

purewrap



 **PRIMEPAC**

purewrap

We all know that we can no longer keep pushing carbon into the atmosphere. You want to do good and you have sustainability goals to hit. That is why we are starting a revolution in sustainable packaging.

We have secured the exclusive rights to supply the world's leading plant-based plastic wrap to New Zealand businesses.

Purewrap is made from sustainably-grown sugarcane and the process to make the raw material takes more carbon out the atmosphere than it produces. It is a truly seismic shift in the way we create plastic.

It can be recycled just like traditional plastic, the performance is identical to traditional plastic and the cost is comparable.

We all need to do our part, and by using Purewrap, you can feel good about being on-step closer to achieving your sustainability goals.

You don't need to spend the earth to start saving the earth. Speak to your account manager today or call us on 0800 277 772 to order your first trial roll.



A new pallet wrap - made from sugarcane!

Most plastic is made from non-renewable petrochemicals. The extraction process and conversion into plastic releases carbon dioxide into the atmosphere. However, the raw material of Purewrap is **carbon negative**, meaning it takes more CO2 out of the atmosphere whilst the sugarcane is grown, than it emits during the production process which creates the plastic resin.

Sugarcane can be grown on land which cannot be used for anything else. As the crop grows, it actually replenishes the soil, meaning over time the soil can be used to grow other plants and food.

The waste sugarcane husks even generate bio-electricity in the factory which makes the plastic, making the production process even more sustainable. Plus, Purewrap is 100% recyclable!



Chemically identical to “regular” PE =
drop-in solution



Every bit as recyclable as “regular” PE -
can be mixed



Every carbon atom in sugar cane PE
was **absorbed from the atmosphere**
during sugarcane growth

