National Sustainable Business Network award, Small Business Trailblazer in 2012, and have been using Econic packaging for their Kōkako-branded drinking chocolate and coffee beans for over seven years.

Everybird was launched in March 2022 in the first customised EconicSnow stand-up pouch made by Convex, with sticker valves automatically inserted during production to vent the gasses emitted from the fresh beans. The packs are made from three certified home compostable films derived from sustainably-produced wood pulp and GM-free corn sources and are designed to break down in a composting environment containing heat, water, oxygen, soil and micro-organisms.

Everybird Brand Manager, Sam Taylor says after 20 years focusing on the hospitality industry, Kōkako decided to expand into the grocery sector in an effort to bring ethically sourced coffee to more people around Aotearoa.

“Everybird was launched in March 2022 in the first customised EconicSnow stand-up pouch made by Convex...”

Sam says, “Everything has changed in the last few years, the way we work, the way we socialise, the way we shop. Retail is fast changing too; and we think this is the right time to deliver something new and exciting to the coffee aisle.”

Everybird is available in two blends: Everyday and Half-Caf. Both blends have been carefully crafted with super approachable flavour profiles and are available as whole beans, plunger grind and espresso grind.

Sam describes the Everyday Blend as ‘an outright crowd-pleaser’. It’s bold, a bit chocolatey, a bit biscuity, suited to all



brew methods and just as delicious black as it is with milk or milk alternatives.

Everybird Half-Caf is ideal for people who want all the flavour, but only half the caffeine. It’s made with 50% full strength Everyday Blend, and 50% Swiss Water® Decaf (decaffeinated in Canada using only time, temperature and water).

Sam says, “We’re particularly excited about Half-Caf as it creates more opportunity for consumers to enjoy coffee throughout the day and follows similar trends in the craft beer sector where moderation has seen low and zero alcohol beer sales soar. We expect Half-Caf to be a real category driver and appeal to a wider cross section of consumers.”

Everybird can be purchased online and from a growing number of grocery stores throughout New Zealand.

To find a store near you or read more, visit: everybird.co.nz

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