

Why you should jump on the 'support local' bandwagon and buy NZ made



You have probably seen the 'buy local' slogan and tool touted as one of New Zealand's best chances to economic recovery from Covid-19 broadcast across any media you consume. How do you make sure that your dollars, regardless of whether they relate to business or consumer spending, are truly making a difference to New Zealand's economy as we are all being urged to buy NZ made? First of all, let's consider why and how it helps the economy as well as the advantages to you, the buyer.

How 'Shop Local' benefits us all

Here are some economic advantages of purchasing NZ made goods and services:

- Keeps money in the local economy, creates local jobs, builds a resilient marketplace and greater self-sufficiency
- Those people in jobs then support local charities, events and businesses and this 'money merry-go-round' continues to support your community thereafter
- Creates a more diverse and unique marketplace with broader selection of goods and services available

How do you ensure that you are really buying goods and services that are local?

53.5% us have best intentions of buying NZ made however only about a third of us actually do, according to [research carried out by accounting software firm Xero](#). One helpful way of knowing where we can genuinely make a difference is by looking out for the visual icon of the official Buy New Zealand made symbol (pictured opposite). There are plenty of online directories popping up listing 'local' businesses, however not all of them have criteria that advertisers have to meet, so it pays to be cautious if you really want to make sure money stays local.



Three decades ago, a buy New Zealand made campaign was launched using this symbol. The symbol is now an official trademark used by around 1200 New Zealand manufacturers, who have registered and met the Code of Practice criteria. We are proud to say that Bonson is a licensee for this iconic trademark.

How supporting Bonson benefits you

By buying our packaging, you'll have the 'feel good' factor of knowing you are doing your best to expedite the recovery of the New Zealand economy. Our team of over sixty employees depend on it.

Not only are you keeping our employees in jobs and providing an income to our local suppliers, there are some other real benefits to you including:

- **With Bonson you can depend on quality.** Our food grade products are manufactured under strict, independently certified, operations. You can read about our certifications [here](#)
- **You get great value for money.** We go above and beyond to ensure that you receive top-notch service
- **True partnerships.** We approach everything with a view to how we can build great long-term relationships and create better customer experiences
- **You are playing your part in supporting local community.** As mentioned earlier, spending locally has a beneficial multiplier effect

Bonson has been supporting the local community for over 35 years now and we look forward to playing our own part in the recovery of the New Zealand economy. We thank you in advance for joining us on this journey and choosing Bonson for your packaging and foodware needs.

He waka eke noa – We are all in this together

Useful links:

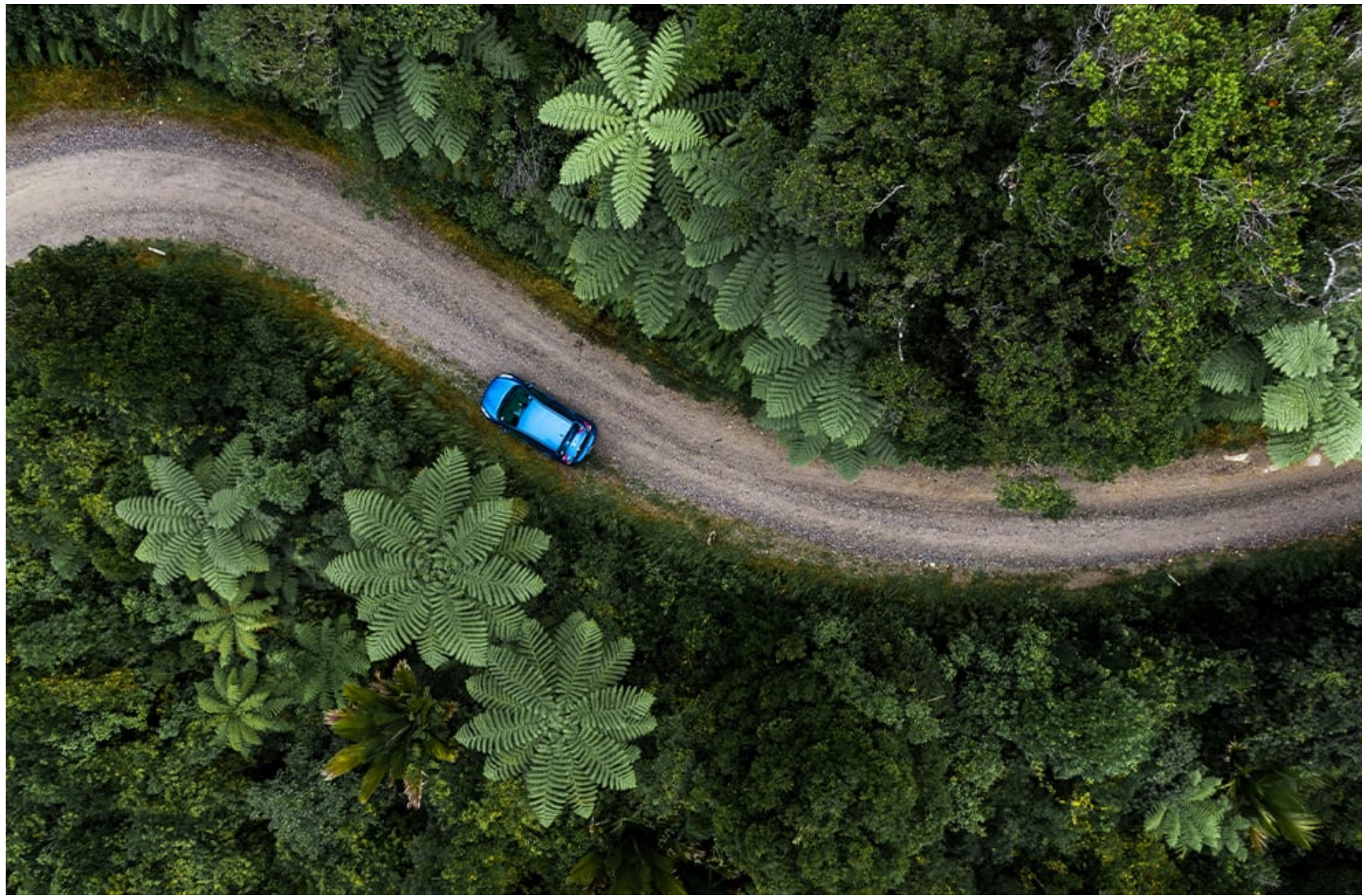
[Learn more](#) about Bonson Solutions

[Take a look](#) at Bonson's quality foodware, designed and made locally in New Zealand by kiwis

