

## MEDIA RELEASE

For immediate release

### CourierPost offers recycling solution to Government and business

**Auckland, April 2008** - CourierPost is offering an industry-first recycling initiative that encourages its customers and staff to recycle used Trackpaks (plastic courier packs) instead of throwing them away. The proceeds from the recycling drive will be donated to a CourierPost nominated charity.

Initial feedback from customers has been overwhelmingly positive, according to CourierPost General Manager, Mark Gibson. "We've been amazed by the response. We only launched the programme in November 2007 and already we have over 15 major corporate and government departments recycling their plastic packaging through this program".

In addition to the positive environmental spin-offs, there are solid business benefits, as Wellington CourierPost courier Lawrence Allen has found.

"My customers love the fact that I'm able to offer them a way of recycling their plastic Trackpaks. Not only does it make them feel good because they're being green, it makes our business different from all the other courier companies," he says.

"It's definitely a foot in the door when it comes to adding potential customers to my run too. People have been responding really positively when I tell them we offer an environmentally friendly way of recycling the plastics. It's a point of difference that people like and it's a win-win for everyone".

CourierPost has also received recognition from government departments for the initiative, including The Identity Services Group of the Department of Internal Affairs. The group is the primary source of information on personal identity and key life events, and is recycling up to 2,000 plastic packs per week.

"The CourierPost recycling initiative has been a huge success. It has allowed the department to reduce its carbon footprint in keeping with the Govt3 initiative," says Department of Internal Affairs Support Services Manager, Paul Bonsey.

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CourierPost has quickly become New Zealand's premier courier provider, with a well-earned reputation for the speedy, reliable and secure delivery of important items. CourierPost's close association with New Zealand Post means it is able to draw on New Zealand Post's strengths, such as its extensive delivery network and unique hundred-plus years of history. CourierPost is part of Express Couriers Ltd. New Zealand's leading express courier, logistics and distribution company.

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“Not only does it allow the department to substantially reduce waste which could otherwise go to the landfill, CourierPost has provided a cost-effective solution on the path towards sustainability.

“I offer my congratulations to CourierPost for creating this opportunity, and look forward to working together to find further eco-friendly solutions”.

CourierPost is the only company offering this recycling option and will also accept plastic packs from any courier or postal service in the country. CourierPost also offers an ecoRange of 100% recycled paper-based packaging products.

“It’s all about offering our customers choice. We want our customers to use their preferred type of packaging and still have an environmentally friendly way of disposing of it,” says Mr. Gibson.

“CourierPost has been proactive in searching for means of enhancing the environmental friendliness of its core range of plastic products. On two separate occasions we have also reduced the level of thickness in our plastic Trackpaks which in turn has significantly reduced the amount of resin required in production.”

CourierPost has a number of environmental sustainability initiatives including fuel efficient transport programmes, driver education courses , fuel saving device trials, aerodynamic enhancement trials and commercial hybrid vehicle testing. CourierPost also has an ongoing review programme to ensure its vehicles, line haul, fork hoists and heavy vehicles comply with European Emission Standards.

### Other customers involved in the initiative

Ministry of Economic Development, Ministry of Justice, Ministry of Health, Fonterra, ANZ, Massey University, ProPharma, Allflex, Shell, Hutt Valley DHB, Statistics New Zealand, Resene, Green Cabs, Booker Spalding, Kinetic 121 and Datamail

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## How it works – BackTrack Your Trackpaks

Large reusable drawstring bags are provided to customers free of charge by CourierPost couriers. Customers place their used plastic packs inside and once full, the bag is collected, free of charge, by the CourierPost courier.

Once the bags have been collected for customers they are weighed and recycled through New Zealand plastics company, Astron Plastics, and CourierPost donates the proceeds to a nominated charity, currently Diabetes New Zealand.

## Media Contact:

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