



# **Australian Packaging Covenant Action Plan**

1<sup>st</sup> February 2012 – 31<sup>st</sup> January 2017

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## 1.0 Executive Summary

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Lenan Corporation became a signatory to the Australian Packaging Covenant in November 2011.

Our organisation is committed to meeting its obligations as an Australian Packaging Covenant signatory through implementing the Sustainable Packaging Guidelines and improving our awareness and management of environmental issues.

Over the next five years, we will develop and implement environmentally responsible new product development procedures to assist in the conservation of resources, encourage consumer recycling via packaging design, and maximise our use and re-use of recycled materials, thereby minimising our impact on the environment.

With a focus on continual improvement, we pledge to monitor our impact on the environment, and update our policies and procedures throughout the life of the Action Plan. By focussing on design, recycling and product stewardship, we will support the Australian Packaging Covenants goals, and report against the Key Performance Indicators on an annual basis.



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## 2.0 Company Profile

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**Company Name:** Lenan Corporation Pty Ltd  
**Action Plan Period:** 1<sup>st</sup> February 2012 – 31<sup>st</sup> January 2017

### 2.1 Nature of Organisation

Established in 1996, Lenan Corporation is a privately owned health and beauty products distributor, servicing pharmacies, gift stores, specialty retailers and supermarkets Australia wide. Lenan offers a wide range of products encompassing hair care, skin care, beauty, gift ware and pharmaceutical product categories. The majority of these products are sourced locally or imported from overseas, however Lenan also possesses a small portfolio of in-house brands. As at January 2012, Lenan Corporation employed 29 people.

### 2.2 Brand Ownership

Lenan Corporation owns the following brands:

Manufactured in Australia	Imported from Overseas
Animal Hugs	Bath Therapy
Australian Flower Therapy	Belcam
Marc Daniels	Cala
Ultraorganics	Freeman
Yiyangu	Freestyle
	Organix
	Scottish Fine Soaps
	Spring Fresh



## 2.3 Position in the Supply Chain

Lenan Corporation holds the position of 'brand owner' in the supply chain.

## 2.4 Packaging Materials and Formats

Packaging materials and formats used by our organisation include:

Materials	Formats
Plastic	Bottles, tubes, tubs, jars, caps, pumps, bags, trays, displays, shrinkwrap, tape, bubblewrap
Cardboard	Cartettes, sleeves, displays, boxes, shippers
Glass	Jars, bottles
Ceramic	Jars
Aluminium	Aerosol bottles, jars
Paper	Labels

## 2.5 APC Team

### APC Contact Officer

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Lenan Corporation Pty Ltd

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### APC Team Members

Marketing	Kate Seedhouse
Design / Procurement	Aaron Long
Warehouse / Logistics	Stephen Pulley
Administration	Jenny Isdale

## **3.0 Challenges**

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Whilst committed to the goals of the Australian Packaging Covenant, there are a number of challenges that inhibit our actions due to the nature of our business and our customers. These include brand ownership and shelf friendly packaging.

### **3.1 Brand Ownership**

As an importer of overseas brands, our company does not control the purchasing, product and packaging development processes for a number of products in our portfolio. Whilst we strongly encourage our overseas suppliers to conform to the Sustainable Packaging Guidelines, packaging design and production decisions are beyond our control.

### **3.2 Shelf Friendly Packaging**

It is a requirement of major retailers in Australia that all products be provided in shelf friendly packaging formats. Whilst this is not desirable to Lenan Corporation due to the additional cost and impact on the environment, it is necessary in order to maintain ranging and remain competitive within the Australian retail market.

As the majority of our products sold in these retailers are imported from overseas, it is necessary that the products be repacked into shelf friendly packaging when they arrive in Australia. It is with regret that we are unable to import these products in a shelf ready format, as the volume of business in Australia is considered negligible to our overseas suppliers, and therefore does not warrant the additional cost and effort to their business.

Due to these products being sold in the premium hair care category, a certain level of presentation is required in order to maintain the aesthetics of the category. As such, there are additional limitations regarding our choice of shelf friendly packaging.

## 4.0 Action Plan

Action	Responsibility	Timeframe	Baseline Data	Target	Evidence
<b>Goal One – Design:</b> Optimise packaging to use resources efficiently and reduce environmental impact without compromising product quality and safety					
<b>KPI 1:</b> Proportion of signatories in the supply chain implementing the SPG for design or procurement of packaging					
Establish APC team to review existing packaging against SPG	APC Champion	February 2012	N/A	Development of a cross-departmental APC team	<ul style="list-style-type: none"> <li>• Meeting minutes</li> </ul>
Develop SPG checklist and procedures to review all existing, new and potential products	APC Champion	February 2012	N/A	Development of a comprehensive SPG checklist to be completed for all existing, new and potential products	<ul style="list-style-type: none"> <li>• SPG checklist template</li> </ul>
Review existing products against SPG checklist as per review schedule	APC team	March 2012 – May 2013	Review schedule (refer Appendix A)	Products reviewed by brand on a monthly basis	<ul style="list-style-type: none"> <li>• Review schedule</li> <li>• Meeting minutes</li> <li>• SPG checklists</li> </ul>
Develop action plan for amending packaging specifications for existing range based on SPG checklist findings	APC team	April 2013	N/A	Development of a detailed action plan outlining recommended changes to packaging specifications across the existing product range in order to better meet the SPG	<ul style="list-style-type: none"> <li>• Packaging amendment action plan</li> </ul>
Implement action plan for amending packaging	APC team	July 2013 – January 2017	N/A	Implementation of the action plan outlining recommended changes to packaging	<ul style="list-style-type: none"> <li>• Packaging amendment action plan</li> </ul>

