



**JACKSON™**

# **Australian Packaging Covenant Action Plan 2011 - 2015**

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## **Executive Summary**

Jackson Industries aims to reduce our environmental impact by working to sell product that decreases overall material use and waste in packaging.

During our commitment to the National Packaging Covenant, we implemented a range of measures to reduce our environmental impact, and our commitment to the Australian Packaging Covenant aims to continue these measures into the future.

## **Covenant Support and Commitments**

This Action Plan covers the timeframe from 2011 to 2015, inclusive. Jackson Industries Pty Ltd fully supports the Australian Packaging Covenant and Sustainable Packaging Guidelines (SPG) contained therein.

This support is reflected in our becoming a signatory and paying our contribution to the industry funding arrangements to assist in achieving Covenant targets. Jackson Industries Pty Ltd has identified relevant key performance indicators (KPIs) required of us under the Covenant. The commitments outlined in the attached tables further demonstrate our commitment to the Covenant and the improved measurement of Covenant activities through these KPIs.

Our principal packaging suppliers are located overseas, with all Jackson products imported into the Australian market as finished goods. Jackson will encourage supply chain conformance with the SPG in our packaging decision making process for any new packaging or reviews of existing packaging.

We fully support Covenant product stewardship principles relating to design, production, distribution, research and labelling.

A handwritten signature in black ink, consisting of a large, stylized 'P' followed by a horizontal line extending to the right.

Michael Paino  
General Manager

## **Company Summary**

Jackson Industries is an Australian based and owned company that was incorporated in 1986. As the market leader our company develops product in conjunction with leading manufacturers to bring a wide range of telecommunications (domestic leads, adaptors, batteries) and power related product (powerboards, leads, adaptors, outdoor power product) to market.

A wide range of product is brought to market and the Jackson offer is made available to end users in partnership with major national retailers. The Jackson product catalogue is now represented in nearly 15,000 separate individual retail profiles including majors such as Bunnings, Coles and Woolworths Supermarkets, Big W, Dick Smith, Officeworks, Australia Post, Kmart, JB Hi Fi and Telstra.

Our major focus is to develop new and innovative products that offer greater features and customer benefits. Jackson sells over one million individual products into the local market annually.

Jackson Industries National Head Office and distribution Centre is based in Baulkham Hills Sydney where a team of 12 full time staff are based. A sales force of 60 representatives support retail outlets nationally.

All products are imported from mainland China where they are warehoused and distributed nationally from our Sydney location. Jackson also has a registered office based in Ningbo (China) employing 7 staff. Ningbo is a major manufacturing centre in Northern China. An active agent in New Zealand distributes the Jackson branded product in this territory as well.

Throughout the world, Jackson group employs a total of over 400 staff members.

## **Brand Names**

Jackson group offers product in a number of our own brands, along with manufacturing product in several other brands with OEM and ODM agreements.

**JACKSON™**



**POWERTOUGH®**

 **Kensington®**

## **APC Contact**

Mr Chris Dyson, Marketing Director, will be responsible for Jackson's commitment to the Australian Packaging Covenant.

This Action Plan has been endorsed by Mr Michael Paino, who has committed to the implementation of this plan.

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Marketing Director  
16 Brookhollow Ave  
Norwest Business Park  
Baulkham Hills, NSW, 2153  
Ph: (02) 9899 8833  
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## **Types of Packaging Materials Used**

The retail environment where Jackson product is sold requires strong resilient packaging to be used. Following is a partial list of materials that are used from the manufacturing point of manufacture to the store shelf.

- Clamshell blister manufactured from various plastics to encase most products.
- Other products are sold in cardboard boxes
- Cardboard within the clamshell that has branding, product details and information.
- Inners and outer shipping cartons made of thick cardboard that are used to transport the goods to the Jackson Distribution Centre in Sydney.
- Packaging tape and pallet wrap to secure goods while in transit.

As part of our commitment to the National Packaging Covenant, we have abolished the plastic bags that were used to cover the products and have also been proactively reducing the amount of cardboard that is used to send goods to retail outlets. Any cardboard boxes that are not used for shipping are recycled with an accredited contractor. As part of our commitment to the new Australian Packaging Covenant, we will continue to reduce the footprint size of products as an iterative process, lessening the impact of all aspects of packaging.

## Action Plan Summary Table

<b>Covenant Performance Goals</b>	<b>Actions</b>	<b>Responsibility</b>	<b>Baseline data</b>	<b>Target or performance goal</b>	<b>Timeline or milestones</b>
1. Design – optimise packaging to achieve resource efficiency and reduce environmental impact without compromising product quality and safety  KPI1: Proportion of signatories in the supply chain implementing the Sustainable Packaging Guidelines for design or procurement of packaging	Continue to work to reduce overall packaging size	Marketing team	4.36 Tonne of product uses approximately 1 Tonne of packaging	Reduce overall packaging by 5%, 4.5 Tonne of product to 1 Tonne of packaging by reviewing a minimum of 50% of all products.	End of 2015
	Continue to source recyclable packaging materials	Sourcing team	All packaging materials used are recyclable	Continue to source recyclable packaging materials. Where possible, evaluate other styles of packaging materials.	Ongoing
2. Recycling - efficiently collect and recycle packaging  KPI2: Proportion of signatories with on-site recovery systems for recycling used packaging  KPI4: Proportion of signatories with a policy to buy products made from recycled packaging	Continue to recycle all packaging material disposed of in our facilities	Logistics team	All packaging material disposed of in our warehouse facilities is recycled	Continue to recycle of all unused packaging.	Ongoing
	Educate customers on recycling packaging	Marketing team	A limited number of Jackson products currently have details about recycling the packaging	Include recycling information on at least 50% of products as the packaging is redesigned	End of 2015
	Implement “Buy Recycled” policy	Sourcing team	No formal “Buy Recycled” policy in place	Work to create a policy to, where possible, source recycled packaging materials	End of 2015

<p>3. Product Stewardship - demonstrate commitment of all signatories.</p>	<p>Establish process for communicating recycling information about packaging to customers</p>	<p>Marketing team</p>	<p>No formal process is in place to communicate recycling information to customers</p>	<p>Work to establish a formal process</p>	<p>End of 2015</p>
<p>KPI6: Proportion of signatories that have formal processes for working with others to improve design and recycling of packaging</p>	<p>Investigate carbon-offsets for packaging and products</p>	<p>Marketing team</p>	<p>A range of products is currently being assessed by an external auditor</p>	<p>Investigate carbon offsets for 10% of products supplied</p>	<p>End of 2015</p>
<p>KPI7: Proportion of signatories demonstrating other product stewardship outcomes for packaging</p> <p>KPI8: Reduction in the number of packaging items in litter</p>	<p>Investigate use of disposal instructions on all packaging</p>	<p>Marketing team</p>	<p>Products where recyclable materials have been used has appropriate recycling logos</p>	<p>Ensure that all packaging has the appropriate logos as it is being designed. Introduce instructions to “please dispose of thoughtfully” or similar for future packaging.</p>	<p>Ongoing</p>