

# KEEP IT CIRCULAR - IP PLASTICS



**IP Plastics Ltd (IPPL) are manufacturers in Auckland who produce oversized plastic products such as storage bins, plastic furniture, iconic blue clamshell paddling pools, buckets, and other household wares such as dish racks, fly swats and plant pots.**

## THE CHALLENGE

Oversized polypropylene (PP) plastic products from households haven't been able to be recycled until IP Plastics Ltd (IPPL), a manufacturer in Auckland, wanted to take responsibility for the items they produce.

An estimate of 333,000 tonnes of durable plastic products, (which makes up nearly 58% of all imported plastics) are consumed in NZ and end up going to landfill. Whilst it is unknown how much of that is PP, there is a good chance that a decent amount of this material is PP based and it is suitable for durable product applications.

There is more onshore demand than the ability to supply retailers with locally-sourced recycled PP products instead of products made from imported virgin resin. And by establishing pathways for used PP to be recirculated in NZ, other manufacturers could benefit.



## THE SOLUTION

As our extended producer responsibility and to provide a way of securing rPP feedstock, IPPL have been starting to collect our (and others') PP items back from consumers at Community Recycling Centers in the Tāmaki Makaurau Auckland region. If items are in good condition, they could be sold for reuse.

Otherwise they get recycled. We provide training at collection site staff to improve yield (by removing contamination).

We are expanding the collections at more locations within and outside of the Auckland region to enable IPPL to grow rPP product offerings.

Used PP items are now starting to be collected by a few Community Recycling Centers (CRCs) and via Inorganic Collections in Auckland, for reuse if items are in good enough condition or recycling into new rPP products.

By establishing and building collection and transportation infrastructure, IPPL is creating circular pathways and a new 98% rPP product range (2% is black masterbatch colourant). This project could expand and be adapted in other regions, feeding materials into other NZ reprocessing end markets (eg in the lower North Island, and South Island) going forward

## THE RESULT

IP Plastics have collected 1.5T of used products, and reprocessed these into 1.1T of rPP which has been moulded into new 98% recycled rPP products and delivered these into the retail market for NZ consumers to purchase. They could then be recirculated at the end of use if this initiative is still in operation.



# KEEP IT CIRCULAR



## FUTURE IMPACT

With consistent supply of used products, we can commit to delivering rPP products into the NZ market which allows us to close the loop, prevent oversized PP products going direct into landfill and reduce the importation of virgin PP.

Going forward if there is enough supply for IP Plastics, the initiative could be rolled out through other locations in the Circular Resource Recovery Network for other manufacturers to utilise

## GIVE BROKEN PLASTICS ANOTHER LIFE



For more information, go to <https://ipplastics.co.nz/>

