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IN PACKAGING COVENANT

TION PLAN

FOR

JUICY ISLE PTY. LTD

March 2011 – March 2016



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Juicy Isle is a Tasmanian owned and operated Company, employing approximately 51 full time equivalent personnel, producing an extensive range of pasteurised and chilled fruit juices and drinks, along with cordials.

Juicy Isle Pty. Ltd. market their products under the trade names Juicy Isle, 100% Juicy, 100% Juice, Tassie Quench, Hartz, Orchard Fresh, Mountain Maid and Hydro.

Juicy Isle also contract pack Juice for Aldi and IGA and Cordi to Go cordials for IGA and Chickenfeed respectively.

All products are distributed throughout Tasmania and are available through retail outlets. Many of the products in Juicy Isle's range are distributed to interstate and overseas markets.

Juicy Isle Pty. Ltd., is a family owned company in its 40th year of business, providing quality products and exceptional customer service and satisfaction.

Company Brands

- Juicy Isle
- 100% Juice
- 100% Juicy Isle
- Tassie Quench
- Cordi To Go
- Hydro
- Hartz
- Del Rivo
- Solesta
- Orchard Fresh
- IGA
- Earth Juice



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- HDPE Plastic
- Cardboard cartons
- Stretch wrap
- PET Plastic
- LDPE & HDPE caps
- Shrink Film
- Glass
- Waxed cardboard inner

Company Australian Packaging Covenant Contact:

Name: Neville Blazely
Position: Quality Assurance Officer
Address: 10 Runway Place,
Cambridge Tas 7170
Ph 03.62485955
Fax 03.62485545 Email: blazely@juicyisle.com.au



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Background

This document aims to identify actions that may be taken to address the on site operations of Juicy Isle Pty. Ltd. to optimise environmental performance.

Juicy Isle Pty. Ltd. will review this document and associated actions on an annual basis. The review process will allow documented actions to be critically evaluated and their performance measured ensuring that a strategy of continual improvement is adhered to.

Companies covered by these guidelines are small to medium size businesses that may fall under the 1% market share level ó this level would normally exempt them from the Australian Packaging Covenant threshold. However as part of their commitment to environmental and product stewardship they have undertaken these commitments.

Please note that these companies are somewhat restricted in the changes they are able to effect within their industry.

Each company through their signatory status to the Australian Packaging Covenant demonstrates a high level of commitment to minimising the impacts of their operations and products has on the environment.

Document Introduction

This document relates specifically to the on ó site actions and initiatives nominated and carried out by Juicy Isle Pty Ltd.

This document reviews the activities carried out over the past 12 month period and evaluates the performance of the company and its objectives during the past twelve months commencing January 2010.

This document will also state quantified baseline data for the year 2011 and states the companies objectives in our action plan for 2011 ó 2016.

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Primary Packaging

Material Type	PACKAGING TYPE	% Total Packaging Used
PET	Juice bottles for hot fill product.	18%
High Density Polyethylene plastic	Plastic juice bottles	13.8%
Low Density Polyethylene (LDPE)	Caps for HDPE juice bottles, (Hot Fill)	4%
Wax Cardboard Carton	Waxed juice carton	1.6%
Glass	Glass bottle	44.8%
Aluminium	Metal, glass bottle cap	0.2%

Secondary Packaging

Cardboard	Outer Cartons	13.7%
Polyethylene plastic	Pallet stretch film	0.7%
Polyethylene plastic	Shrink film	2.2%
plastic	Tape	0.3%
Plastic coated paper	Labels	1%

Packaging Waste

Sources of Packaging Waste

Sources of packaging waste come from three key areas of our Manufacturing/Warehouse/Distribution facility.

- 1/ Packaging waste during the Production Process
- 2/ Packaging from the delivery of all Incoming Goods
- 3/ Return/Damaged Products

Description of above processes are detailed below.

1/ Packaging waste during our manufacturing processes is classified as packaging that would normally have been used on our finished product but has been damaged during the filling or packing process.

This would include waste for obsolete products or any new product development. In process packaging waste forms approx 15% of total packaging waste. Juicy Isle make a conscience effort to ensure all damaged cardboard boxes are re used by our warehouse staff for packing orders and all cardboard dividers are returned to the supplier giving us a good return on waste in the processing area.

2/ Ingredients and packaging materials delivered into our warehouse are packaged in a variety of materials which can include drums, cardboard, plastic wrap.

These are usually palletised with plastic wrap. The majority of these materials are recyclable as we predominately deal with companies that are signatories to the Australian packaging covenant.

3/ Return/Damaged goods are classified as damaged finish goods requiring either selling off at a reduction or disposal.

Returned bottles of plastic or glass are emptied and put into the appropriate marked bins ready for collection by our recyclers.

Juicy Isle is continually working towards production efficiencies to reduce quantities of product/manufactured waste as this remains a key target for all at the manufacturing site. Packaging associated with finished goods waste is running at approx 40% and it is an area that we are constantly monitoring.