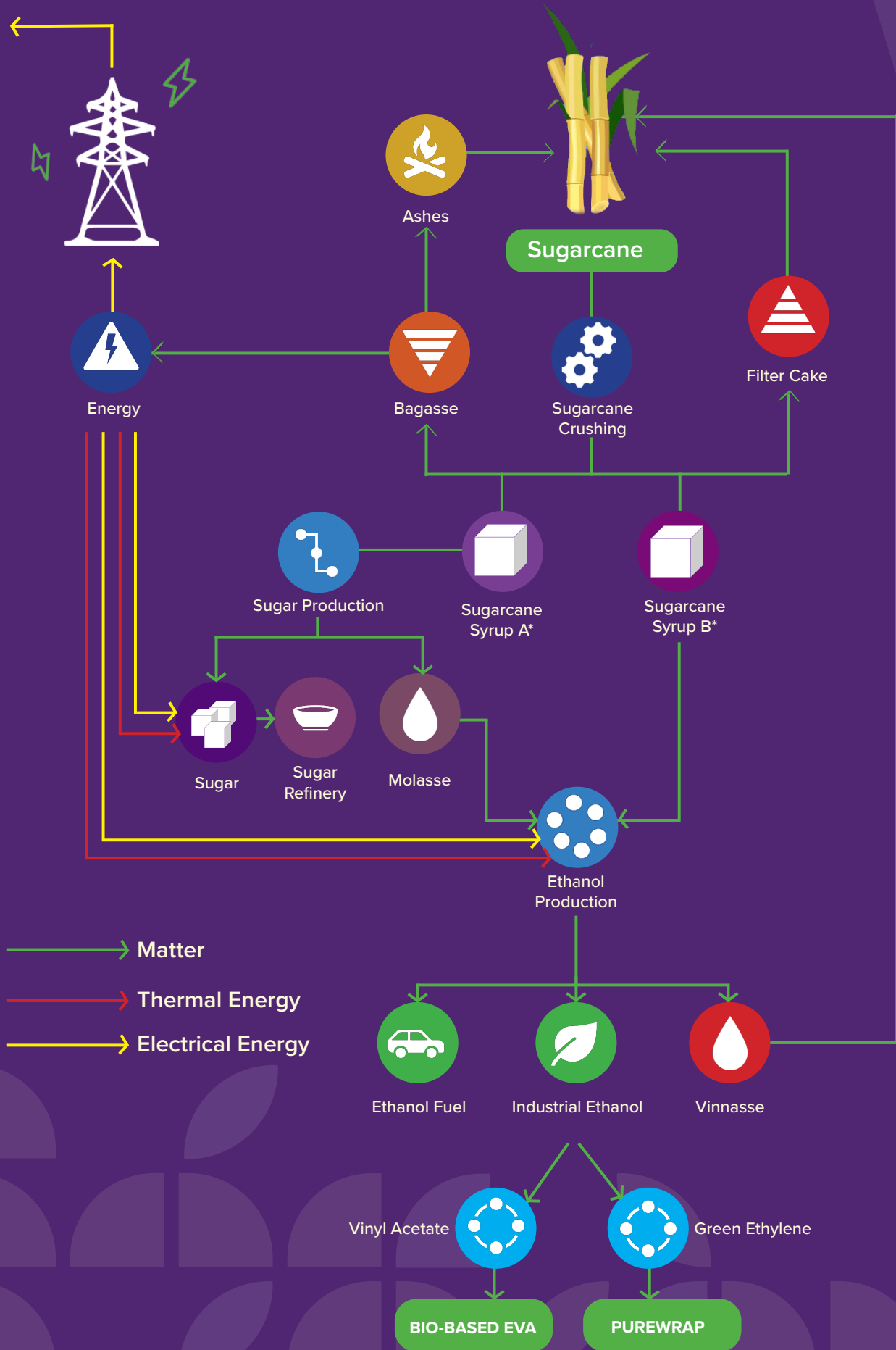


Carbon is locked into a very stable molecule



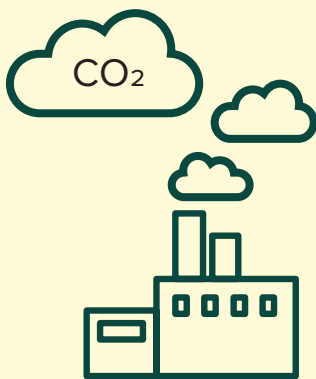
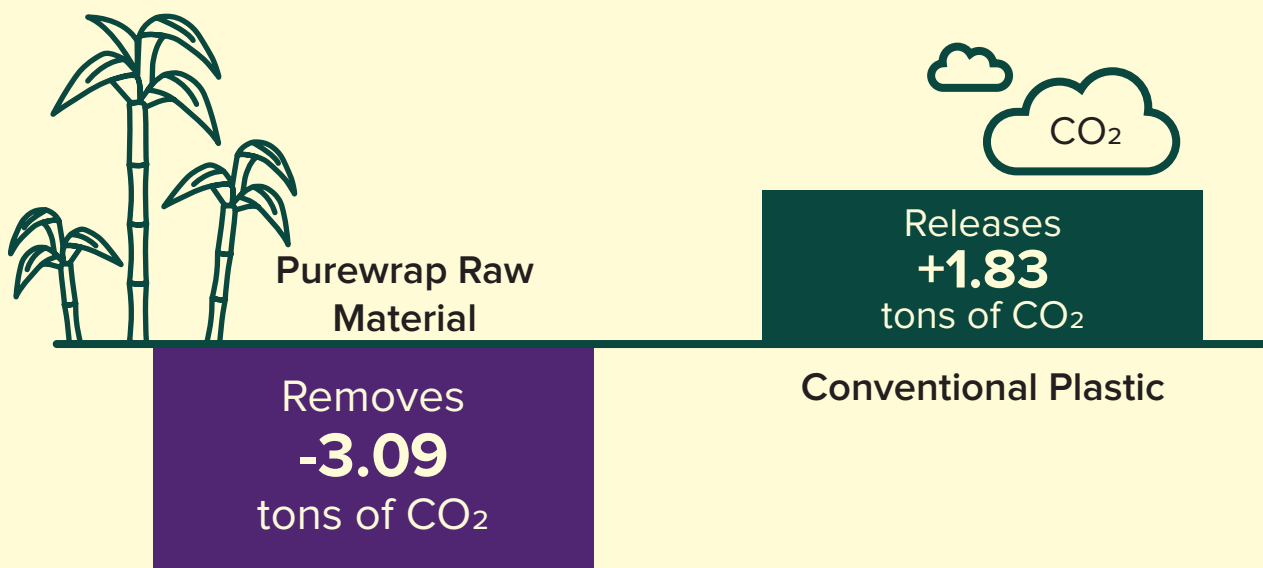
Renewable Source: Sugarcane

