

MEDIA RELEASE

What do New Zealanders really think about packaging?

An independent study commissioned on behalf of the New Zealand Paperboard Packaging Association (NZPPA) aimed at understanding people's perceptions and more importantly behaviours in terms of packaging and recycling finds that 93 percent of shoppers see packaging as an environmental problem.

Not unexpectedly however the study by Cranleigh Strategic finds that consumers hold contradictory views on the subject. On the one hand packaging provides consumers with benefits that they do not wish to be denied –especially convenience, protection against tampering and damage. On the other hand the same packaging is seen by the same consumer as wasteful because, once an item is home, it has no further value.

According to the study people do differentiate between different types of packaging – with an indication that the more recyclable a product, the more likely people are to think it is environmentally friendly although this would need to be tested by more qualitative research.

64% of people say that they would pay more for a product with environmentally friendly packaging and 50% of shoppers say that the impact that the type of packaging has on the environment affects their purchasing decision.

Over 50% of shoppers see both themselves and manufacturers or brand owners as responsible for minimising the environmental impact ahead of any local or national government responsibility. This differs from studies conducted in the UK where people thought it was primarily the government's responsibility.

Joan Grace, Chief Executive of PrintNZ said that the study had been undertaken as part of the paper industry's commitment to the Packaging Accord 2004 under which it must meet a paper recycling target of 70 percent by 2008 and that the results will help with both educating consumers and businesses about their role.

"The results of the survey are very good for our members with consumers having more positive attitudes towards paper packaging than other forms."

"Much of the current debate about packaging focuses on the high profile issue of its eventual disposal, we want to broaden this discussion to include the benefits of packaging and what influences purchasing decisions."

"It is excellent news that most New Zealanders are recycling something with over 80% respondents saying that they have access to full or partial recycling services. What is even more interesting is that people do recognise their own role when purchasing but consider manufacturers have a joint responsibility to reduce the environmental impact of products. This is what the Packaging Accord is all about – shared responsibility."

She added: "This study has given us a better understanding of people's attitudes and their interests and concerns. It is a very good platform from which further more detailed research could be carried out."

The NZPPA is sharing the research with other packaging associations as part of its joint commitment to encourage recycling and minimize waste.

Media Contact

Joan Grace, Chief Executive, PrintNZ (host organisation of the NZPPA): Tel: 04 569 2110

Or

Ashley Chisholm, Executive Officer, NZPPA, Tel: 04 569 2110

A full copy of the research report can be downloaded from the NZPPA host organisation- Printing Industries New Zealand website at www.printnz.co.nz

For information

The New Zealand Paperboard and Packaging Association (NZPPA) represents the fibre based packaging industry. NZPPA members produce around 85% by volume or weight of this type of packaging produced in New Zealand.

Paperboard packaging plays an increasingly significant role in New Zealand's economic development, providing employment for more than 9000 New Zealanders and gross revenues of more than \$1 billion a year.

Most meat, dairy, fruit and manufactured goods exported from New Zealand are contained, protected and presented in innovative, cost effective packaging made from both a renewable and sustainable natural resource.

The industry also provides a recycling network for all domestic and imported paper and paperboard. The products made from the recycled materials are used mainly in corrugated box board fluting and moulded fibre products, such as egg cartons. Some examples of products made from paperboard packaging include corrugated cases, cartons, paper tubes, paper bags and moulded fibre products.