



**JASCO PTY LTD**  
AUSTRALIAN PACKAGING COVENANT (APC)  
2010-2015 ACTION PLAN



**A signatory to the  
Australian Packaging Covenant**



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## 1. EXECUTIVE SUMMARY

Jasco Pty Limited (Jasco) is a signatory to the Australian Packaging Covenant (APC) and has prepared this Action Plan for the period 2010 - 2015.

For the purposes of the Australian Packaging Covenant, Jasco is classified as a “brand owner” and a member of the packaging supply chain. Jasco originally became a signatory to the National Packaging Covenant (NPC) in December 2008, the predecessor to the Australian Packaging Covenant.

In this Action Plan Jasco set out company-specific actions to adapt the Sustainable Packaging Guidelines to our product range and our packaging supply chains. The aim is to develop specific actions for the implementation of commitments we have made under the Covenant.

Each action is linked to the key performance indicators (KPI's) and targets as set out in the Covenant. Jasco stores all documentation pertaining to the APC on the company's IT network and this will be extended to include this Action Plan and the SPG on completion. All of these records will be available at our office for review by the relevant parties on request.

Jasco has committed to addressing specific actions over the coming year and the lifespan of this plan in each of the three main areas i.e. Design, Recycling and Product Stewardship. In Section 5 we layout our timeline and order of priority for the actions we aim to undertake under the SPG implementation plan over the next twelve months.

The key goals for 2011 are;

1. Design - Review the Sustainable Packaging Guidelines (SPG) applied against our main packaging types.
2. Recycling - Review the on-site waste management program for our main warehouse to ensure all packaging material is recovered from the waste stream and directed towards recycling.
3. Product Stewardship - Consider the inclusion of aspects of the SPG guidelines on our main packaging types.



## 2. COMPANY PROFILE



Jasco Pty Ltd was established in 1960 representing local and overseas manufacturers in scholastic and commercial stationery, office equipment and technical drawing products. Fifty years later, the Jasco product range has expanded to also include fine art, craft, digital imaging products and print finishing equipment.

The Jasco Head Office is located in Meadowbank Sydney. Jasco's new 13,000m<sup>2</sup> distribution centre is located at St Marys west of Sydney. Sales Offices are located in Brisbane, Melbourne, Adelaide and Perth. Adelaide and Perth also have warehouse facilities.

Jasco exclusively represents, both in Australia and New Zealand, a number of American, European, and Asian manufacturers.

Jasco distributes office supplies, stationery business products, school stationery fine art and graphics supplies, drawing office supplies, paper handling equipment and business machines.





## Principal Agencies

Jasco's principal agencies include:

<b>Elmers</b>	Bienfang Foamboard; Xacto pencil sharpeners; Speedball lettering pens, adhesives
<b>Ideal-Werk Germany</b>	Paper trimmers, guillotines and shredders
<b>Isaberg Rapid Sweden</b>	Stapling machines
<b>Helix</b>	Educational Supplies, office products
<b>Schwan-Stabilo Germany</b>	Wide range of general stationery lines including Boss Highlighters
<b>Winsor &amp; Newton/Reeves UK</b>	A leading quality brand for fine art materials
<b>Zurich Paper Mill (Sihl) Switzerland</b>	Special papers for drawing office and other specialised uses

In addition, Jasco has a number of well known trademarks of its own – including CELCO, JASART, JASTEK and TEXTA and it sources products branded with these names from many suppliers, most of whom are in Asia.

CELCO covers general stationery products and art related products marketed under the JASART name while the JASTEK brand is used to market general office furniture and business machines. TEXTA specialises in marking pens and children's stationery.

Brand logos represented by Jasco are included as an Appendix.

Jasco is currently distributing its product range through Contract stationers (office suppliers), Retailers, Newsagent wholesalers and Supermarkets and discount stores



## 2.1 OUR COMMITMENT TO SUSTAINABILITY

Jasco is committed to resource conservation, product stewardship, and the principles of shared responsibility for packaging, as outlined in the Australian Packaging Covenant.