Purewrap Process



Oil Plastic Process

Plastic produced from oil releases carbon dioxide into the atmosphere. On average, conventional PE releases 1.83 tons of CO₂ per ton of polymer, while the raw material of Purewrap removes 3.09 tons of CO₂ from the atmosphere for every ton of polymer produced.



1. Oil is mined from the ground in order to have the materials to make the plastic. CO₂ is released into the atmosphere.



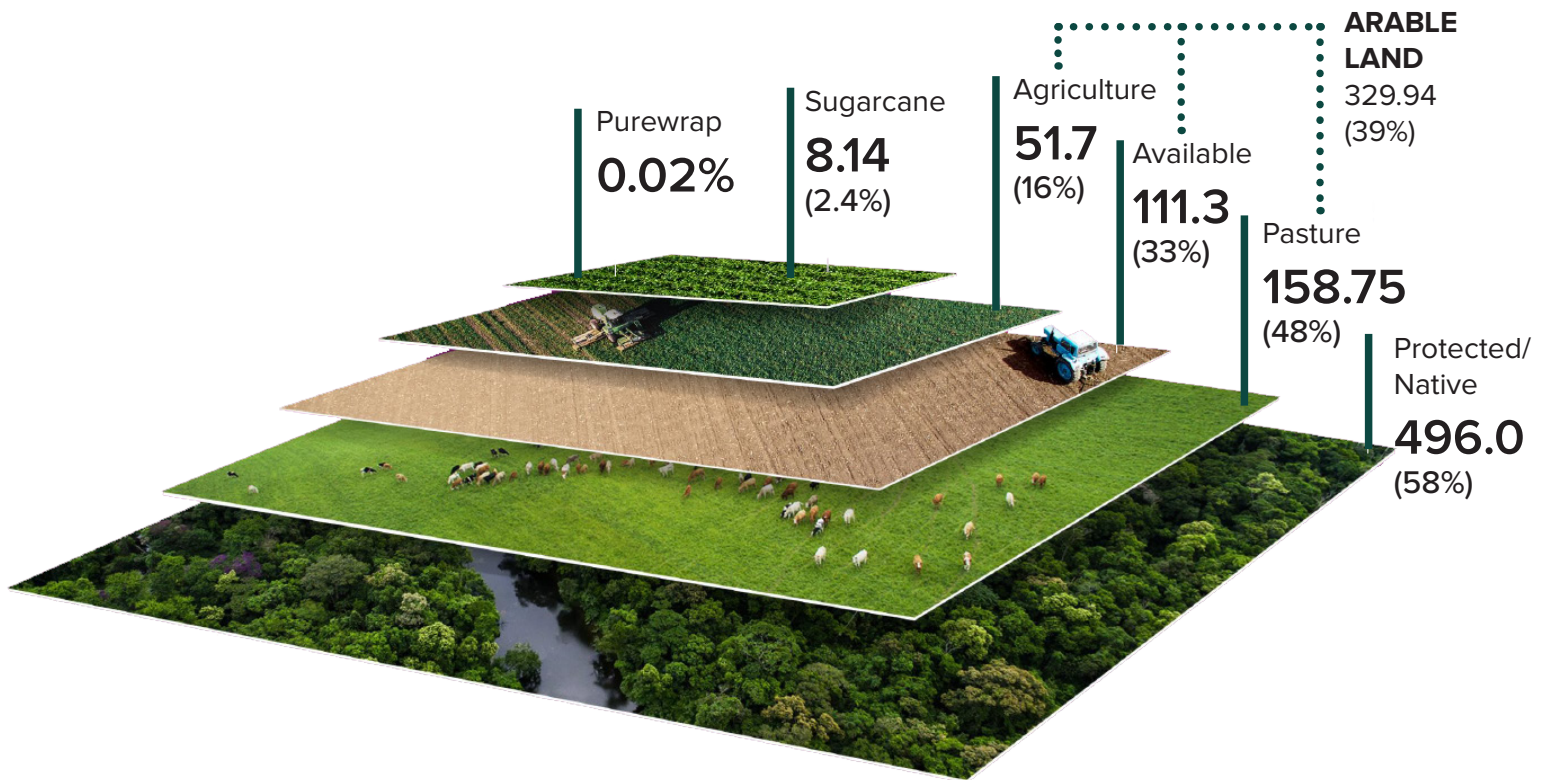
2. Oil refined into constituents. The oil and petroleum undergo chemical reactions, turning the carbon from these materials into plastic pellets.



