

Tuesday 16 June 4pm



Agenda

Welcome & Introductions – Craig Miller, CEO
The Packaging Forum

Background to SPRS Trial – Lyn Mayes,
Scheme Manager

Introduction to Valpak – Tom Hare, Director
Valpak

Data requirements and submission tools

Key timelines

Q&A

Our team

- Established in 2006
- Not for Profit Membership organization
- 250 Members (~190 SPRS Members)
- Providing a forum for credible partnership and collaboration on sustainable outcomes for packaging across the industry



Victoria Carter ONZM
Chair



Craig Miller
CEO

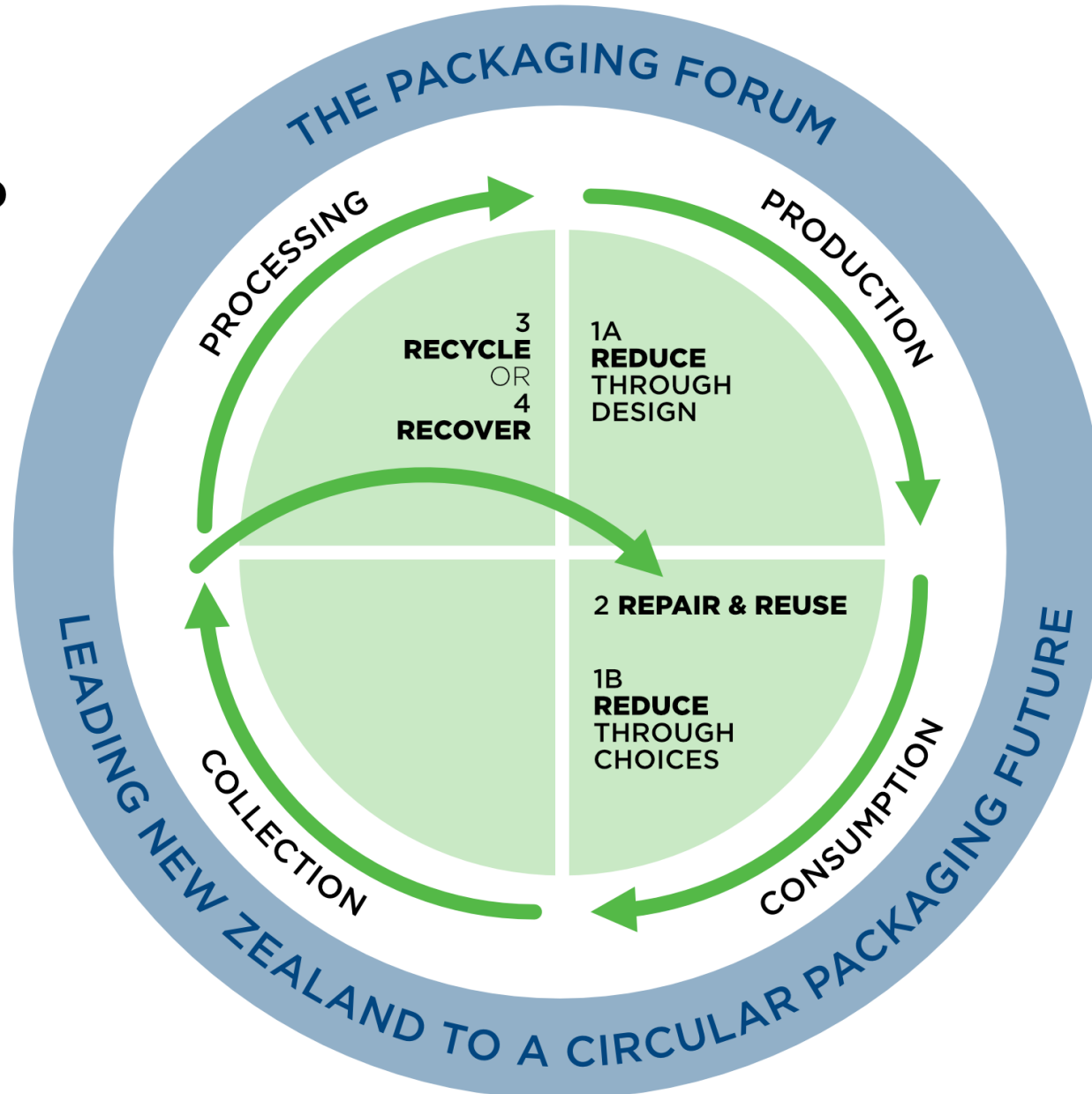
Our Board

Victoria Carter Independent Chair
Craig Miller CEO The Packaging Forum
Nick Baker Visy Recycling
Dylan Brown Pepsi Co - Bluebird
Rosie Cotter Lactalis-Mainland Dairy
Gavin Fong Plus Pac
Jamie Galloway Foundation Coffee
Debra Goulding Foodstuffs
Chris Grant 5R Solutions
Carmen Houston SIG Group ANZ
Nicola Voice Woolworths