Key areas we aim to address in the course of this Action Plan, utilising the full skill set of our APC team include, but not exclusively;

**Design** - As most of Jasco's products are imported pre-packaged we have very little opportunity to influence the packaging. Many products are packaged for multiple markets and are therefore unable to comply with individual market requests for labelling etc. There are opportunities to influence the design of the packaging of the brands owned by Jasco and we will be looking to influence these early in this term of the Australian Packaging Covenant.

**Recycling** – Jasco have the opportunity to influence the tonnage of packaging sent to recycling from our warehouse operations and we will endeavour during the course of this Australian Packaging Covenant to put in place a Waste Implementation Plan that will ensure the segregation and recycling of all packaging waste arising on site. A baseline for this information will be calculated in 2011 and reported upon throughout the life of the Covenant.



### 3. COVENANT CONTACT OFFICER

Mr. Paul C Fraser, Chief Financial Officer, is responsible for Jasco's commitment to the Australian Packaging Covenant. He will report directly to Mr. Barry Stuart, CEO on all issues relating to the Covenant. This Annual Report has been endorsed by Mr. Stuart.

Mr. Fraser's contact details are as follows:

Jasco Pty Ltd  
118-122 Bowden Street  
Meadowbank  
NSW 2114

Tel: 02 9807 1555

Email: paulfraser@Jasco.com.au

Web: www.Jasco.com.au

#### 3.1 OUR APC TEAM

In 2009 Jasco formed a National Packaging Covenant task force headed up by Mr. Paul Fraser. This task force team has received an induction workshop into the reporting requirements and operational tasks associated with the Australian Packaging Covenant and are aware of their individual roles, particularly in relation to the Sustainable Packaging Guidelines.

This task force is made up of the following staff;

Name:	Responsibility:	
Paul Fraser	Chief Financial Officer	
John Pantazis	Divisional Manager	Stationery / Digital Imaging / Business Machines
Isabelle Navarette	Divisional Manager	Stabilo / Texta
Nadia Cieslak	Branding Communications Manager	Art Division
Charlie Goodwin	National Purchasing Manager	
Garry Smith	Data Base Manager	
Brian Tory	National Warehouse Manager	
Kay Edwards	Administration Officer	PA to CFO

Between this internal team and our advisors, a project plan to co-ordinate all tasks required to implement the Action Plan will be developed in the coming months that will be applied to the packaging procurement process for the duration of the APC. This project plan will be updated to respond to any further requirements from the APC or our clients. All individuals listed as members of the team may not be involved in all twelve strategies relating to the Sustainable Packaging Guidelines.



The team's preparation for addressing the APC requirements included:

- An onsite workshop in Meadowbank facilitated by our advisors to update Jasco on the development of the Australian Packaging Covenant over the past two years and the transition requirements from the National Packaging Covenant to the new Australian Packaging Covenant;
- A review of Jasco's relationship with packaging i.e. packaging on products supplied to the market and packaging waste arising onsite in order to identify the most practical and productive approach to address the Sustainable Packaging Guidelines.
- Development of a set of questionnaire templates for discussion with product suppliers to ensure the suppliers are aware of the obligations placed on Jasco as a signatory to the packaging Covenant that may go beyond the current internal set of requirements for the procurement of new product lines.

Jasco aim to circulate a series of information requests to merchandising and product line managers from Mr. Paul Fraser, in which he will emphasise the importance of each of their product lines being reviewed under the APC Sustainable Packaging Guidelines at the manufacturing stage, as this is the only point where Jasco can influence the majority of their packaging requirements i.e. the majority of packaging is applied at point of manufacture.

The chosen method of review has split the packaging placed on the market by product type, concentrating on the range of products with the greatest turnover. Over the next five years this will result in an expanding number of product reviews based on the product range supplied by Jasco.



## 4. SCHEDULE FOR PACKAGING REVIEWS

Jasco has identified that product range is the most appropriate method to review packaging. We have allocated the staff, time and systems necessary to ensure this is carried out on an ongoing basis.