specifications for existing range in order to better meet the SPG				specifications across the existing product range	
<b>Goal Two – Recycling:</b> The efficient collection and recycling of packaging					
<b>KPI 3:</b> Proportion of signatories with on-site recovery systems for recycling used packaging					
Review warehouse recycling systems	Warehouse Manager	June 2012, then December annually	Garbage removal invoices	YOY improvement in the Landfill Waste vs Recycle percentage on our monthly garbage removal invoices	<ul style="list-style-type: none"> <li>• Recycling bins</li> <li>• Buy Recycled Policy</li> <li>• Garbage removal invoices</li> </ul>
Review office recycling systems	Administration Manager	June 2012	Garbage removal invoices	An increase in the recycling of paper and toner cartridges throughout the office	<ul style="list-style-type: none"> <li>• Recycling bins</li> <li>• Buy Recycled Policy</li> <li>• Garbage removal invoices</li> </ul>
<b>KPI 4:</b> Proportion of signatories with a policy to buy products made from recycled packaging					
Formalise warehouse purchasing policies to give preference to products with recycled content	Warehouse Manager	September 2012	Packaging material invoices	Documentation of the organisation's existing preference for using recycled content products in the warehouse	<ul style="list-style-type: none"> <li>• Buy Recycled Policy</li> <li>• Packaging material invoices</li> </ul>
Amend office purchasing policies to give preference to products with recycled content	Design Manager	September 2012	Office stationery invoices	Preference given to recycled content products in new tenders where cost is comparable	<ul style="list-style-type: none"> <li>• Buy Recycled Policy</li> <li>• Office stationery invoices</li> </ul>
<b>Goal Three – Product Stewardship:</b> A demonstrated commitment to product stewardship by the supply chain and other signatories					

<b>KPI 6:</b> Proportion of signatories that have formal processes for working with others to improve packaging design and recycling of packaging					
Prioritise suppliers that are APC signatories	Warehouse Manager Design Manager	March 2012	Invoices from existing suppliers	Review of existing suppliers to establish whether they are APC signatories	<ul style="list-style-type: none"> <li>• Supplier APC action plans</li> </ul>
<b>KPI 7:</b> Proportion of signatories demonstrating other stewardship outcomes					
Include recycling logos and information on all relevant internally produced product packaging	APC Champion Design Manager Graphic Designer	From May 2012	Existing product packaging	Development of an artwork approval process to ensure inclusion of recycling logos and information on all relevant new packaging (inner and outer). Artwork of existing products to be updated for next print / production runs.	<ul style="list-style-type: none"> <li>• Artwork approval process</li> <li>• Packaging artwork</li> </ul>
Include recycling logos and information on all relevant imported product packaging	APC Champion	August 2012 – May 2013	Existing product packaging	All suppliers to be contacted, requesting that packaging be updated with recycling logos and information where appropriate	<ul style="list-style-type: none"> <li>• Letters to suppliers</li> <li>• Supplier correspondence</li> </ul>
Develop organisation Buy Recycled Policy	APC Champion	March 2012	N/A	Increased awareness and improved knowledge on the organisation's commitment to environmental sustainability and each employee's responsibilities	<ul style="list-style-type: none"> <li>• Buy Recycled Policy</li> </ul>
Work with packaging suppliers to investigate alternative packaging solutions	Design Manager	February 2013	N/A	Collaboration with packaging suppliers to reduce packaging and waste through design and material improvements	<ul style="list-style-type: none"> <li>• Supplier correspondence</li> </ul>

Promote our commitment to the APC to customers and supplier partners	Graphic Designer	February 2012	N/A	Increased awareness of our organisation's commitment to the APC	<ul style="list-style-type: none"> <li>• Action plan posted on corporate website</li> </ul>
Train the graphic design / procurement team on SPG and supplier liaison	APC Champion	April 2012	N/A	The education of the graphic design / procurement team on SPG and the role it plays in product development and packaging sourcing	<ul style="list-style-type: none"> <li>• Training materials</li> </ul>
<b>KPI 8:</b> Reduction in the number of packaging items in litter					
Investigate opportunities to redesign packaging to reduce the incidence or impact of litter	APC team	March 2012 – May 2013	Review schedule (refer Appendix A)	Review existing product packaging design as part of monthly SPG checklist reviews with a view to redesigning products to reduce incidence of litter	<ul style="list-style-type: none"> <li>• Review schedule</li> <li>• Meeting minutes</li> <li>• SPG checklists</li> </ul>

## Appendix A: Product Review Schedule

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Given the large volume of brands and products in the Lenan portfolio, products will be reviewed against Sustainability Packaging Guidelines in brand groups as per the schedule below.

<b>Brand</b>	<b>Timing</b>
Animal Hugs	March 2012
Australian Flower Therapy	April 2012
Marc Daniels	May 2012
Ultraorganics	June 2012
Yiyangu	July 2012
Bath Therapy	August 2012
Belcam Fragrances	September 2012
Cala	October 2012
Freeman	November 2012
Freestyle	December 2012
Organix	January 2013
Scottish Fine Soaps	February 2013
Spring Fresh	March 2013