Our Scheme Managers

Lyn Mayes
Soft Plastic Recycling Scheme
Greer Larsen-Compton
Food & Beverage Carton Recycling Scheme
Nicole McCann
Caps & Lids Recycling Scheme
Kasun Ranga
Glass Packaging Forum

WHERE SHOULD WE FOCUS?





Leading New Zealand to a circular packaging future

OPERATIONAL EXCELLENCE IN PRODUCT STEWARDSHIP

Delivering environmentally optimal circular solutions (scope inclusive of reduce, reuse, collection, recycling)

Connecting organisations to enable circular pathways, solutions brokering

Expert advisors on designing for circularity and labelling, with environmental efficiency

Promoting material collection and providing solutions

Developing deep industry data and research as a circular enabler and hub for members

Researching and funding new innovations and technologies through the value chain, for improving resource recovery outcomes

THOUGHT LEADERSHIP AND ADVOCACY

One effective voice for members on advocating for a circular packaging future

Respected seated at the table with local and central government, working long-term and cross-party. **Trusted credible voice of industry**

Proactively steering optimal policy and regulatory outcomes, with expertise on all materials

Understanding of **Global Best Practices** incorporating, what will work for NZ

COLLABORATION, EDUCATION, COMMUNICATION

Providing effective platforms for industry collaboration and cross pollination of expertise (e.g. networking events, webinars, workshops, awards) – **a connectivity catalyst**

Providing a clear menu of **tools and services** for members

Creating value for and **communicating proactively** to members

Growing membership with a clear value proposition

Working collaboratively with the ANZ ecosystem

Educating and engaging consumers to support fully circular behaviours and outcomes

Future fit governance – independent, transparent, representative, skilled

Resourcing and structure – building capacity, adaptability and capability to deliver

Values and culture – collaborative stewardship with integrity and agility

PURPOSE/VISION

*Leading New Zealand
to a circular packaging future.*

STRATEGIC PRIORITIES

Operational Excellence in Product Stewardship

- Unlocking scheme operational efficiency improvements and reducing costs
- Building valuable data for members and the industry (Valpak EPR futureproofing data modelling, Audits, RPS Modelling)
- Solutions connecting : trialling and commercialising for SPRS the diverse processing markets (IQ Renew, APR, Nilo, Plastoil, SPSA co-lab) to enable diverse domestic and offshore processing
- Delivering labelling advice expertise to existing and potential new members
- Expansion into new regions (Manawatu)

Advocacy

- EPR / PPPS advocacy –Submit soft plastic priority product application
- Create phased roadmap from voluntary to mandatory to transition once legislation allows
- Prepare for new payment model in readiness for 2027/8 implementation, leverage for EPR
- Kerbside Collection trials –moving into commingled council collection, supporting work of RLF –objective to include in kerbside
- Support members transition towards new materials thresholds (Ceflex)
- Incentivise use of recycled content to drive demand

Collaboration, Education, Communication

- Improving membership engagement and retention
- Targeted new membership drive
- Driving buy recycled comms to increase soft plastics demand (Bunnings trial, Future Post donations and PR/Comms)
- Increasing consumer engagement and participation via new collection trials and other positive PR opportunities
- Promote scheme nationally and internationally via webinars and conferences – alignment with broader plastics and international benchmarks

