

# OUR PLASTIC PACKAGING: OUR BUSINESS

## THE TRUTH ABOUT RECYCLING PLASTIC CONTAINERS

### HOW MUCH PLASTIC DO WE USE IN NZ?

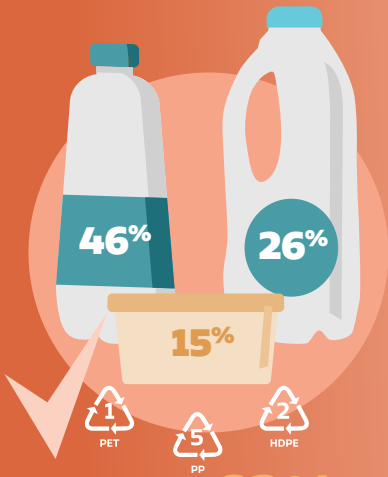
EACH YEAR, KIWI HOUSEHOLDS GET THROUGH A STAGGERING



VS



### 87% OF PLASTIC CONTAINERS ARE EASILY RECYCLED



THERE ARE LIMITED MARKETS FOR PLASTICS



THAT'S 2678 TONNES

OF NZ'S PLASTIC CONTAINERS THAT DON'T ALWAYS GET A SECOND LIFE



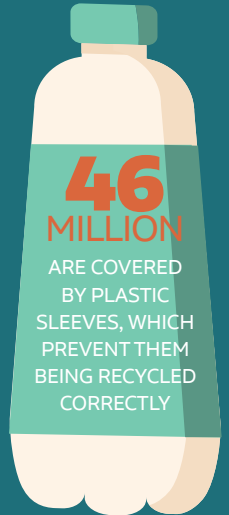
YET ONLY 62% OF PLASTIC CONTAINERS ARE PLACED IN RECYCLING BINS

### WHY AREN'T MORE PLASTICS RECYCLED IN NZ?

IT'S NOT JUST CONSUMER ERROR



CONTAINERS ARE MADE FROM COLOURED PLASTIC PREVENTING THEM FROM BEING RECYCLED INTO LIKE-FOR-LIKE ITEMS. THEY MAY ONLY BECOME BINS OR PALLETS, WHICH MAY NOT BE RECYCLED AGAIN



### HOW CAN YOU MAKE YOUR PLASTIC PACKAGING MORE RECYCLABLE?

BY MAKING IT:

