



New Balance Australia Pty Ltd

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# **Australian Packaging Covenant (APC) Action Plan**

2011 – 2015

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# 1 **Executive Summary**

New Balance Australia Pty Ltd is a supplier of athletic footwear and apparel to sporting retail outlets. New Balance is a privately owned company and is a wholly owned subsidiary of New Balance Athletic shoe based in Boston, Massachusetts USA.

As a leading supplier of performance sporting footwear and apparel, New Balance recognise that they have an impact on the environment and community within their operating environment. New Balance is committed to ensuring that the impact of land fill is managed responsibly and in a manner that creates and satisfies the needs of the community and the Australian Packaging Covenant.

A variety of packaging materials are used on New Balance products. The main types of materials used are cardboard, paper and plastics. New Balance have recently introduced recycling initiatives and will continue to explore additional opportunities in the future.

This document outlines the goals that are relevant to New Balance Australia and includes a detailed table with specific actions that meets the Australian Packaging Covenant requirements.

## 2 Overview of New Balance

New Balance began as a Boston-based arch support company in the early 1900's, developed into a specialized shoe manufacturer in the 1970's, and has grown to become a leading global athletic products company. Today New Balance is a family of brands including New Balance, Dunham, PF Flyers, Aravon, Warrior and Brine.

Since the days of selling arch supports to police officers and waiters, New Balance has been a brand concerned with meeting the needs of the everyday athlete. In pursuing this goal, we developed an "Endorsed By No One" philosophy, which holds that a superior product will sell itself better than any superstar athlete ever could. Part of producing superior footwear and athletic apparel is manufacturing it to fit all widths and sizes, because a better fit produces better performance.

To ensure the best fitting, best performing shoes and apparel, we focus on improving our technology and production methods. A big part of that is maintaining five manufacturing facilities in the United States where we continue to produce shoes and apparel that meet the standards we've employed for 100 years. We have also remained committed to a core set of values that include integrity, teamwork and total customer satisfaction.



**New Balance** is dedicated to creating the best-fitting, technologically innovative performance footwear and athletic apparel for people who are serious about their athletic activity. The belief that better fit = better performance drives product development and a commitment to domestic manufacturing, width-sizing and strong retail partnerships sets New Balance apart from its competitors.



Established in 1885, **Dunham** is a premium performance footwear brand created for individuals living the active outdoor lifestyle. Dunham is dedicated to providing footwear that is lightweight, comfortable and that offers the best fit by incorporating the latest performance technologies and a full range of sizes and widths.



For more than sixty years, **PF Flyers** has been dedicated to creating footwear and apparel for men and women worldwide that is comfortable, good looking and ready-for-action. Whether reissuing our legendary action shoes, inventing new footwear styles or designing fashionable casual wear, PF remains true to its namesake "Posture Foundation" for long-playing comfort.



**Aravon** is a comfort performance casual footwear brand that is dedicated to offering a high-level blend of style, fit, support and cushioning to today's mature woman.

### **3 New Balance Commitment to the APC and Environment**

New Balance engage Amcor and the Bayside City council to retrieve all of our recyclable materials.

Investigation and analysis will be undertaken to establish and implement recycling initiatives in our satellite offices and all retail outlets. It is envisaged that recycling measures will be completed by the end of 2011.

New Balance will also continue to investigate and work closely with all of our local suppliers, business partners (3PL) and employees to ensure that steps are being taken to minimise the businesses impact on land fill.

New Balance will always continue to strive for continuous improvement in all areas that have an effect on the environment.

All New Balance Australia Pty Ltd products are imported and controlled by the parent company sourcing department. The current products are controlled by NBAS Ltd and not within our control.

New Balance Australia run an outsourced 3PL (third party logistics company) that control and are responsible for the movement of all inventory. The 3PL distribution centre is located separately to the New Balance Australia office.

New Balance Australia has limited ability to influence the manufacture of products and the packaging used as the design, development and manufacture of product is governed by New Balance Athletic Shoe, located in Boston USA.

## 4 Packaging Materials

All New Balance shoe products are packaged in 100% recycled cardboard and the shoe boxes can also be recycled. Within each shoe box, there are also paper lining and paper support within the shoe itself.

The plastic outer packaging on apparel is made of LD-PE (04) recyclable plastic material. These items are then packaged within larger cardboard boxes.

## 5 APC Goals

<i>Goal 1- Design</i>	<i>KPI</i>	<i>Action</i>	<i>Baseline</i>	<i>Evidence/Date</i>
New Balance products are imported and are controlled by the parent company sourcing department. The current methods being used will be investigated, but as stated above are controlled factories beyond the control of New Balance and outside of Australia.	1	Provide supporting documentation from the parent company – New Balance Athletic Shoe Inc, that clearly documents the commitment to a sustainable environment and the measures they are taking contribute to a sustainable environment. This is an area that is of high importance to New Balance.	No Evidence	December 2012 Copy of New Balance Athletic Shoe Inc. documentation.

<b>Goal 2 - Recycling</b>	<b>KPI</b>	<b>Action</b>	<b>Baseline</b>	<b>Evidence/Date</b>
On-site recycling systems	2,3,4,5	Review and Improve recycling rates	Cardboard & Paper only at present.	December 2015
		Implement a recycling policy and commitment to recycling into the New Balance employee handbook.		December 2015
		Ensure policy is covered of at company induction for new staff.		December 2015
		Present the APC and improvements at quarterly staff presentation.		April 2011
Purchasing		Discuss with Management the possibility of implementing a purchasing policy for purchase of recycled products – paper, stationary and any other items.		December 2011
		Review purchasing guidelines to include local suppliers to conform to SPG and minimise non-recycled packaging		December 2015

<b>Goal 3 – Product Stewardship</b>	<b>KPI</b>	<b>Action</b>	<b>Baseline</b>	<b>Evidence</b>
Process for working with others	6,7,8	Present to major business partners, customers and suppliers the goals and aims of New Balance's commitment to the Australian packaging covenant.	Nil	Freight Company by Dec 2012 3PL Warehouse by Dec 2013 Freight Forwarders by Dec 2012 Top 3 Local Suppliers by Dec 2013

## 6 **APC Contact**

Mr. Darren Rowlinson, Operations Manager, will be responsible for New Balance's commitment to the Australian Packaging Covenant.

Contact Details below:

### **Covenant Contact**

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This report has been reviewed and endorsed by the Pacific Area Manager – Mr Ricky Knight.