



Australian Packaging Covenant  
Action Plan January 2011- June 2015

**Whites Group Pty Ltd**

## Company Summary

Whites Group (previously Whites Wires Australia) is an Australian owned family company with over 30 years experience in supplying wire and associated products into the Rural, Hardware and Manufacturing sectors.

Whites Group commenced operations in Sydney, rewinding coils of galvanised wire to sell to merchandisers of fencing products. From these humble beginnings, Whites Group has grown into a significant national distributor and manufacturer of wire and related products.

Manufacturing is located in Brisbane (farm gates) and Sydney (building products), whilst Distribution centres are located in Sydney, Melbourne, Brisbane, Townsville, Perth and Adelaide.

In recent years Whites Group has staffed a support office in China. The China office allows us to access the latest products at competitive rates and importantly ensures that Whites personnel have on the spot control over quality testing, packaging and material selection.

We are well known for our commitment to product innovation and development. We are equally committed to ensuring that our product development maintains a strong focus on the principles of the Australian Packaging Covenant

## Brands

- Whites Group® - Hardware and Rural products



- Whites Outdoor® - Hardware and landscaping solutions



- Whites On-Site - Building



## Commitment

Whites Group is committed to the principles of the Australian Packaging Covenant. Through all areas of our organisation, we are aware of the need to minimise our environmental impact and to conserve resources in Australia and overseas.

We have briefed all senior management in on the principles of the Australian Packaging Covenant, requesting that they identify opportunities for reducing, recycling and reusing packaging. We are asking our overseas suppliers to conduct a similar audit.

An APC Committee, comprising of the National Sales Manager, Australian Product Manager, COO and CEO has been set up to drive the implementation of our action plan throughout the organisation.

Peter Kelly  
CEO

## Contact Details

**Company Name:** Whites Group Pty Ltd

**Head Office:** 4 Decker Place, Huntingwood, NSW 2148

**Business:** Importer, Manufacturer, and Distributor of Hardware, Rural and Industrial products.

**Covenant Contact Officer:** Michael Kelly, Financial Controller  
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4 Decker Place, Huntingwood, NSW 2148

**Website:** [www.whitesgroup.com.au](http://www.whitesgroup.com.au)

**Packaging Chain Role:** Brand Owner

**Packaging Materials Used:**

Whites Group Pty Ltd  
Australian Packaging Covenant Action Plan 2011-15

- Cartons
- Paper labels
- Shrink wrap
- Plastic bags
- Plastic packages
- Cardboard
- Wooden pallets
- Plastic strapping
- Plastic tape
- Wire
- Steel stillages (returnable)

## Schedule For Packaging Reviews

### Categories of Products

Category		% of skus	% of unit sales	Timetable to review
A. Product with label/sticker only, packed on pallet		12%	38%	To be completed March 2012
B. Product with label/sticker only, packed in cardboard box		12%	10%	To be completed March 2013
C. Product wrapped in plastic with label inside		10%	11%	To be completed March 2014
D. Product in Plastic Bag packed in outer cardboard box		7%	10%	To be completed March 2015
E. Single product in inside box		1%	1%	To be completed March 2015
F. Product in Plastic carton/blister pack		1%	1%	To be completed March 2015

<b>NOT COVERED BY APC</b>	<b>% of skus</b>	<b>% of unit sales r</b>	<b>Timetable to review</b>
<i>Agriculture only products</i>	<b>40%</b>	<b>24%</b>	Falls outside of APC scope
<i>Industrial products (recyclers, miners,builders)</i>	<b>17%</b>	<b>5%</b>	

### **Action Plan Overview**

This action plan is for the period January 2011 to June 2015.

## Action Plan Summary

Covenant Performance Goals	Actions	Responsibility	Baseline Data	Target or goal	Timeline/ Milestones
<b>1.DESIGN</b>					
<b>KPI #1 Proportion of signatories in the supply chain implementing the SPG for design or procurement of packaging.</b>	Set up review group for existing packaging - Efficiency Group	Financial Controller		Team assembled Dec 2010	<b>Complete</b>
	Categorise 915 skus into packaging type groups for review.	Efficiency Group	Appendix A - template of skus	100% Skus categorised by packaging	<b>Complete</b>
	Review SPG guidelines for appropriateness and tailor for review against packaging types.	National Marketing Manager		Documented guidelines in a SPG template	June 2011
	Integrate SPG guidelines to NPD process to ensure 100% developed in line with SPG	National Product Manager		Documented NPD gating process	August 2011
	Develop a 10 point checklist for NPD to determine whether further review against SPG guidelines required (i.e to deal with product refresh, small redesigns etc).	National Marketing Manager		10 point checklist completed for NPD of small nature	August 2011
	Review category A products against SPG	Efficiency group	SPG template	Completed template with recommendation	March 2012

Covenant Performance Goals	Actions	Responsibility	Baseline Data	Target or goal	Timeline/ Milestones
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	Review category B products against SPG	Efficiency group	SPG template	Completed template with recommendations	March 2013
	Review category C products against SPG	Efficiency group	SPG template	Completed template with recommendations	March 2014
	Review category D, E & F products against SPG guidelines	Efficiency group	SPG template	Completed template with recommendations	March 2015
<b>2.RECYCLING</b>					
KPI#3 Proportion of signatories with on-site recovery systems for recycling used packaging	Develop formal policy on what on-site recycling is required for each site with respect to <ul style="list-style-type: none"> <li>- Secondary packaging</li> <li>- Tertiary packaging</li> <li>- Office Supplies</li> <li>- General waste</li> </ul>	Efficiency workgroup		Documented policy to implement	June 2011
	Communicate policy to all 6 sites at June 2011 annual conference at Hunter Valley NSW.	Financial Controller			June 2011
	Conduct audit of policy and table	Efficiency	Audit report	Minimise non-	March

Covenant Performance Goals	Actions	Responsibility	Baseline Data	Target or goal	Timeline/ Milestones
	results and recommendations	workgroup	and recommendations	recycled waste	2012
KPI#4 Proportion of signatories with a policy to buy products from recycled packaging	Develop policy that addresses preference to purchasing products made of recycled material if these products satisfy current performance, safety and cost requirements.	Financial Controller & National Product Manager	Documented policy on buying recycled materials	Buy recycled materials where possible	March 2012
	Implement policy and review non-compliance	Financial Controller & National Product Manager	% of materials recycled	Minimise use of non-recycled material	August 2012
<b>3.PRODUCT STEWARDSHIP</b>					
KPI#6 Proportion of signatories that have formal processes for working with others to improve design and recycling of packaging.	Develop and send supplier questionnaire for compliance against SPG guidelines. Review packaging on the basis of responses	National Product Manager	Appendix B - supplier questionnaire	Documented responses and actions to comply with SPG guidelines	June 2011
KPI#7 Proportion of signatories demonstrating other product stewardship outcomes.	Review options for reducing litter impact through the Executive team, and deliver recommendations. Items considered <ul style="list-style-type: none"> <li>- Funding/employee participation of Clean up</li> </ul>	Exec team			June 2011

Covenant Performance Goals	Actions	Responsibility	Baseline Data	Target or goal	Timeline/ Milestones
	Australia - Consumer education to encourage responsible disposal or recycling via packaging or the company website				