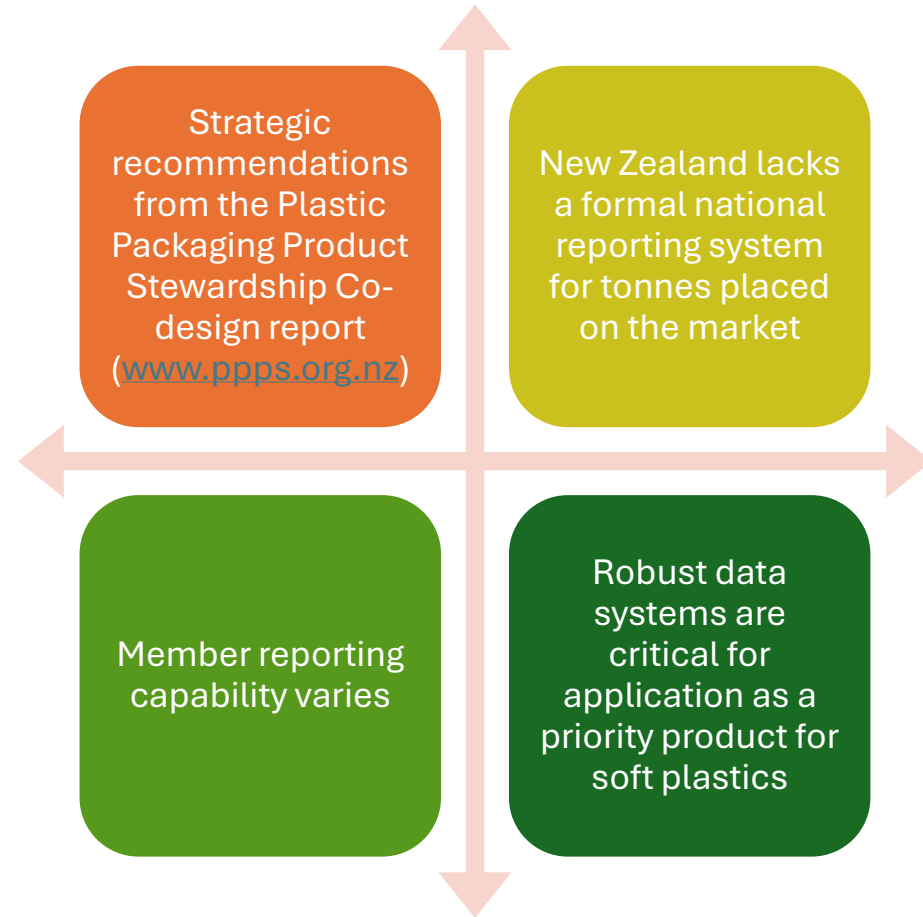
ORGANISATION FOUNDATIONS

Future fit governance – independent, transparent, representative, skilled

Resourcing and structure – building capacity, adaptability and capability to deliver

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Background to Data Reporting Trial



THE
PACKAGING
FORUM

in partnership with



Valpak Introduction

June 2026

Introducing Valpak:

Leading environmental compliance and sustainability solutions



Who *we* are



Part of Reconomy, a global leader in circular economy solutions



The UK's largest compliance scheme for packaging, WEEE, and batteries



Over 25 years of expertise in reporting and navigating complex legislation like EPR (Extended Producer Responsibility)



Sustainability consultancy specialists, supporting businesses' environmental objectives

Our *impact*



65+ million SKUs

Home to the industry-leading packaging and product database

Supporting brands, industry, and government with accurate data and analysis for big change

A *sustainable* business



Awarded Platinum sustainability rating by EcoVadis, placing Valpak in the top 1% of 130,000 companies worldwide



Who *we are*

Reconomy is an international circular economy specialist – we help businesses to embrace the circular economy



Our *locations*

- KEY:**
- Recycle offices and facilities
 - Regional Comply offices
 - Re-use offices and logistics hubs
 - Head offices



Data Collection Methods

The image features a white background with a faint, light gray grid pattern. On the right side, there are large, overlapping, curved shapes in shades of green and blue. The top shape is a bright green, and the bottom shape is a darker blue. The text 'Data Collection Methods' is positioned on the left side of the image, in a bold, dark blue font.



Plastic Collection Form

Data Reporting

Activity

Brand Owner, Importer

Packaging Level and Type

Primary Consumer, Primary Non-Consumer, Secondary, Transit

Packaging Material

PET, HDPE, PVC, LDPE, PP, PE/PP/Nylon/PET, Other mixed layers
Clear, Black, Coloured

