



AUSTRALIAN PACKAGING COVENANT ACTION PLAN

July 2011 to June 2012

Searles, growing with you...

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1. EXECUTIVE SUMMARY

JC & AT Searle Pty Ltd (Searles) is a leading supplier of home garden, gift and homewares products, producing potting mixtures, composts and soil conditioners, mulches, organic fertilisers, lawn care and general garden related products for the home garden market.

Searles is renowned for our ability to provide excellence in products whilst being at the forefront of environmental preservation and dedication. Our facility at Kilcoy sets a leading example of a fully master planned production facility that incorporates complete water retention, integrated recycling of internal wastes and sourcing of selected recycled organic products to produce leading quality garden products.

Packaging used by Searles is predominantly flexible polyethylene plastic bags, rigid plastic bottles and recycled cardboard shipping cartons.

Searles strong commitment to the environment is obvious from our relentless pursuit of packaging and freight reduction, efficient collation of goods and freight minimisation.

Searles recognises that as a recognised brand owner, we are committed to the goals and principles of the Australian Packaging Covenant and undertake to continue with our teamwork, strategies and policies for our continued strong dedication to the environment as a whole.

2. BACKGROUND

2.1 COMPANY PROFILE

Searles is a result of humble beginnings. In 1977, Con & Jenny Searle started Sunshine Coast Organic Fertilisers at Caloundra on the Sunshine Coast. Originally only 5 products were manufactured and sold in simple clear plastic bags throughout the Sunshine Coast region. Over the years, the business grew and expanded and in 1985, JC & AT Searle Pty Ltd was formed when both sons, Jason and Ashley also joined the company.

In 1992, Searles relocated to a selected parcel of land at Kilcoy, approximately 1 hour north west of Brisbane in SE Qld. The site was engineered and planned from its inception to incorporate a very diverse and efficient water catchment and retention system, mass tree planting in selected regions and a state of the art manufacturing facility. The site is a prime example of industry in cooperation with the environment.

Today, Searles sells and distributes products nationally throughout Australia and also internationally. The Searles brand is recognised as a leading brand of high quality products designed to provide exceptional results.

2.2 CONTACT DETAILS

Contact details for the person responsible for implementing the plan (Covenant contact officer).

General Manager Operations – Mr. Ashley Searle
JC & AT Searle Pty Ltd
PO Box 183
Kilcoy QLD 4515

Phone: 07 5422 3000
Fax: 07 5497 1997
Email: searleh@searle.com.au

2.3 BRANDS

The vast majority of products sold by Searles are branded and marketed by our recognised **Searles** brand logo. Additionally, Searles markets the **ATG** brand of garden products.

2.4 PACKAGING

Flexible plastics	<p>Predominantly, the majority of Searles bagged products such as potting mixes, mulches, soil conditioners and fertilisers are packaged in flexible polyethylene (LDPE) plastic bags. Currently virgin material is used due to the poor sealability, quality and consistency of recycled materials.</p>
Rigid Plastics	<p>Mainly HDPE and PET containers are used for liquid plant foods and garden care chemicals. Historically some PET is used for water saving products, however we have recently changed a range of HDPE chemical bottles to PET to both reduce weight of bottles and eliminate the requirement for fluorination treatment of the bottles. Currently all containers are virgin material due to the inadequacy of recycled plastics to suit the storage of garden chemicals.</p>
Cardboard	<p>Cardboard cartons are predominantly used as shipper cartons for safe storage and transport of smaller items such as bottles and small cartons.</p> <p>Currently 85% of shippers are 100% recycled content and 15% of shippers are virgin material. We are in a transition to move the final 15% of virgin material shippers to 100% recycled content shippers when we next order stocks of these materials.</p> <p>Virgin material is used for shelf presentation items due to its ability to withstand humidity and conditions often associated with retail garden outlets.</p> <p>All shippers and shelf cartons are 100% recyclable.</p>
Other	<p>Paper packets are used for Searles range of seed packets.</p> <p>Small foil (metalised) packets are used to store packed seeds in.</p>

3 ACTION PLAN TIMEFRAME

This Action Plan covers from July 2011 to June 2012.

4 ENVIRONMENTAL PERFORMANCE

Searles is strongly committed to environmental responsibility and stewardship within all aspects of our organisation. The Searles facility sets a leading example of industry working in harmony with the environment.

