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NEW MACHINE ELEVATES HEAVY DUTY PACKAGING PRODUCTION

Convex heavy duty packaging production will reach new heights in 2023 with the commissioning of a new bespoke bag machine in February.

Along with improving quality and run speeds – the new machine is fitted out with several unique features including an ultrasonic valve inserter, a post gusseter, and the ability to also make pouches. The machine was configured to meet the specific needs of Convex and provide more advanced technology.

“This new machine has helped us future proof our plant and ensured we will remain competitive for many years to come.”

Once up and running, the machine will produce all large format bottom weld heavy duty packaging of 50 micron (µm) or more and will enable the production of specialised recyclable packaging.

Convex Operations Manager, Aaron Collett says, “The purchase of this machine is part of Convex’s ongoing commitment to produce future-focused packaging. It will greatly improve our output of bottom weld work and allow us to offer more versatility and options through the ability to do things like pouch seal in the bed of the machine and gussets in several different ways.”

The 27-metre-long machine was custom-manufactured for Convex by US company Hudson-Sharp (formerly Amplas), which became part of Paper Converting Machine Company (PCMC) in 2019. Convex’s long association with the American company includes Amplas’ purchase and global marketing of the Convex lapsealer machine in 1997, which revolutionised the way heavy-duty sacks are made. The lapsealing process developed by Convex is now used throughout the world for manufacturing highly printed heavy-duty bags.

Aaron says, “Hudson-Sharp built on the great support they have given us in the past by doing an exceptional job designing this machine for us. They adapted their standard bottom weld design to incorporate a valve inserter we purchased from Syntegon in Germany and several other features we requested. The end result is the only one of its kind that I know of with an in-line valve inserter. Hudson-Sharp worked with Syntegon to integrate the valver into the machine and we are very happy with the result.”

“This new machine has helped us future proof our plant and ensured we will remain competitive for many years to come.”



The new machine onsite at Hudson-Sharp, during manufacture.

A MESSAGE FROM THE MANAGING DIRECTOR



AS OWEN SEES IT –

SEIZING THE OPPORTUNITIES IN PACKAGING REGULATION CHANGES

As you've no doubt already noticed, there's quite a bit of change happening with packaging regulations worldwide. Multiple countries have committed to making plastic packaging reusable, recyclable or compostable by 2025. On top of that, some markets are mandating the use of recycled content in all packaging and are planning to (or have already) put plastic taxes and producer responsibility schemes in place. While all these changes will benefit the environment, they will add further costs and complexities to marketing goods in plastic packaging, especially with many countries adopting different regulations and some countries still working out what to do.

Here in New Zealand, the Minister for the Environment announced in September that a regulated plastic packaging product stewardship scheme is being designed over the next two years to: "...require producers, brand owners, importers, retailers, and consumers to take responsibility for collecting and dealing with plastic packaging." I think this will lead to many changes, including in soft plastics recycling.

We are working hard to help our customers navigate this changing landscape. By staying flexible, agile, and up-to-date with advances in materials and legislation, we are confident we can provide you with functional packaging that will position you well for the future. It's important that we all start planning for these changes and take steps to prepare for them now. We can work with you to identify the best way forward that suits your product and end consumers.

The Convex philosophy has always been that out of every threat lies an equal or greater opportunity, which we have proved many times over the past 46 years. So, let's work together to seize the opportunities provided by these changes.

Stay strong and take care,

DOES YOUR BUSINESS CREATE A LOT OF FOOD WASTE?

The Ministry for the Environment estimates that food waste contributes to 22% of New Zealand's emissions from landfills – and at least 25% of the over 300,000 tonnes of food waste sent to New Zealand landfills each year is from businesses.

Diverting food waste from landfill by having it composted instead will reduce our methane emissions and also further benefit the environment by feeding valuable nutrients into the soil through the compost that is made.

"It's important that we all do what we can to reduce the volume of food waste going to our landfills."

If your business generates a lot of food waste, Convex Greensack wheelie bin liners can help make the collection of it efficient and clean. They are used by leading New Zealand waste management companies to divert significant volumes of commercial food waste from landfill and are fully certified to the required AS4736:2006 commercial composting standard.



Convex Managing Director, Owen Embling says, "Greensack was the very first compostable product we launched back in 1996 and in 2011 it won an environmental packaging award for the key role it played in helping food waste be diverted from landfill. It is very pleasing to see it still being used to make a positive difference for the environment and we look forward to helping more businesses use it to meet their sustainability goals."

"It's important that we all do what we can to reduce the volume of food waste going to our landfills."

For more information about Greensack or food waste diversion, contact: info@convex.co.nz

CONVEX RECYCLED FILM USED BY saveBOARD

Convex recycled film is helping saveBOARD turn discarded plastic packaging into eco-friendly building materials in New Zealand and Australia.