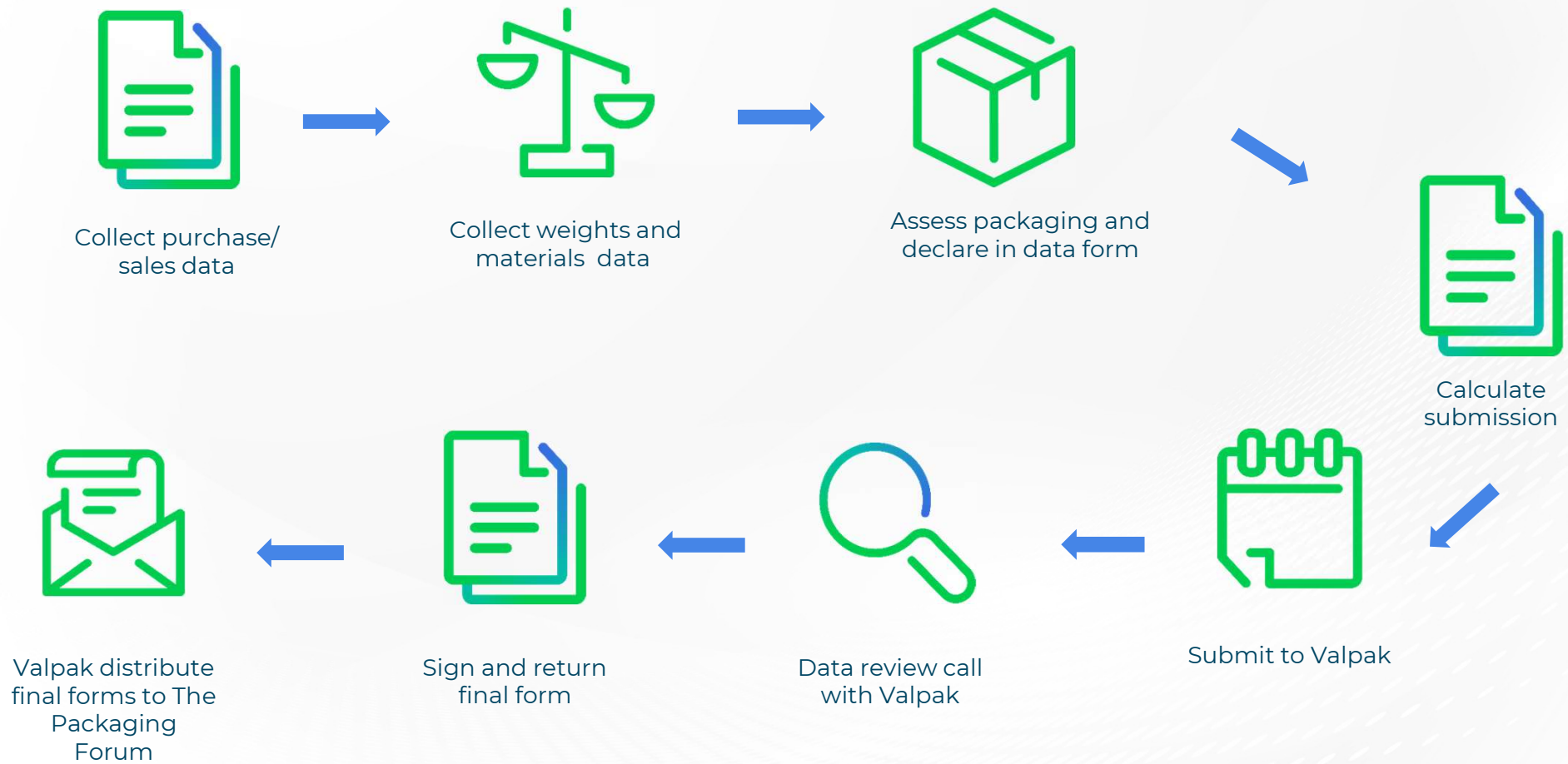


Plastic Submission Form

EPR Data submission forms		
on the market volume (in KG) Based on the categories below, ca		
Producer		
Primary: Consumer		
Clear	Black	Coloured
Importer		
Primary: Consumer		
Clear	Black	Coloured

Plastic packaging colour can affect how it is processed in recycling systems. Understanding the colours used enables us to provide accurate recyclability assessments, support compliance requirements, and help improve recycling outcomes.

Data Submission Process



Valpak Data Review



Once data is submitted, our team will get in touch to:

- **Review the data** with you directly
- Verify any **anomalies**
- Ensure all submissions are as accurate as possible

It's also a valuable opportunity to ask questions and clarify anything you're unsure about.



Ready Reckoner

What is a Ready Reckoner?

A Ready Reckoner is a calculation tool that uses established data and assumptions to provide quick, consistent, and reliable estimates, helping users make informed decisions.

- Valpak has developed the Ready Reckoner to support the calculation of soft plastic submissions.
- Drawing on Valpak's extensive data resources, our team has established estimated average weights across a wide range of product categories.
- The tool provides reliable estimates of soft plastic weights, broken down by polymer type and colour.
- The tool will help businesses gain a clearer understanding of the volume and composition of plastic they place on the market.

How does it work?