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Baseline Data for 2011

Objective/Goal	Performance Indicator	KPI
All packaging materials have been manufactured to use minimum materials to achieve a safe, clean product	<p>Estimated total weight of consumer packaging sold into the Australian market for 2008,</p> <p>Estimated total net weight of products sold to the Australian Market in 2008</p>	<p>720487 Kgs</p> <p>7204548 Kgs</p>
All primary and most secondary packaging materials are recyclable	<p>Estimated total weight of Non Recyclable material used in 2008.</p> <p>3900kg</p> <p>Tape 1101 kg</p> <p>Adhesive Labels 2995 kg</p>	<p>Shown as % to net weight.</p> <p>.15% Target <</p> <p>.13%</p> <p>.029%</p> <p>.101%</p>

Product Elements	Actions/Commitments	Objectives 2011 - 2016	Progress
Design & Research	Annual product and raw material review and audit to ensure we adhere to the environmental code of practice.	There will be a continual reduction of plastic that we use for our long life bottles and chilled bottles, this will be monitored closely as we do not want the product to become affected due to damage and degradation. Our bottles and cartons have been reduced during the term of our covenant commitment, however we will continue to liase with our suppliers regarding any new technology that helps us achieve our goals.	All primary and secondary packaging materials currently being used are recyclable.
Production	Production Waste measurement. Full product waste cycle, not just packaging control	Our target waste reduction for 2011 is 5%. Water effluent waste is currently being reviewed by senior management at juicy isle, we will be installing a recycled water system as soon as is possible.	Production Efficiencies are currently being monitored by our production data base reviewed daily by or Production Manager in consultation with the Production Supervisor and Quality Control officer.
Distribution	Ongoing review of all incoming & outgoing Transport methods	Continue to look at maximising pallet space & configurations.	All incoming concentrates are purchased in drums, so there is limited scope for alternatives given the need for refrigerated units. When possible, single strength juice is delivered in wooden bins which are reusable.

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Key performance indicator (see Schedule 2)	Actions	Baseline Data	Target or performance goal/objective	Product Stewardship
1. Packaging produced (weight and compared to product)	To continue collecting data and report it for the July . June period.	Estimated total weight of consumer packaging sold into the Australian market for 2011, 720000kgs Estimated total net weight of products sold to the Australian Market in 2011, 800000kgs	All packaging materials have been manufactured to use minimum materials to achieve a safe, clean product	Design, Production, Education
2. Improvements in design, manufacture, marketing and distribution	To continue to be advised of events by our sales and marketing personnel of any new innovations in the Industry which need to be implemented in the production of the new product.	Our Plastic has been reduced in size giving a saving of approx 5%, this has come about due to a redesign of our plastic product for our 300ml, 350ml and 2 litre, juice range, and the 600ml and 750 ml water bottles. We have also purchased a new filler, new labellers and an updated packing machine which will significantly reduce overall packaging on many product lines as well as minimise total outer packaging used as well as a reduction in packaging waste.	Currently a 5% reduction in plastics and a 2% reduction in cardboard as we have downgraded the board grade on many of our existing products. With new machinery and updated packing machines continue to reduce packaging and waste.	Production, Design, Research

		packaging configurations ve been reviewed d some SKUø have anged stack patterns reduce unused space pallets and minimise packaging waste material.	Continue to look at maximising pallet space & configurations.	Design, Research
4. Non- recyclable packaging	To make sure our management is aware of all new and existing packaging is to be as much as recyclable material as possible going forward.	Estimated total weight of Non Recyclable material used in 2011 9457kgs Tape- 2708kgs Adhesive Labels- 7379kgs	All primary and most secondary packaging materials are recyclable	Production, Research, Education
5. Post- consumer recycling facilities	To continue to be looked at.	Looking at a reduction of approx 2% - 5% going forward.	On going.	Education
6. Packaging to landfill or recycled	Production Waste measurement. Full product waste cycle, not just packaging control Review Administration waste disposal. Review production/distribution/ warehouse waste disposal.	Estimated Total consumer packaging recycled from on site collection for 2011. Plastic- 18,000kgs Cardboard- 21,000kgs Glass- 1350kgs Estimated total packaging sent to landfill from onsite collection for 2010- 24,000kgs	Recycling of used packaging that has increased. Our target waste reduction for 2011 is 5%. Water effluent waste is currently being reviewed by senior management at Juicy Isle, we will be installing a recycled water system as soon as is possible. Ongoing Discussions with veolia waste management regarding continuous improvement.	Production, Reduction, Education & Research.
7. Formal adoption of ECoPP	Annual product and raw material review and audit to ensure we	Baseline data for this completed February 2011.	There will be a continual reduction of plastic that we	Research, Design, Production & Distribution

			use for our long life bottles, this will be monitored closely as we do not want the product to become affected due to damage and degradation. Out bottles and cartons have been reduced during the term of our covenant commitment, however we will continue to liaise with our suppliers regarding any new technology that helps us achieve our goals.	
8. Buy recycled policy	It is our policy to ensure all raw materials we buy and the suppliers we deal with have a proven recycled policy.	Currently sitting at approx 50% - 60%. Always looking to Improve the Percentages as we work with our suppliers.	Already seeing an improvement in production productivity by using more recycled materials. Production volumes are up due to less line stoppages.	Production, Education, Market Development.
9. Baseline data	Baseline Data will continue to be collected and reported against NPC KPIs for the July . June period 2010 - 2011.	Currently running at approx 60% achievement rate across all KPIs at present.	Line productivity up by approx 30% at the present time.	Production, Design, Distribution.
10. Annual reporting against plan	Annual Report will be completed by 31/10/2011 and each subsequent year.	Annual reports have quantified results of previous twelve months.	Activities have been monitored and will be reported in the annual report by 31/01/2011.	Production, Design, Distribution & Research
11. Demonstrate improvement	Compare annual reduction by percentage of all packaging materials that leave the premises on an annual basis and report through normal NPC guidelines.	Data is being monitored for Input into annual report.	Expected overall reduction due to recent product improvements.	Production, Design.



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