



PACKAGING COUNCIL
OF NEW ZEALAND (INC)
(PAC.NZ)

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NEWS RELEASE

New Zealanders recycled almost 20% more packaging last year than the year before

The Packaging Council today released the latest data about packaging production, consumption and recovery showing that New Zealanders recycled nearly **20%** more packaging in the year to March 07 than in the previous year.

Paul Curtis Executive Director of the Packaging Council announced a record high for the amount of packaging recovered as a percentage of consumption ahead of the industry's Environmental Packaging Awards to be held on the 31st August.

"Overall **57%** of our packaging was collected in the past year which is a massive 67,500 tonnes more than the year before. To put this in perspective, this increase equates to an annual saving of around 33,000 tonnes of CO₂ or taking around 8,000 cars off the road¹."

We have already surpassed the Accord recycling targets for paper and steel and we are at least 95% of the way to achieving our recycling targets for aluminium, glass and plastic.

This "mass balance data" is compiled annually to track recovery levels and trends of packaging waste to landfill. The collation of the data is a key part of the Packaging Council's commitment to the Packaging Accord (2004) which sets out targets for packaging recovery by 2008. The table below charts progress by packaging type and against the Accord targets and shows an increase for each type of material with paper and steel exceeding their targets two years early:-

MATERIALS	PRODUCTION (TONNES)	CONSUMPTION (TONNES)	COLLECTION (TONNES)	COLLECTION AS % OF CONSUMPTION	PACKAGING ACCORD TARGET
ALUMINIUM	7,895	6,270	3,900	62%	65%
GLASS	128,110	208,240	109,860	53%	55%
PAPER	492,300	336,500	256,200	76%	70%
PLASTICS	136,079	156,359	34,891	22%	23%
STEEL	44,765	21,340	12,245	57%	43%
TOTAL	809,149	728,709	417,096	57%	

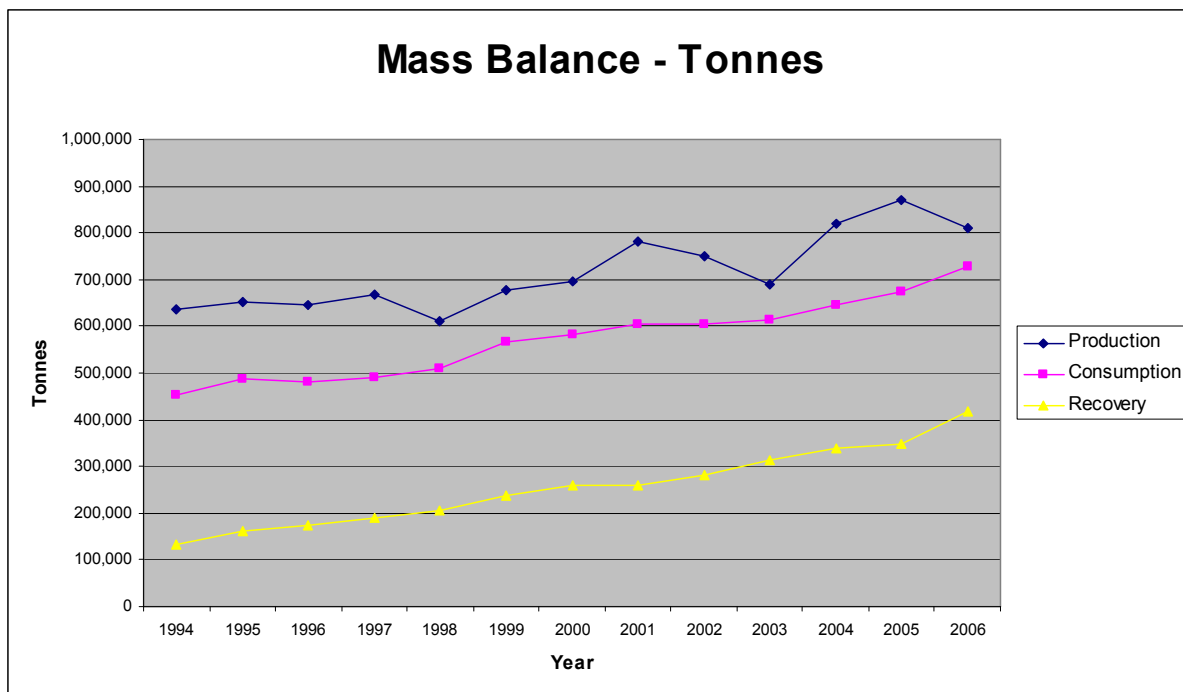
¹ Using a model created by the New South Wales Department of Environment and Conservation

Mr Curtis said that this achievement was a credit to the cooperation between packaging manufacturers, brand owners and retailers, recycling operators, local and central government:

“This is an excellent result which sees us well placed to exceed our Accord targets in 2009 and set future targets knowing that householders are recycling more and more. Our recycling rate is slightly higher than Australia’s and for some packaging types such as paperboard, we are amongst the world leaders for recycling. What is more, recovery is now consistently outpacing the amount of packaging waste per capita to landfill.”

“We are getting better at recycling and at developing economic markets particularly for materials which have been more of a problem such as glass and plastics. We are also better equipped to collect and interpret the data. When we first started collating this data over 12 years ago, we took the view that imports of filled steel and aluminium cans largely matched exports, however it is now clear that we are producing less here for consumption in New Zealand and exporting more. Matching production data with supermarket sales data we are now able to reflect this trend in our numbers.”

The Packaging Council’s data shows a worrying 7% overall decrease in the domestic production of packaging, suggesting that more manufacturing is moving overseas and the increase in consumer demand is being met by more imported products:-



For more information: go to www.packaging.org.nz