



# Australian Packaging Covenant

*Smarter Packaging, Less Waste, Cleaner Environment.*



Signatory Name: Brickwood Holdings Pty Ltd

Status: Completed

The content in this APC Annual Report is hereby endorsed by the Chief Executive Officer, or equivalent officer of the organisation.

Yes

**Industry sector** (please select 1 only):

- Brand Owner / Wholesaler / Retailer
- Packaging Manufacturer
- Waste Management
- Other - Commercial Organisation
- Community Group
- Industry Association
- Government
- Raw Material Supplier
- Other:

## PART A – Signatory progress in reaching goals and targets of the Covenant

This section refers to signatory progress against Covenant KPIs. The data from this section will be aggregated across all signatories on an annual basis, and will enable the APC to assess overall progress against Covenant Goals and KPIs, and those of its own Strategic Plan. You can include any particulars relevant to your sector in Part B.

### Goal 1: Design - optimise packaging to use resources efficiently and reduce environmental impact without compromising product quality and safety.

#### KPI 1: % of signatories with documented policies and procedures for evaluating and procuring packaging using the SPG's or equivalent

1. Does your company have documented policies and procedures for evaluating and procuring packaging using the SPG's or equivalent?

Yes

No

#### Definition of Packaging Type

*Reporting of the proportion of packaging reviewed using the Sustainable Packaging Guidelines, whether existing or new, need not be individual SKU or products. Signatories can review – and report on their review – by grouping their packaging into different types if this is more effective and efficient. Grouping into 'types' can be by individual products (SKU's), or by related packaging / products, e.g. by type of material used (paper/ cardboard, plastic, glass, metals...), by brands, by packaging manufacturer, or by some other category which makes sense in their own design and production processes. Reporting the number or percentage reviewed should be by 'Type' as defined by each signatory's own practices, and each signatory is free to decide how to do this. A manufacturer with a small number of products might review each package independently, with each considered a unique 'type'. A large manufacturer with many products may group them for review by looking at each material type, or may review each brand or range of products in turn, or may have different packaging suppliers and work with each in order. In both cases, the reporting should simply be by the 'types' of packaging that have been reviewed.*

2. Of the types of packaging **existing** at the beginning of the reporting period, what percentage had been reviewed using the Sustainable Packaging Guidelines (SPG) by the **end** of the reporting period?

%

3. Of the **new** types of packaging introduced during the reporting period, what percentage has been reviewed using the Sustainable Packaging Guidelines (SPG) by the **end** of the reporting period?

%

4. Describe (other?) outcomes achieved using the SPG in regard to:

*Please indicate even if you have done nothing in this area*

a) *Avoiding or minimising the use of materials and other resources*

Brickwood has reduced its 3Lt Warmfill PET bottle manufactured in Logan from 90g to 78g, a 13% reduction in weight and thus a 12g reduction to the amount of plastic used in each bottle. Brickwood have also developed a lightweight PCO preform which has reduced the weight of 5 bottles from 42g to 39g, a 7% reduction in weight.

Lightweighting of packaging is a standard practice, however a formalised process will be commenced as part of the corporate sustainability program, which will be launched in 2012. Figures on the minimised use of materials will be available in the 2013 annual report.

b) *Optimising recyclability and recycled content*

Pre-consumer recycled plastic is utilised where possible, in non-food contact products.

SPG assessment outcomes are to be communicated to our customers in 2012 - 2013.

As the packaging is designed to contain food, it cannot contain recycled content due to potential resin contamination, without significant modifications to machines.

c) *Reducing litter impacts*

SPG assessment outcomes are to be communicated to our customers in 2012 - 2013.

**Goal 2: Recycling - efficiently collect and recycle packaging.**

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**KPI 3: % signatories applying on-site recovery systems for used packaging**

4. Do you have on-site recovery systems for used packaging?

- Yes at all facilities/ sites  
 Yes at some, but not all facilities/ sites  
 No

6. Describe what types of packaging materials are collected and recycled on-site

Scrap Plastic from manufacturing processes, Cardboard, Steel, Plastic Shrinkwrap, Plastic Strapping, Wooden and Plastic Pallets.

7. Actual: Describe what progress (since the beginning of the reporting period), if any, has been made in collecting and recycling materials on-site

All Brickwood sites collect and recycle all possible recyclable material on site. We convert some of this material into plastic pallets which are then used for transportation of goods to our customers. Any broken pallets are reground and converted back into usable pallets. A waste assessment is planned over the next few months to determine baseline data and identify further opportunities.

**KPI 4: Signatories implement formal policy of buying packaging made from recycled products**

8. Does your company have a formal policy of buying packaging made from recycled products?

- Yes  No

**Goal 3: Product Stewardship - demonstrate commitment by all signatories**

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**KPI 6: % signatories with formal processes to work collaboratively on packaging design and / or recycling.**

11. Does your company have formal processes in place for collaborating with other companies or organisations on improved packaging designs and/or recycling which aims to reduce or eliminate waste?

- Yes  No

**KPI 7: % signatories showing other Product Stewardship outcomes**

14. Since the beginning of the reporting period, has your company had any other outcomes related to product stewardship?

Yes

No

15. Briefly describe any other results (not described in previous questions) you have achieved in reducing your packaging impact? (Quantify your answer if possible).

Brickwood use Astron Plastics to collect plastic manufacturing scrap that can no longer be used in our manufacturing processes. Astron Plastics then reprocesses this plastic and resells it to plastic manufacturers for non food grade purposes, or manufactures Astron cable covers and slip sheets.

**KPI 8: Reductions in packaging items in the litter stream**

16. Briefly describe what measures, if any, have been implemented to reduce litter.

Most of the packaging components that Brickwood manufacture have low litter risk. However, any components identified as high litter risk through the SPG are discussed with brand owners on how to reduce the litter risk of these products.

**General**

17. Please provide details of any special circumstances or additional information that will help us interpret this report (you may include links to your website showing any case studies or relevant information).

We are currently formalising a NPD process, in which we will incorporate steps to include SPG requirements.

**PART B – Your annual performance**

This section will ask you for additional data on your progress made during this reporting period against the **annual** targets you have set for each of the Covenant KPIs. The data you provide in Part B will be used to determine your performance rating. Here we are looking at your achievements in changes to packaging **outcomes** rather than **processes** (e.g. **15 tonnes** of material diverted from landfill rather than a **process** in place to investigate or actually divert waste from landfill). Please use this section to highlight any particulars that you think are relevant about your industry and sector and we will take this into account in the performance rating.

**Goal 1: Design**

**KPI 1: % of signatories with documented policies and procedures for evaluating and procuring packaging using the SPG's or equivalent.**

*Please enter your targets for this year or milestones in your plan and the extent to which they were achieved.*

Please indicate your progress this year towards achieving your annual targets and milestones for KPI 1

	Target: What were your annual targets for the reporting period?	Actual: What did you achieve?
1.	Review the majority of existing packaging and 100% of new packaging produced at manufacturing sites against the SPG.	We have reviewed 24% of existing packaging. Review of new packaging to commence in 2013 as per action plan.
2.	Incorporate the SPG into the company's new product development processes.	SPG will be incorporated in 2012 /2013
3.	Conduct at least 5 LCAs or PIQETs on our packaging products per year.	Conducted 2 PIQETs and 1 LCA of our packaging during the period of this report. Will increase to 5 per year over the next few years as per action plan.
4.	Key designers to be trained in using PIQET and the SPG.	Key designers are trained to use PIQET but yet to be trained in SPG. Training in SPG will occur when the SPG is formally introduced into the NPD process.
5.	Rank products according to a ranking system. Update packaging changes in the sustainable packaging database.	All SPG assessed products have been ranked via a traffic light system and uploaded onto a database as a baseline. Progress on the percentage of high ranked products will be reported in subsequent annual reports.
6.	Improve sites' EMS scores.	A corporate EMS in alignment with ISO is maintained across all sites.
7.	Reduction in energy, water, and waste. Report energy, water, waste and on site recycling rate.	Commenced measuring energy in 2011, water and waste in 2012.
8.	Identify and investigate packs that can be light weighted, downgaged or replaced by lighter materials. Record opportunities on database for storing SPG assessments.	Opportunities have been recorded in database. Biggest opportunity is exploring lightweighting which is applicable for some of our product lines.

**Goal 2: Recycling**

**KPI 3: % signatories applying on-site recovery systems for used packaging.**

*Please enter your targets for this year or milestones in your plan and the extent to which they were achieved.*

Please indicate your progress this year towards achieving your annual targets and milestones for KPI 3

	Target: What were your annual targets for the reporting period?	Actual: What did you achieve?
1.	Recycle cardboard, plastic, paper and recyclable containers generated on-site.	Currently all sites have on site recycling systems for these materials.

**KPI 4: Signatories implement formal policy of buying packaging made from recycled products.**

Please enter your targets for this year or milestones in your plan and the extent to which they were achieved.

Please indicate your progress this year towards achieving your annual targets and milestones for KPI 4

	Target: What were your annual targets for the reporting period?	Actual: What did you achieve?
1.	All sites will have a buy recycled policy for office stationery.	Formal buy recycled policy in development, on track to be introduced company wide in 2013 as per action plan.

**Goal 3: Product Stewardship****KPI 6: % signatories with formal processes to work collaboratively on packaging design and / or recycling.**

Please enter your targets for this year or milestones in your plan and the extent to which they were achieved.

Please indicate your progress this year towards achieving your annual targets and milestones for KPI 6

	Target: What were your annual targets for the reporting period?	Actual: What did you achieve?
1.	Engage SustainaPac, a sustainable packaging consulting group that provides sustainable packaging guidance.	SustainaPac was used on multiple occasions to complete PIQET assessments and to assist with reviewing our products against the SPG.
2.	Engage Impact Innovation, an innovation agency who will engage customers in innovation projects.	Impact Innovation was used to run a consumer project on sustainable packaging.

**KPI 7: % signatories showing other Product Stewardship outcomes.**

Please enter your targets for this year or milestones in your plan and the extent to which they were achieved.

Please indicate your progress this year towards achieving your annual targets and milestones for KPI 7

	Target: What were your annual targets for the reporting period?	Actual: What did you achieve?
1.	Conduct awareness weeks 3 times a year	Conducted 3 awareness weeks; Climate Change and Energy, Sustainable Cities and Safety.
2.	Reduce imports of preforms and convert to local manufacture. Improve distribution channels and reduce double-handling of raw materials.	Systems to record this are currently in development. Recorded volumes will be available for the next annual report.
3.	Stay abreast of new manufacturing and packaging technology, and improvements in renewable and alternative material technologies.	Developed relationship with Astron Plastics to supply the recycled plastic for our trials of including recycled content into our non food packaging. Trailed the use of bio-hybrid resin (resin with a percentage derived via corn starch) in some existing products.
4.	Promote the use of Orbis Drop Box to customers.	Program is in place and almost at saturation with all applicable customers.
5.	Continue to recover and re-use damaged Brickwood plastic pallets and Drop Boxes	Program is continuing.

**KPI 8: Reductions in packaging items in the litter stream.**

*Please enter your targets for this year or milestones in your plan and the extent to which they were achieved.*

Please indicate your progress this year towards achieving your annual targets and milestones for KPI 8

	Target: What were your annual targets for the reporting period?	Actual: What did you achieve?
1.	Identify and reduce the number of packs produced with litter prone designs.	No current products were identified as litter prone. All wadding and tamper evident bands cannot be easily removed.

**PART C – Your Experiences**

Please use the fields below to share with us any achievements, good new stories or areas of difficulty in making progress against your plan and the Covenant Goals and KPIs. Provide as much detail as you feel is appropriate.

**24. Key achievements or good news stories.**

Trials of using bio-hybrid resin are underway. If they are deemed successful and customers are happy that quality is not compromised, they will mark significant environmental savings by reducing the amount of virgin resin used. Those environmental benefits will be quantified via PIQET or an in-depth LCA.

**25. Areas of difficulty in making progress against Covenant KPIs.**

Largest difficulty to make progress against Covenant KPIs has come from incorporating the SPG into the new product development process. This is due to a variety of reasons, the largest being the lack of a central process on product development.

There is also difficulty with respect to influencing the final product design and labelling as these decisions are made by our customers, the brand owners.

**26. Any other comments.**