- Initially there will be a series of questions that will need to be answered. These are to help calculate data such as carrier bag usage and secondary & transit polymers.

Questionnaire									
Additional questions to help support the calculations. All questions are pre-populated, please review to ensure they are appropriate for your business activities									
Do you have any soft plastic packaging added in-store? E.g. plastic deli bags	N	How many single units of packaging have you purchased to be given to end users in-store?	0	What weight are your bags? 6g is an assumed average	6	Polymer type	LDPE	Material colour	Coloured
Do you sell plastic e-comm packaging?	N	How many units of e-comm packaging you purchased to be sent to end users?	0	What weight are your bags? 15g is an assumed average	15	Polymer type	LDPE	Material colour	Coloured
Do you sell multipacks?	N								
Do you have a common plastic polymer type used for secondary packaging?	N		What is the polymer? *			LDPE			
<i>* This will set the polymer of all of your secondary packaging to the chosen value</i>									
Do you have a common plastic polymer type used for transit packaging?	N		What is the polymer? **			LDPE			
<i>** This will set the polymer of all of your transit packaging to the chosen value</i>									

How does it work?

2.

You'll then be asked to populate the sales quantities for the APCO period (March to March). The sales are split into Consumer and Non-Consumer. Additionally, you can also enter any import quantities.

Please sum up your obligated quantity per the applicable categories for the APCO period (March to March). You can find definitions in the glossary, and don't double count quantities between the importer and producer

				<i>* Only input a figure as importer where you are not the producer</i>			
Sector	Category Code	Category Name	Producer Consumer Quantity	Producer Non-Consumer Quantity	Import Consumer Quantity	Import Non-Consumer Quantity	
Clothing & Accessories	3	Clothing (Bagged)	10000		1000	1000	1000
Clothing & Accessories	5	Clothing accessories	11487		1000	1000	1000
Clothing & Accessories	6	Hair Accessories	1833		1000	1000	1000
Clothing & Accessories	7	Jewellery	1323		1000	1000	1000
Clothing & Accessories	8	Footwear	13781		1000	1000	1000
Household & Cleaning	9	Adhesive	4920		1000	1000	1000
General Merchandise	10	Art / Crafts	3884		1000	1000	1000
General Merchandise	11	Haberdashery	1593		1000	1000	1000

How does it work?

- The submission form will then calculate the soft plastic totals based on the previous steps. The weights used will be available within the workbook to review and edit.

EPR Data submission forms									
Please report your total NZ only placed on the market volume (in KG) Based on the categories below, calendar year 2025. (Additional guidance is provided in the 'Glossary' sheet.)									
Producer									
PACKAGING MATERIAL			REPORTING DATA (KG)						
Material Category	Subcategory	Primary: Consumer			Total Primary Consumer	Primary: Non-consumer	Secondary	Transit	Total
		Clear	Black	Coloured					
Flexible plastic	Mono-material Resin Code 1: PET	1,440.58	-	4,508.53	5,949.11	2133	63.64	0.65	6,034.73
	Mono-material Resin Code 2: HDPE	3,065.76	-	-	3,065.76	2332	1,169.22	0.24	4,258.53
	Mono-material Resin Code 3: PVC	-	-	-	-	-	-	-	-
	Mono-material Resin Code 4: LDPE	10,131.46	-	12,662.60	22,794.06	183.14	5,523.09	5,134.73	33,635.01
	Mono-material Resin Code 5: PP	8,351.64	-	8,236.84	16,588.48	78.16	2,639.18	0.15	19,305.97
	Resin Code 7a: (PE, PP, Nylon, PET)	-	-	-	-	-	-	-	-
	Resin Code 7b: (Other mixed layers)	323.06	-	4,384.18	4,707.23	17.45	-	-	4,724.68
									67,958.93
Importer									
PACKAGING MATERIAL			REPORTING DATA (KG)						
Material Category	Subcategory	Primary: Consumer			Total Primary Consumer	Primary: Non-consumer	Secondary	Transit	Total
		Clear	Black	Coloured					
Flexible plastic	Mono-material Resin Code 1: PET	87.49	-	135.91	223.40	229.45	0.30	0.94	454.09
	Mono-material Resin Code 2: HDPE	28.37	-	-	28.37	-	61.34	0.47	118.55
	Mono-material Resin Code 3: PVC	-	-	-	-	-	-	-	-
	Mono-material Resin Code 4: LDPE	516.98	-	92.63	609.61	609.61	473.61	221.03	1,913.87
	Mono-material Resin Code 5: PP	84.31	-	74.74	159.05	294.63	103.07	0.11	556.85
	Resin Code 7a: (PE, PP, Nylon, PET)	-	-	-	-	-	-	-	-
	Resin Code 7b: (Other mixed layers)	718.91	-	443.15	1,162.07	141.63	-	-	1,303.70
									4,347.06



Data Collection Outsourcing

Valpak Data Insights Service

Our Data Insights service provides businesses with accurate, actionable data to drive **compliance, sustainability, and efficiency**.