Searles has been actively pursuing packaging reduction and waste minimisation systems for many years now with many major achievements already in place, such as plastic bag gauge reduction, use of recycled fibre cartons, recycling of internal compostable products, reuse of cardboard packaging, reuse of office paper wastes and reduction of production wastes. In 2009, we implemented an Environmental Policy outlining our environmental objectives and policies;

JC & AT SEARLE PTY LTD	
ENVIRONMENTAL POLICY	
<p>JC & AT Searle Pty Ltd (Searles) commits to protecting the environment and preventing pollution. Searles is committed to continuously implement improvements in environmental performance and to reduce any impacts from our operations and products on the environment.</p>	
<p>Searles will comply with the regulatory requirements of environmental legislation and approved codes of practice at our Kilcoy facility.</p>	
<p>The environmental objectives and policies of Searles are to;</p>	
<ul style="list-style-type: none">• Manufacture products with minimal impact on the environment• Utilise recycled packaging where it meets safety and integrity criteria for the product• Minimise packaging materials used and downgrade/size where new technologies allow• Include recycling directions onto packaging to promote consumer recycling and awareness• Minimise waste in manufacturing, warehousing and transportation• Increase on site recycling• Minimise the use of energy in operations and improve efficiency of manufacturing and energy consuming practices• Maximise the use of recycled materials in manufacturing processes• Train and educate staff, customers and suppliers of environmental concerns and preventative methods• Remain a signatory to the National packaging Covenant• Encompass and implement the Environmental Code of Practice for Packaging	
.....
Jason Searle Director	Jennifer Searle Director
July 2009	July 2009

5 COMMITMENT

JC & AT Searle Pty Ltd hereby commits to implement this Action Plan and undertake the actions and tasks required to meet the requirements of same.

Ashley Searle

Date: 2 March 2011

Name – Ashley Searle

Position – General Manager

JC & AT Searle Pty Ltd

Attachment A JC & AT SEARLE PTY LTD – AUSTRALIAN PACKAGING COVENANT PERFORMANCE GOALS AND KPI'S

Covenant performance goals and KPI's	Actions	Responsibility	Target/Performance Goals	Timeline or Milestones (MM/YY)
<p>1. Design – optimise packaging to achieve resource efficiency and reduce environmental impact without compromising product quality and safety.</p> <p>KPI 1 Proportion of signatories in the supply chain implementing the SPG for design and procurement of packaging.</p> <p>Target: 70% of covenant signatories with documented policies and procedures for evaluating and procuring packaging using the SPG or equivalent.</p> <p>Target: 70% of covenant signatories assessing 100% of new packaging and 50% of existing packaging against the guidelines.</p>	<p>Existing Packaging Groups consist of;</p> <ul style="list-style-type: none"> • HDPE Plastic Bottles • PET Plastic Bottles • LDPE Plastic bags • Cardboard shippers <p>Action: Review existing packaging groups against SPG.</p>	<p>Technical Manager</p>	<p>Review existing Packaging group that consists of LDPE plastic bags used for bagged growing media, being the majority of packaging, against the SPG by December 2011.</p>	<p>Target by December 2011.</p>
	<p>Action: Review new packaging against SPG.</p>		<p>Assess new packaging against SPG on an ongoing basis</p>	<p>Effective from July 2011.</p>
<p>2. Recycling – the efficient collection and recycling of packaging</p> <p>KPI 3 Proportion of signatories with on-site recovery systems for recycling used packaging</p> <p>KPI 4 Proportion of signatories with a policy to buy products made from recycled packaging</p> <p>All covenant signatories will have a formal, documented policy of buy recycled products or materials</p>	<p>KPI 3 Searles already has in place a system whereby all paper and cardboard waste generated from on site is re-used in warehouse packing and composting processes. Effectively 100% paper and cardboard waste is recycled on-site.</p> <p>KPI 4 Searles currently buys products made from recycled packaging, particularly cardboard packaging, although no official policy has been implemented.</p> <p>Action: Implement documented policy to buy recycled products or materials</p>	<p>Operations Manager</p>	<p>Implement documented policy to buy recycled products or materials</p>	<p>Target by June 2012</p>

<p>3. Product Stewardship – a demonstrated commitment to product stewardship by the supply chain and other signatories</p> <p>KPI 6 Proportion of signatories that have formal processes for working with others to improve design and recycling of packaging</p> <p>Target 70% of Covenant signatories are implementing formal policies and procedures in working with others to improve design, procurement and recovery of packaging</p> <p>KPI 7 Proportion of signatories demonstrating other product stewardship outcomes</p> <p>Target: Continuous reduction in the number of packaging items in litter</p>	<p>KPI 6 Searles has worked with suppliers in the past to improve design of packaging and minimise packaging materials used.</p> <p>Action; Investigate opportunities to have formal processes of working with suppliers to improve design and recycling of packaging.</p>	<p>Operations & Technical Managers</p>	<p>Investigate opportunities to have formal processes of working with suppliers to improve design and recycling of packaging.</p>	<p>Ongoing</p>
	<p>KPI 7 Searles have already embarked on a system of identifying recyclable packaging used and printing appropriate recycling information of packaging with the aim to assist in increasing the amount of packaging recycled and reducing the number of packaging items in litter.</p> <p>Action: Continue to implement ‘recycling logo’ information on packaging items that are new and adding information to existing packaging items upon renewal.</p>		<p>Continue to implement ‘recycling logo’ information on packaging items that are new and adding information to existing packaging items upon renewal.</p>	<p>Ongoing</p>