



Peters Ice Cream

Australian Packaging Covenant

Action Plan 2012 – 2017



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Executive Summary

Peters Ice cream specialises in the manufacture, sales and distribution of ice cream and ice confection.

Peters has always been wholly committed to good environmental practice in terms of packaging and will continue to do so in the future, by conforming to the sustainable packaging guidelines.

All new packaging is designed with a view to minimising the environmental impact. This is achieved using a Packaging Impact Evaluation Tool (PIQET).

Peters is committed to reviewing its existing packaging over the next 5 years. This process could reduce the effect of packaging waste on the environment whilst meeting food safety requirements.

Peters is committed to meeting the intent of the Action Plan covering the period August 2012 to August 2017

A handwritten signature in blue ink, appearing to read "Michael Tinkler", with a long horizontal line extending to the right.

Michael Tinkler
CEO



Company Overview

Peters Ice Cream was founded more than 100 years ago (1907) by Mr F.A.B Peters in a small backyard operation in Sydney. The business grew both organically and by acquisition and relocated in 1963 to a purpose built manufacturing and administration facility at Mulgrave.

Over the years there have been several changes of ownership. In 1995 Peters Ice Cream was acquired by Nestlé Australia, who subsequently invested in creating a state of the art manufacturing facility which opened in 1997.

Nestle then sold Peters Ice Cream to private equity firm PEP in August 2012.

In May 2014 Peters was acquired by R&R Ice Cream UK, who are owned by private equity firm PAI Partners.

Peter's Head Office is located in Mulgrave, Victoria and employs approximately 450 people throughout Australia in manufacturing, administration, sales and distribution.

Over the last 100 years Peters has invested heavily in a number of iconic brands, many of which are household names.



Our Brands





Packaging Strategy

Packaging is essential for both Peters and for our consumers. It ensures the safety and quality of products, from manufacture through to storage, distribution to consumption. In addition, packaging contributes to product appeal, provides convenience, communicates information e.g. on nutrition and serving instructions, and may include safety and tamper evidence features. Packaging can also help prevent or reduce product waste.

Types of Packaging Materials Used

We use materials that help to ensure our products are delivered to our customers and consumers in the same way they left the factory. These materials are detailed below.

Packaging Type	Description
Carton Board	Folding Cartons
Corrugated Cases	Cases made of corrugated board
Flexible laminates	Monofilms and composite flexible materials printed and laminated to form bags and wrappers
Paper	Paper labels and cups
Rigid Plastic Containers	Polyethylene Terephthalate (PET), Polypropylene, high density polyethylene, PVC
Wood	Wooden Sticks

Sustainable Packaging and Product Stewardship

Peters is focused on reducing the environmental impact of our packaging, whilst not compromising on fundamentals of safety, quality and consumer acceptance.



Action Plan Goals and KPI's

Goal 1: Design

Optimise packaging to achieve resource efficiency and reduce environmental impact

Performance Goals and KPI	Action	Responsibility	Baseline Data	Target	Milestone
KPI 1 – Implement the Sustainable Packaging Guidelines (SPG) for design and procurement of packing	Integrate the guideline requirements into the current NPD process and related documentation.	Product Technology and Innovation (PTI) Manager in conjunction with Marketing/Sales teams and Packaging Technologist	PIQET assessments mandated for all new and modified packaging	Develop and implement Sustainable packaging review process to maximise opportunities in concept phase of NPD process	Completed July 2013 <ul style="list-style-type: none"> This is now part of the NPD process
	Review 100% of new packaging against the Sustainable Packaging Guidelines	PTI Manager in conjunction with Packaging Technologist		To review 100% of new packaging if and when it is introduced	Completed February 2013 <ul style="list-style-type: none"> In place
	Review all existing packaging against the SPG over the next 5 years	Packaging Technologist	Current PIQET assessments	All existing packaging	August 2017 <ul style="list-style-type: none"> Ongoing