Key impact stats:

- **600+** companies assisted – Supporting businesses since 2004, including **7 of the UK's 10 largest** grocery retailers.
- **16,000** Suppliers contacted in 2025 to obtain packaging data.
- **4.1 million** new packaging data entries in 2025 – Delivering accurate, quality-checked data for compliance and reporting.
- Over **260 Data Experts** – Helping businesses optimise their packaging strategies, reduce waste, and meet developing regulations.



With Valpak Data Insights, companies gain the confidence and tools to make **data-driven decisions, improve sustainability**, and stay ahead of compliance challenges.

Experience in the grocery retail market



Removes **2.5 billion pieces** of packaging



Has cut **40%** of plastic since 2017



Reduced all packaging by **32%** since 2015

- Our product database to help customers improve environmental performance
- Supporting major UK retailers to meet CSR goals

Additional Considerations



Keep a methodology document

- Clearly outline data sources, assumptions, and conversions
- Document any estimations/assumption methods used
- Ensure consistency across reporting periods

Maintain a file of all workings

- Store raw data, calculations, and supporting evidence



Ensure traceability

- Link packaging data back to commercial transactions (sales, purchases)
- Ensure anyone reviewing can follow the full data journey

Include a version history

- Track updates to data, logic, and assumptions

Contact us

If you need anything, we're here to help — just get in touch.

- Dedicated compliance experts
- Call or email
- Technical queries and submission assistance

Resources

Valpak are currently developing additional resources to support producers

- ✓ Data form template
- ✓ Glossary and definitions
- ✓ Case studies and practical examples
- ✓ Step-by-step guidance and FAQs
- ✓ Past webinar recordings



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Project manager



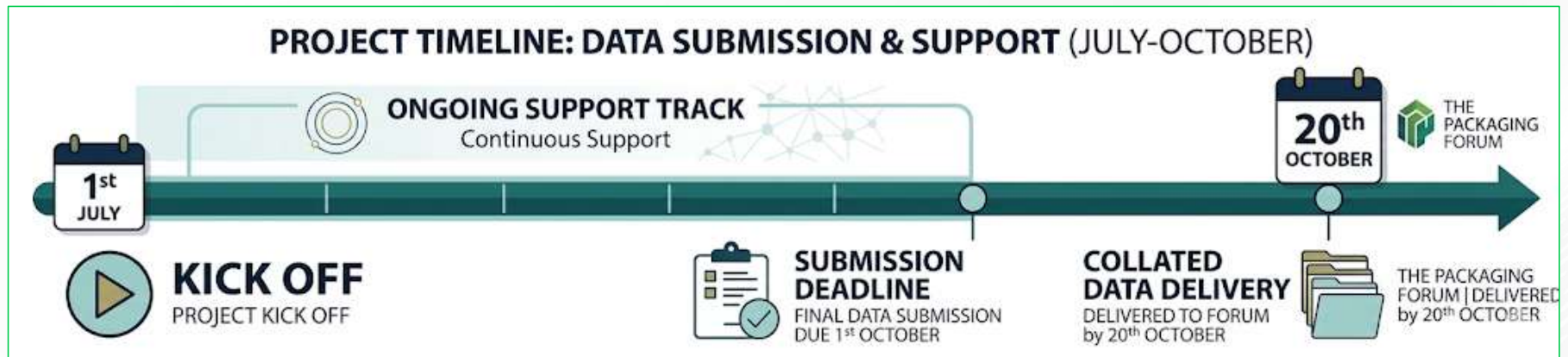
**Marcus
Farthing**

- Five years experience in producer responsibility
- Strategic account manager for several of the UK's largest retailers and brand names
- Auditor and data form experience
 - Has worked historically with many of our UK customers to support them with completing their data forms, advising and checking data
- Will oversee this voluntary roll out
- Supported by compliance team members to advise and support you



Timeline

Timeline



- Kick off **1st July**
- Data submission period ongoing until – **1st October**
- Collated data provided to The Packaging Forum by **20th October**



Questions