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Keeping you in the loop about 'closing the loop' for a circular economy



A 'circular economy', in our opinion, is the [ideal model](#) for an environmental solution where the absolute LAST option for waste disposal is landfill. For a model to be 'circular' it needs to be a continuous loop and in New Zealand there are plenty of gaps in the loop that are preventing us from achieving the ultimate goal of eliminating waste.

Did you know that New Zealand has one of the highest waste production levels per capita in the developed world? And that rubbish disposed to New Zealand municipal landfills increased by a staggering 48 percent in the past ten years?

Shocking as it is, the gaps in the model have been identified and therefore the power to close the loop towards a well-functioning circular economy lies within New Zealand's fingertips. We are delighted with the recent Government announcements about initiatives to prevent valuable resources from being thrown away. Below we have endeavoured to 'keep you in the loop' by providing some highlights on the latest developments.

Government war on waste – how action has been stepped up

"We need large scale and urgent action because much of what is currently sent to New Zealand landfills could be recycled, composted or reused" commented Associate Minister for the Environment, Eugenie Sage, as reported on the [Beehive website](#) – a good source for more information about the initiatives below if you are interested.

Funding of recycling infrastructure

A \$124 million investment by the Government has been poured into a number of initiatives across the country as part of the Covid-19 Response and Recovery Fund (CRRF) infrastructure focus, announced on 1 July. It includes plastic recycling plants and community resource recovery facilities and will create hundreds of permanent jobs across New Zealand.

Increase and expansion of levy scheme

Not only will the levy rate for landfills that take household waste increase (from the current \$10 per tonne to \$60 per tonne over four years), the waste levy will be expanded to cover additional landfill types, including construction and demolition fills. Related initiatives include better data collection and analysis about waste as well as using the additional revenue from the waste levy to invest in initiatives that support waste reduction.

This is just the beginning of the urgent action to be taken on diverting waste from landfill. There are also 51 recommendations from "[Rethinking Plastics in Aotearoa New Zealand](#)" (a report released in 2009 by the Office of the Prime Minister's Chief Science Advisor) that the Government is underway with creating action plans on, including the following:

- Improve product labelling
- Replace plastics 3, 4, 6 and 7 with the more recyclable plastics 1, 2 and 5
- Promote clear plastics and consider alternatives for branding containers (especially shrink-wrapped sleeves) made from plastics 1 and 2
- Councils investigate collecting plastic 5 as it can be recycled onshore
- Develop ways to incentivise recycling and behaviour change

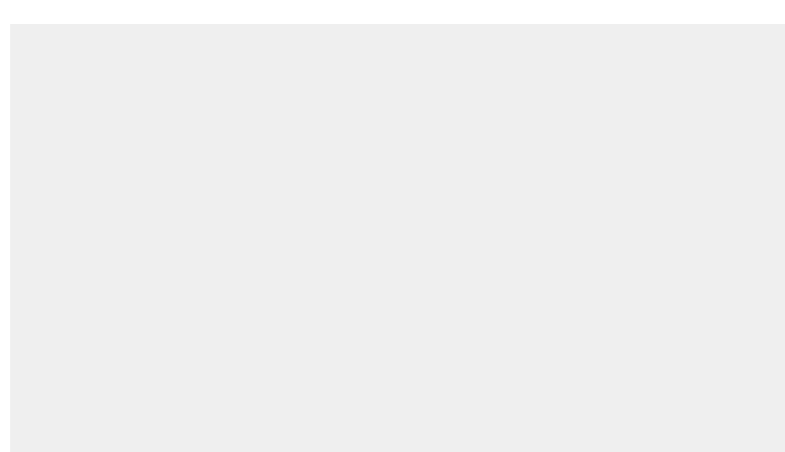
Bonson's approach to sustainability

We are very pleased with the Government's initiative to phase out problematic plastics and invest in onshore recycling infrastructure because it will help close some of the current gaps and complete the circular economy loop. Consumers will have the Government's support and guidance to ensure that once they have finished with products like those Bonson produces, they will be cared for in the right way.

We design our products with sustainability in mind and you can read [our thoughts on sustainability](#) on our website. There are, however, five main points we'd like to emphasise in this article:

1. **We give our customers choice** – providing packaging options that are reusable, recyclable, compostable or biodegradable
2. **Our goal is to support our customers own sustainability commitments** – *'honouring our customers' greatest potential is what serves our own's* how we look at it
3. **We facilitate informed decisions** – empowering our customers to make choices by providing clear information about [materials](#) and origins
4. **We aim to educate** – we appreciate that the packaging industry can be full of jargon, codes and acronyms. We aim to communicate in plain language to increase knowledge about packaging amongst customers and consumers
5. **We commit to being transparent** – we will not be part of the greenwashing movement – they often lead people to believe something can be composted in a household garden or recycled when it can't be

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The latest trend for New Zealand's plastic packaging in 2020

The trend in food packaging continues to be dominated by the push for greener options ...

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