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Goal 2: Recycling

The efficient collection and recycling of packaging

Performance Goals and KPI	Action	Responsibility	Baseline Data	Target	Milestone
KPI 3 – Establish on-site recovery system for recycling	On- site recycling program is currently in place. Review current packaging waste being sent to landfill and set reduction targets	SHE Manager/ Production Manager	Currently have a basic recycling program which needs to be reviewed	Review all waste to landfill to ensure all recyclables are sent to recycling and not sent to landfill	February 2013 <ul style="list-style-type: none"> Waste ice cream now recycled & used as pig food and not wet landfill December 2014 <ul style="list-style-type: none"> Investigate opportunities for the collection and recycling of flexible film Unable to find a supplier at this time
	Review the recycling of other materials to determine opportunities for recycling	SHE Manager/ Production Manager	Current baseline cardboard recycling data in place	To determine other areas of possible recycling and put in place an action plan and time frame for each	May 2014 <ul style="list-style-type: none"> Currently investigating the collection of post fill tubs and lids Unable to find supplier at this time
KPI 4 – Establish a formal policy to buy product made from recycled packaging	Continue to explore possibilities for implementation of a buy recycled policy where possible.	Procurement Manager/ Packaging Technologist	No policy in place	Develop 'Buy Recycled' policy	April 2014 <ul style="list-style-type: none"> Policy to be in place by end of first qtr. 2014, currently under development Purchasing policy in place
	Implement a preference for recycled content products in tender process – where is does not impact on hygiene, safety and compliance to food industry standards	Procurement Manager	No baseline data	Include environmental and sustainability requirements into tender documents	Completed December 2013



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Goal 3: Product Stewardship

Demonstrate commitment to product stewardship

Performance Goals and KPI	Action	Responsibility	Baseline Data	Target	Milestone
KPI 6 – Establish formal processes for working with others to improve design and recycling of packaging	Drive for opportunities with current and new suppliers to improve packaging design and utilised recyclable packaging materials	Procurement Manager/ Packaging Technologist	No baseline data	Implement policies the increase use of recycled and/or reusable packaging materials Look at packaging designs that reduce the use of materials required	March 2014 <ul style="list-style-type: none"> Included in minutes format for 'Supplier Business Reviews'
KPI 7 – Demonstrating other products stewardship outcomes	Review all new and existing artwork and ensure that recycling logo is implemented Update logo on LPB packaging Redirect mix room hot water spills back to hot water system. Peters Ice Cream Joining SEDEX	Product Technology and Innovation (PTI) Manager/ Packaging Technologist Snr Packaging Technologist SHE manager Procurement Manager	Most packaging has recycling logo. Need to identify existing packaging that does not. Current logo, Anti-litter Current water to water treatment plant	Determine appropriate labelling and logos to use for each type of packaging and implement as pack changes are required over the next 12 months Save 40-80 tonnes water per day	<ul style="list-style-type: none"> Completed September 2013 Change logo on LPB packaging to cardboard recycle logo after discussion with Sustainability Victoria Completed Join by end March 2014
KPI 8 - Reduction in number of packaging items to litter	'Do no litter logo'. Review all artwork and ensure that the logo is present on all packs	PTI Manager/ Senior Packaging Technologist	No Baseline data	Implement check sheet for all NPD projects to ensure logo is included. Review all current packaging to ensure logo is present.	December 2013 <ul style="list-style-type: none"> Completed We are now able to use Nutrabank to check off the logos
KPI 9 – Environmentally friendly Flexible films	Engaging suppliers about new technology & films	Senior Pack Technologist	Previous products investigated not stable in freezer	To cost & trial new films & assess suitability in frozen conditions	On going



Covenant Contact Officer and Committee

Covenant Contact Officer

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Covenant Committee

Committee Member	Job Title
John O'Brien	Health and Safety Manager, Operations
Joseph Saroufim	Head of Operations
Peter Blum	PTI Manager
Ian Osborne	Senior Packaging Technologist
Emma Jane Collins	Director of Sales & Marketing
Alicia Munday	Head of Marketing
Jordan O'Neil	Procurement Manager