Jasco will also review its own brands and work with suppliers to implement packaging reviews.

### 4.1 TYPES OF PACKAGING USED

Jasco supply packaged products. The packaging types used include:

- Coated and uncoated recycled carton board for boxed products
- Corrugated recycled board for outers and shippers
- Coated recycled carton board for blister cards
- PVC for blisters
- PVC for wallets
- Polyethylene film for shrink wrapping boxed stock
- Polyethylene film for stretch wrapping pallets
- Void fill in despatch
- Tape

### 4.2 TIMETABLE FOR REVIEW

**An initial review of our key –product range was carried out** as part of the preparation of this Action Plan. On the basis of this initial review, we have determined the following target Timetable for Review:

Review Period:	% of Product Lines Reviewed	
	Existing	New
1/4/2011 – 31/3/2012	20%	20%
1/4/2012 – 31/3/2015	100%	100%



## 5. ACTION PLAN

### 5.1 INTRODUCTION

Our APC team has worked collectively to review existing systems and procedures to assist in the development of a baseline for Action Plan indicators, and also to identify any gaps that exist in current reporting systems. This has provided a list of actions for the implementation of the Plan over the next twelve months and the lifetime of this Plan. These are set out below and are not exhaustive and may change over the life of this plan.

Our action plan is split to show the actions we will take under the three main headings:

- Design;
- Recycling; and
- Product Stewardship

A summary of the actions is also provided in the Action Plan Tables section.

### 5.2 DESIGN

#### 5.2.1 COVENANT GOALS

For Jasco the goal is to look at optimising packaging to use resources efficiently and reduce environmental impact without compromising product quality and safety. In order to do this, Jasco has committed to review existing procedures for new product procurement to see if it is possible for its suppliers to provide information for the requirements of the Sustainable Packaging Guidelines (SPG).

#### 5.2.2 OUTCOME

The outcome should be packaging designed to:

- Avoid or minimise the use of materials and other resources;
- Optimise recyclability and recycled content; and
- Reduce litter impacts.



### *5.2.3 KEY PERFORMANCE INDICATOR*

The Key Performance Indicator for design will be evidence that Jasco has requested information from its suppliers regarding the Sustainable Packaging Guidelines (SPG) for design and procurement of packaging.

### *5.2.4 CURRENT AND PLANNED ACTIONS*

Jasco has commenced the review of all packaging using the SPG guidelines.

Jasco has determined that it will take twelve months (to April 2012) to review 20% of all current packaging and will aim to have implemented procedures for packaging reviews in new products using the SPG guidelines by 2015.

Jasco has integrated third party consulting, software and training to this project so every member of our team is fully resourced to carry out the tasks required. This aids with the development of our team and procedures, and backing documentation. We are using standardised templates developed specifically for this project.

The reviews of the packaging on our selected packaging types will be carried out between April 2011 and March 2012, and all 63 questions will be documented for each type. A full audit trail will be available for both compliance and substantive audits.

Jasco, as an importer of products already launched in other markets, do not have any direct input into the design process of the packaging for those products. However Jasco will endeavour to liaise with suppliers to determine what, if any, actions the suppliers have taken in relation to the environmental impacts of their packaging. Jasco's principal suppliers are marketing their products in Europe and North America and most consider the environment in the design of their products.

Jasco will also implement packaging review procedures with its suppliers of the brands that Jasco owns directly.



## 5.3 RECYCLING

### 5.3.1 COVENANT GOALS

For Jasco the goal for recycling is to make a contribution to improved recovery of packaging by having on-site recovery systems for recycling of used packaging and to consider a policy to purchase products with a recycled material content.

### 5.3.2 OUTCOME

The outcome should be:

- Improved recovery of recycled materials from the premises of Jasco; and
- Increased secondary markets for recovered packaging materials.

### 5.3.3 KEY PERFORMANCE INDICATOR

The key performance indicator for recycling will be evidence that Jasco is implementing the on-site recovery of packaging through documentation provided from our contracted waste collectors.

