



National Packaging
Covenant

2007-2008
Annual Report

Executive Summary

Geelong Brush Co. has taken steps as per its 2007-2010 3 year Action plan to introduce a data base to cover the KPI index as indicated to the NPC. This has been completed.

These include tonnage of packaging sold per annum of Type 1A, 1B and 1C.

Total weight, by type of non recyclable packaging sold into the Australian market.

Establishment of base line data

Review of our supply chain commitment to NPC principals

Recycling of cardboard and poly waste improved at the point of manufacture.

Whilst not strictly under the auspices of the NPC for GBC, it is of note that our brooms and brushes are filled with PVC mono filament that is extruded from pulverised blister pack material. This accounts for 75 tonnes of landfill of PVC material annually

Company Overview

- Profile

The Geelong Brush Co. Pty Ltd is a third generation, family owned and run manufacturing business of cleaning goods that has been operating continuously for over 70 years. GBC has a firm commitment to local manufacturing by continuing to invest in world's best practice technologies. GBC also imports product to supplement its locally manufactured range

- Products

The Geelong Brush Co. is a major supplier of brooms, brushes, dusters and other categories of cleaning goods for the cleaning market of Australia. Its major brand name is "Geelong brush".

- Packaging Materials – used in locally produced products

Product shippers

Geelong Brush utilises nothing but 100% recycled fibre board in its corrugated board shipper cartons.

Product Labels

Product labelling is kept to an absolute minimum. Materials used in labels are 100% recyclable

Poly packaging materials

Currently the only poly based packaging materials used at GBC is packaging tape (for closure of shipper cartons) and stretch film (for securing pallets of finished goods). The stretch film used is the thinnest grade available that will adequately perform the task of securing finished goods on pallets.

- Packaging Materials – used in imported products

Product shippers

Currently our imported cardboard packaging sourced contains a minimum of 70% recycled board.

Product Labels, Swing Tags and Header Cards

Product labelling is kept to an absolute minimum. Materials used in the above are paper based and 100% recyclable

Poly packaging materials

Our importers do use a small amount of PE film in wraps for various products. This is chiefly done to protect the product from scuffing and soiling during transit as well as in store. This film is 100% recyclable however.

- Our Market

Geelong Brush supplies the supermarket, hardware and department store market in Australia with a 20% market share.

KEY PERFORMANCE INDICATORS AND TARGETS

Goal 1

Packaging optimised to integrate considerations of resource efficiency, maximising resource utilisation, product protection & safety

KPIs	Action	2007-08 Results and 2008-09 Targets	Results
1. Total weight of consumer packaging (locally sourced and imported) sold per annum into the Australian market and the total weight of packaged products	Data gathering systems in place to accurately provide NPC with tonnage of packing material (by type; locally sourced or imported) , tonnage of packaged product sold and ratio of product to packaging material by weight	IDAS was provided with tonnage of packaging material by type in the 2008 report. Tonnage of packaged product was not included at the time of the 2008 report being completed but is to be made available for the 2009 report.	Weight of product sold annually is now collected and reported on. The ratio of product to packaging material weight for 2008-09 is 4.7:1
3. Improvements in design , manufacture, marketing and distribution to minimise the environmental impacts of packaging	GBC (Geelong Brush Co.) to conduct a thorough review of its use of packaging materials for its product range.	Aims: 1. To increase product weight to packaging ratio. 2.to maximise use of recycled , reused and environmentally responsible sourced packaging materials	Results of packaging material review to be included in 2008-09 Annual Action Plan report.
6A. Total weight , by type, of “ non recyclable “ consumer packaging sold per annum into the Australian market	This information to be derived from KPI 1	This data will be collected and incorporated into annual action plan reports	Achieved. Data submitted to IDAS. Type 5 – 1.48 tonnes Type 5 - 1
6B. Total non recyclable packaging as a percentage of total packaging sold	This information to be derived from KPI 1	This data will be collected and incorporated into annual action plan reports	Achieved. Data to be submitted in to IDAS % non recycled packaging to total packaging sold is 1.2%

Goal 2

Efficient resource recovery systems for consumer packaging and paper.

KPIs	Action	2007-08 Results and 2008-09 Targets	Results
16. Percentage of signatories providing recycling collection facilities for post-consumer packaging generated on site	All cardboard packaging is recycled via bins provided by a local charity firm (St Laurance) providing this service		All cardboard & paper is compacted and shipped to China for recycling into paper based products

Goal 4

Supply chain members and other signatories able to demonstrate how their actions contribute to Goals 1 and 2.

KPIs	Action	2007-08 Results and 2008-09 Targets	Results
21. Estimated tonnage of distribution packaging sent (a) for recycling and (b) to landfill from on-site collection facilities	Survey customers to establish how they recycle distribution packaging materials	2007-08 a) 116 tonnes b) 1.2	Achieved
22. Number of signatories who have formally adopted the ECoPP and developed systems for its implementation	ECoPP requirements will be reviewed and implemented into the packaging approval process. Recycle logo implementation on all packaging required	Results of this review will be provided in the 2007-08 Action Plan Report in October 2008	Not achieved. Results of this review will be provided in the 2008-09 Action Plan Report in October 2009
26. Implementation of Buy Recycled purchasing policy or practices	Survey suppliers to establish recycled content of packaging and encourage them to increase the recycled content %.	Results of this review will be provided in the 2007-08 Action Plan Report in October 2008	Not achieved Results of this review will be provided in the 2008-09 Action Plan Report in October 2009

Goal 5

All signatories demonstrate continuous improvements in their management through their individual action plans and annual reports

KPIs	Action	2007-08 Results and 2008-09 Targets	Results
27. Establishment of baseline performance data	Ensure systems are in place to collect the required baseline data to satisfy the above KPIs. Conduct reviews to ensure data is collected as required		Achieved
28. Annual Reporting against Action Plan	GBC will prepare a NPC Annual Report to report progress against baseline data , Action Plan items, targets and timelines	GBC will prepare and submit an annual report by October 31 st of each year from 2008 in accordance with the reporting requirements of NPC	Not achieved. Personnel change resulted in a lack of resources to achieve this target. 2008 report to be submitted by 6/8/09
29. Demonstrated improvement	GBC will regularly review progress against individual targets and implement any actions as required to achieve continuous improvement and performance	GBC will prepare and submit an annual report by October 31 st of each year from 2008 incorporating improvements and achievements against targets and milestones	Not achieved. Personnel change resulted in a lack of resources to achieve this target. 2008 report to be submitted by 6/8/09

NPC Contact Person

The following person is responsible for The Geelong Brush Co.'s commitment to the National Packaging Covenant and all correspondence can be forwarded to this person:

Ross Durran
General Manager
The Geelong Brush Co. Pty. Ltd
40 Leather St
Breakwater
3219 Victoria
Australia

Email : ross@geelongbrush.com.au
Ph. +61 3 52297663
Fax. +61 3 52297690