



Deep Nesting Returnable Transit Packaging Benefits KFC, Inghams and the NZ Environment

- 220 fewer trucking movements annually.
- 200 empty crates per pallet.

Case Study Outline:

Through engaging Viscount Plastics as packaging consultant and solution provider, KFC and Inghams now use deep nesting returnable transit packaging (RTP) that is cost comparable with one-way cardboard and which satisfies key objectives of the 'New Zealand Packaging Accord 2004.'

The Challenge:

KFC and Inghams were faced with the situation where policy and costs were in conflict. KFC's worldwide policy specifies returnable plastic crates over one-way cardboard. However in New Zealand, nationwide, closed loop distribution has the cost hurdle of Cook Strait crossings. At the same time the Packaging Accord calls for a reduction in the environmental impact of packaging. The challenge for Viscount Plastics was to develop returnable plastic crates that would deliver cost efficiencies all along the supply chain

but particularly by significantly increasing return empty quantities per pallet.

A Collaborative Approach:

Working with KFC and Inghams,

The Solution:

Foremost among the new crate's features is deep nesting to a quarter its height. This achieves 200 crates per pallet --- over



One-way cardboard adds to pressure on landfill capacity, and unless incinerated by specialist technology, contributes to atmospheric pollution.

Viscount Plastics developed a deep nesting stacking bar crate which not only outperforms the previous supplier's 32 litre crate, but also presents New Zealand with a cost comparable alternative to one-way cardboard for processed and manufactured goods distribution.

twice as many as the previous supplier's 32 litre crate. Costs for crossing Cook Strait are dramatically cut back, along with the elimination 220 trucking movements annually; equating to significant fuel cost, exhaust emission and other operating expenses reductions.



A LINPAC Group company



case study

Dimensionally smaller than the previous supplier's 32 litre crate, the new 23 litre crate carries the same 16 kg. So that's more crates per pallet and the equivalent of 9 litres of fresh air per crate removed from the supply chain. This is mainly attributable to the stacking bar which allows full capacity filling without risk of contents damage.

Ribbed panels on the crate ends reduce contact area for self adhesive labels, enabling auto washer systems to achieve complete removal -- a hygiene plus for crates used on food processing lines.



Positive Impact:

KFC and Inghams report high levels of satisfaction with the new crate. In KFC outlets it achieves a 25% increase in product stored in chillers. Deep nesting also makes more efficient use of available storage space.

The sum total of efficiencies achieved by the new crate means Returnable Transit Packaging in New Zealand is now a valid and cost comparable alternative to one-way cardboard. When evaluating plastic versus cardboard it is necessary to factor in the environmental costs of cardboard; the pressure its disposal puts on diminishing landfill



capacity and atmospheric pollution. Plastic is almost infinitely renewable. On reaching the end of its service life a plastic crate is ground down for manufacturing new plastic product.

The most effective way to evaluate the options is to call Viscount Plastics for a no cost, no obligation assessment of your current one-way

cardboard against the economic and environmental benefits of Returnable Transit Packaging. Call now. It could mean a change for the better!



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