### 5.3.4 CURRENT AND PLANNED ACTIONS

Jasco has commenced the review of all on-site waste management practices in relation to our in-house waste.

Jasco has recently appointed a new waste removal contractor and will be able to assist the packaging supply chain by providing data on the quantities of packaging recovered.

#### 5.3.4.1 WAREHOUSE RECYCLING ACTIVITIES

This needs to be completed once a review meeting is held

#### 5.3.4.2 IN-HOUSE RECYCLING

Jasco encourages recycling in all its offices and has provided for separate recycling receptacles, and is looking to expand the current number of waste streams facilitated.

#### 5.3.4.3 BUY RECYCLED POLICY

Jasco are committed to implementing a buy recycled policy, and this will be delivered as one of the first tasks in this years Action Plan. In relation to packaging the following applies:

*"In relation to purchases of packaging, Jasco will endeavour to ensure all packaging is sourced from sustainable resources in a manner which does not adversely affect anyone else".*



## 5.4 PRODUCT STEWARDSHIP

### 5.4.1 COVENANT GOALS

The goal for Product Stewardship is that Jasco show a demonstrated commitment to product stewardship through working with third parties.

### 5.4.2 OUTCOME

The outcome should be:

- To improve the design and recycling of packaging; and
- Reduce the overall level of litter created by packaging.

### 5.4.3 KEY PERFORMANCE INDICATORS

The key performance indicators for product stewardship are;

- Have formalised procedures in place to work with others to improve design and recycling of packaging;
- To engage in other initiatives that show product stewardship such as education, sponsorship of initiatives etc; and
- To reduce the occurrence of litter in their operations and encourage clients to properly dispose of the packaging on products to remove them from the litter stream.

### 5.4.4 CURRENT AND PLANNED ACTIONS

The APC team will look to liaise with current suppliers to see what sustainability initiatives they are currently undertaking or are planning to undertake. The team will also work to introduce this as part of the procurement process, where feasible.

Jasco will investigate to see if there are opportunities to provide reliable information to schools via the dealer network and website links.



## 5.5 ACTION PLAN TABLES

### 5.5.1 DESIGN

Covenant Goal	Actions	Responsibility	Targets	Timeline
1. Design - optimise packaging to achieve resource efficiency and reduction in quantity required. The design efforts should reduce environmental impact without compromising product quality and safety.	Review packaging by type.	APC Team		April 2015
	- Review existing products to ensure they meet SPG guidelines		20% reviewed	31st March 2012
	- Review product development procedures to determine where SPG guidelines can be introduced			31st March 2012
	- Implement changes from initial review which ends April 2012 to ensure all products meet SPG requirements		100% products	31st March 2015
	- Implement adequate audit procedures and tools to record the results of the SPG reviews.		Implement system to record SPG reviews and links to other standards	December 2012



### 5.5.2 RECYCLING

Covenant Goal	Actions	Responsibility	Targets	Timeline
2. Recycling - Improved recovery of packaging by having on-site recovery systems for recycling of used packaging and, to consider a policy to purchase products with a recycled material content.	Review and implement improved on-site recycling and buy recycled policies:	APC Team		April 2015
	- Document baseline recycling information for on-site packaging waste		Baseline data	31st March 2012
	- Report annually on recycling of on-site packaging waste			June 2012 – June 2015
	- Document baseline recycling information for office waste recycling		Baseline data	31st March 2012
	- Identify opportunities for office waste recycling (additional waste streams)			April 2015
	- Examine the possibility of introducing a Buy Recycled policy			31st March 2012
	- Document baseline information on Buy Recycled quantities		Baseline data	December 2013
	- Identify opportunities for improvements in Buy Recycled quantities			April 2015

### 5.5.3 PRODUCT STEWARDSHIP

Covenant Goal	Actions	Responsibility	Targets	Timeline
3. Product Stewardship - Show a demonstrated commitment to product stewardship through working with third parties	Contact main suppliers to determine what actions they have taken or are implementing.	APC Team		31st March 2012
	Implement questionnaires into purchasing policies.			April 2012