



**PILOT PEN AUSTRALIA PTY LTD**

**Australian Packaging Covenant**

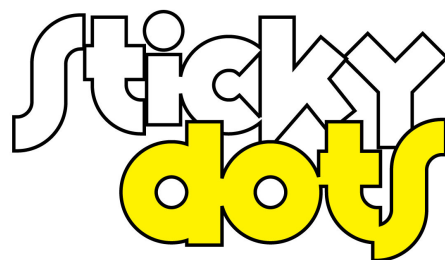
**ACTION PLAN**

**January 2011- December 2015**

Pilot Pen Australia markets the following brands



*Safe 'T' Pak*



## 1. **EXECUTIVE SUMMARY**

Pilot Pen Australia is committed to implementing a system that meets the Australian Packaging Covenant guidelines through adopting the Sustainable Packaging Guidelines and promoting product stewardship. We intend undertaking a formal review of our current packaging configurations and develop strategies that minimise the impact of such packaging on the environment. We will also endeavour to promote the benefits of recycling by educating our suppliers and consumers to the benefits such action has including promoting the Pilot “BeGreen” range of writing instruments. We will continue to work with our suppliers in an effort to minimise our environmental impact including reviewing both direct and indirect cost inputs (e.g. freight).

## 2. **COMPANY INFORMATION**

### 2.1 **Description**

Pilot Pen Australia Pty Ltd is a wholly owned subsidiary of Pilot Corporation - Japan. We operate as a distributor and marketer of stationery products, such as Pilot pens and Sellotape to commercial stationers, newsagents and retail chains.

### 2.2 **Business Location**

Our Head office is located at 350 Edgar Street Bankstown, New South Wales

### 2.3 **Place in Supply Chain**

Pilot Pen Australia operates as a consumer brand marketer. Accordingly the action plan will address this segment.

### 2.3 **Material & Formats used**

Both virgin and recycled material is used in current product packaging including board and plastics. Product configurations include boxed stock, hang-sell and shelf ready variants.

### 2.4 **Company Contact**

The officer responsible for matters pertaining to the Australian Packaging Covenant is;

Mrs Barbara Oliver	Marketing Manager
Telephone:	1300 325 866
Facsimile:	1300 369 311
Email:	<a href="mailto:barbara.oliver@pilotpen.com.au">barbara.oliver@pilotpen.com.au</a>

### 2.4 **Action Plan Commitment**

This action plan is endorsed by Mr Scott Thornton – Managing Director

### **3. SCHEDULE FOR PACKAGING REVIEWS**

In order to conduct a review of packaging materials and then evaluate potential changes / improvements, it was decided to group products based on their packaging variant. Given that Pilot Pen Australia markets many brands it was decided that the following groups and timeframe be established in order to provide a meaningful evaluation process.

It is proposed that each group will be evaluated using the SPG template as a base method.

<b>Packaging Configuration</b>	<b>Identify Configurations by Brand</b>	<b>Identify Configurations by Supplier</b>	<b>Identify Packaging Material used by Configuration</b>	<b>Evaluate Packaging Options</b>
<b>Boxed Stock</b>	30/06/2011	31/12/2011	31/12/2012	31/12/2014
<b>Hangsell - Imported</b>	30/06/2011	31/12/2011	31/12/2012	31/12/2014
<b>Hangsell - Local</b>	30/06/2011	31/12/2011	31/12/2012	31/12/2014
<b>Shelf Ready</b>	30/06/2011	31/12/2011	31/12/2012	31/12/2014
<b>Other</b>	30/06/2011	31/12/2011	31/12/2012	31/12/2014

ACTION PLAN SUMMARY TABLE

Covenant performance goals & KPI's	Actions	Responsibility	Baseline Data	Target / Goal	Timeline
<p>1. Design – optimise packaging to achieve resource efficiency and reduce environmental impact without compromising product quality and safety</p> <p><i><b>KPI 1</b> Proportion of signatories in the supply chain implementing the sustainable packaging guidelines for design or procurement of packaging.</i></p>	<p>1. Ensure all new product designs are reviewed against the Sustainable Packaging Guidelines.</p> <p>2. Review current product designs against the Sustainable Packaging Guidelines.</p>	<p>Marketing / Sales</p> <p>Marketing / Purchasing</p>		<p>Evaluate next new design against guidelines and measure compliance.</p> <p>All product lines to be reviewed and evaluated based on item 3 (schedule for packaging reviews) above.</p>	<p>Next design</p> <p>Complete by 31-12-13</p>
<p>2. Recycling – the efficient collection and recycling of packaging</p> <p><i><b>KPI.3:</b> Proportion of signatories with on-site recovery systems for recycling packaging.</i></p> <p><i><b>KPI.4:</b> Proportion of signatories with a policy to buy products made from recycled packaging</i></p>	<p>1. Review and measure current in-house consumption to determine if recycling options are available.</p> <p>2. Ensure all packaging that can be recycled includes the recycling logo</p> <p>3. Review current company policy for “Buy Recycled” content and amend if necessary.</p>	<p>Senior Management</p> <p>Marketing / Purchasing</p> <p>Senior Management</p>		<p>Increase the level of recycling activity within the Company. Compare current level and establish target.</p> <p>All appropriate packaging to include logo. Educate consumer’s awareness of recycling.</p> <p>Establish policy</p>	<p>30-6-11</p> <p>Current product reviewed by 31-12-12</p> <p>30-12-11</p>

<p>3. Product Stewardship – a demonstrated commitment to product stewardship by the supply chain and other signatories</p> <p><i>KPI 6: Proportion of signatories that have formal processes for working with others to improve design and recycling of packaging</i></p> <p><i>KPI 8: Reduction in the number of packaging items in the litter stream</i></p>	<p>1. Based on item 1.2 above, Identify products where improvements to packaging can be implemented</p> <p>2. Develop a policy to ensure all new products are evaluated against the Sustainable Packaging Guidelines</p> <p>3. Advise suppliers of our commitment to the Covenant and assist them in providing environmentally efficient packaging solutions</p> <p>4. Continue to promote the “Green” range of products distributed by Pilot Pen Australia including</p> <ul style="list-style-type: none"> <li>• Pilot “BeGreen”</li> <li>• Sellotape “Enviro”</li> <li>• Westcott “Klean Earth”</li> </ul> <p>5. To reduce the number of packaging items in the litter stream by promoting on all packaging the recycling nature of components ( backing cards and blister ) with clear visual instructions.</p>	<p>Marketing / Purchasing</p> <p>Senior Management</p> <p>Purchasing</p> <p>Senior Management</p> <p>Marketing</p>		<p>Implement packaging changes identified in 1.2.</p> <p>Policy developed &amp; implemented</p> <p>All suppliers to be aware of our need and to consider / provide alternative packaging solutions.</p> <p>Increased sales of these product categories</p> <p>Audit of all products</p>	<p>31-12-14</p> <p>30-6-11</p> <p>Suppliers to be advised by 30-6-11</p> <p>31-12-14</p> <p>31-12-11</p>