

# Client Brief

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## Packaging Stewardship & Design for end of life.

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Does the packaging deliver the required shelf life and protection for distribution and nothing more?  
(i.e. is it over-engineered?)

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Is the packaging designed for minimal use of material, energy and space?

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Could the packaging be simplified to a single material?

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Does the packaging aim to comply with the NZ Plastic Packaging Declaration by 2025 or earlier?  
Reusable, Recyclable or Compostable

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Is the packaging reusable?  
What features make it reusable?

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## If so, where does it fit within the 4 reuse models?

### 1. Refill at Home

Users refill at home with refills purchased from retail or sent via subscription service.

### 2. Refill On The Go

Bulk refill stations at retail.

### 3. Return On The Go

Users return packaging at a store or at drop off collection points.

### 4. Return from Home:

Users collect packaging, then free-post to a recycler such as Terracycle. Or packaging is picked up from home by a pick-up service (e.g. a logistics company).

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## Is the packaging recyclable within the current NZ waste management system?

*\*Recycling systems across NZ councils are not consistent, but there are commonalities. Our understanding is that MFE will be consulting on standardisation for NZ in the near future. Currently APCO's PREP portal is the best evidence-based system for identifying a products recyclability for Australasia.*

*In general, council's accept the following in their recycling systems: Glass, Card & Paper, Steel, Tin and Aluminium Cans, Rigid Plastic Polymer 1 (Clear & Coloured PET), Rigid Plastic Polymer 2 (Clear and Coloured HDPE), Rigid Plastic Polymer 5 (Clear and Coloured PP).*

*For plastics, different polymers have differing values and each council makes a call what they collect and recycle. Coloured PET can be recycled by Visy Auckland.*

*Auckland Council currently accepts Liquid Paper Board in our system, but the rest of the country does not. But, Tetrapak are setting up a product stewardship scheme for LPB where it can be turned into Saveboard.*

*Multi-material packaging in general is either non-recyclable or recyclable with lost value, so single material packaging is recommended where possible.*

*Avoid plastic polymers 3 (PVC Polyvinyl Chloride), 6 (PS Polystyrene) & 7 (Other (BPA, Polycarbonate and LEXAN) altogether.*

*The residue of the contents of the packaging may impact on its reuse or recyclability. E.g. paint, engine oil, chemicals etc.*

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## Does the packaging contain recycled materials such as rPET, rHDPE, recycled fibre?

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**Is the packaging home or commercially compostable,  
produced with bio-based inks and adhesives?**

*Does it comply with a verification programme and  
have you provided the appropriate logo?*

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**Have you included in your brief, clear on-pack  
communication on reusing, disassembling, recycling,  
composting or disposal?**

*Have you looked into the Australasian  
Recycling Label?  
<https://recyclingnearyou.com.au/arl/>*

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**APCO have a PREP tool for assessing recyclability and  
will advise final labelling suitable for Australasia. NZ  
companies can become affiliate member of APCO to use  
the PREP tool and the labelling masters. <https://apco.prep>.**

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If you would like to know more or have a project in mind,  
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