Made from 80% recycled material, the Convex film is providing the vital outer covering for the low carbon construction boards made by saveBOARD from recycled beverage cartons and other packaging waste.

saveBOARD construction boards provide an environmentally sustainable alternative to plywood, particle board and plaster board and are industry-certified for interior and exterior applications in homes and commercial buildings.

With saveBOARD aiming to make its building materials as recyclable as possible, Convex endeavoured to include as much recycled content as possible in its covering film while ensuring a consistent bonding to the board material.

Convex Managing Director, Owen Embling says, "Our film holds the core of the board to the facing materials, so it's important that it provides good adhesion. The recycled content of the film we supply saveBOARD is made from plastic waste created in our Hamilton plant, so we are very pleased to see it being upcycled into a product that adds value to the building sector and helps to reduce significant landfill waste. It's very exciting being part of such an innovative closed loop recycling initiative, which is well-aligned with our company ethic to be able to reuse, recycle or compost all the packaging we make."

saveBOARD'S Hamilton factory started producing saleable product in November 2021 and now diverts up to 4,000



saveBOARD co-founder and CEO, Paul Charteris.

tonnes of waste from landfill annually. Each construction board made by saveBOARD diverts 500 used beverage cartons from landfill and provides up to a 90% reduction in carbon emissions compared with other construction boards.

"Convex worked with us to develop a primary film for our product that complements our company commitment to recycling."

In September 2021, saveBOARD received a AUD\$1.74 million grant from the Australian and New South Wales Governments towards setting up a AUD\$5 million facility in New South Wales. In October 2022 the Victoria State Government made a grant of AUD\$1 million towards the cost of opening a saveBOARD facility in Victoria in 2024. The Queensland State Government is also supporting the development of a saveBOARD facility in Queensland.

saveBOARD co-founder and Chief Executive, Paul Charteris says, "Convex worked with us to develop a primary film for our product that complements our company commitment to recycling. As we have gone into Australia it's been great to know that Convex is set up there and can assist us in that market as well. It's been an easy transition to use Convex as our key supplier in Australia."

"Our New South Wales plant received its first delivery of Convex film in mid-November and will be fully operational by Christmas."



Eco-friendly saveBOARD interior walls.

You can learn more about saveBOARD here:
saveboard.nz

ECONIC PERFECT FOR PREMIUM FROZEN POPS

Dr. Feelgood Frozen Pops are now staying fresher for longer in Econic home compostable wraps.

Originally packed in cardboard, Dr. Feelgood made the change to Econic wraps in mid-2021 to extend the product shelf life. The more air-tight packaging provided by Econic is keeping the frozen pops in perfect condition in the freezer and continuing to meet the manufacturer's sustainable packaging requirements.

Made by Nelson-based Tasman Bay Food Co., Dr. Feelgood provides a guilt-free treat for health and planet-conscious consumers who want the best for both themselves and the environment. The pops are made from natural ingredients containing no white cane sugar or gluten and the home compostable wraps offer the added advantage of being eco-friendly.

"The shelf life has definitely improved since we switched to Econic."

Tasman Bay Food Co.'s Contract Manufacturing Executive, Ainslie Pomeroy says, "It's important to us to provide our consumers with a top-quality product that is just as good six months down the track as it was the day we made it."



Although the original cardboard packs met Dr. Feelgood's sustainable packaging requirements, air could easily get into them, which caused product quality to quickly deteriorate.

Ainslie says, "We worked with Convex to come up with a solution that provided the compostability delivered by the cardboard but retained the product quality for longer. Using a compostable film to wrap around an ice cream was a new concept for us and the Convex technical team did an excellent job helping us to make sure it would perform well in a freezer situation. The shelf life has definitely improved since we switched to Econic."

Dr. Feelgood wrap is made from a combination of certified home compostable films derived from sustainably produced wood pulp and GM-free corn sources that are

laminated together to lock in the freshness of the frozen pops. The wraps will break down in a home or industrial composting environment containing heat, water, oxygen, soil, and micro-organisms.

Ainslie says, "Working with Convex has been really good. They went out of their way to make sure the rewind film they supply us runs well on our packing line, and they remind me when I need to reorder."

Ainslie hopes to see growing distribution and sales for Dr. Feelgood Frozen Pops in the 2022/23 summer season as the brand builds on its first summer season in 2021/22 and becomes more well known. The frozen pops are sold through selected cafes and specialty stores New Zealand-wide in six sumptuous flavours, including Chocoholic, Banoffee and Old Fashioned Pink Lemonade.

Cafés and stores interested in stocking or finding out more about Dr. Feelgood Frozen Pops are invited to visit: drfeelgood.co.nz

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