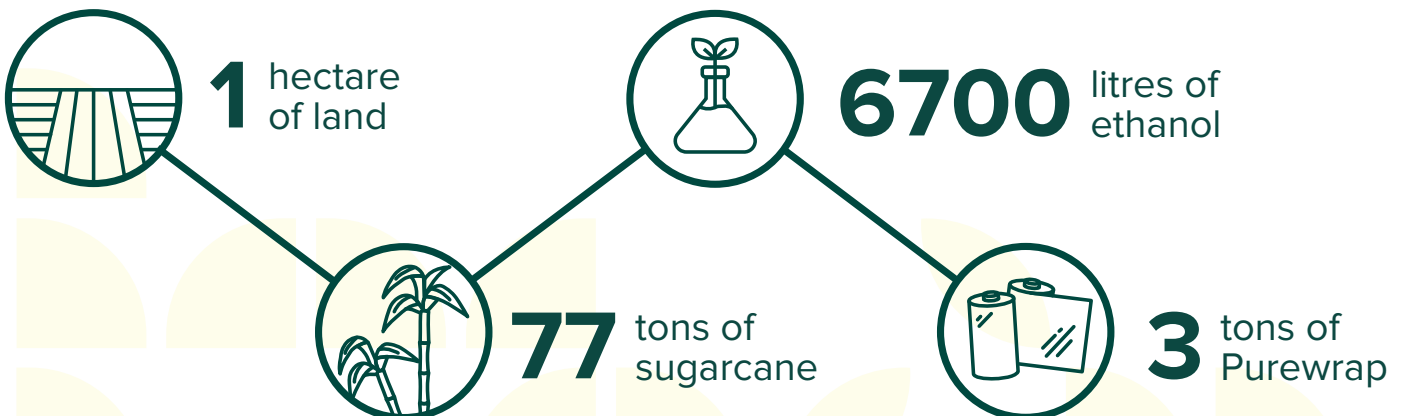
3. The pellets are blown into plastic products using heat.

Sugarcane Land Use

Purewrap production must follow our supplier's Ethanol Responsible Purchase Program - a guide that establishes the expected standards in terms of human and labour rights, environment, community, quality and operational efficiency management.



➔ Total Area of Usable Land in Brazil:
851.48
 Million Hectares



Product Range

Purewrap Hand Wrap

CODE	DESCRIPTION	PRICE/ ROLL
2051	Purewrap Pallet Wrap 500mmx400m 12mu	\$31.09
2052	Purewrap Pallet Wrap 500mmx400m 20mu	\$42.08



Purewrap Machine Wrap

CODE	DESCRIPTION	PRICE/ ROLL
2053	Purewrap Machine Pallet Wrap 500mmx2000m 12mu	\$127.67
2054	Purewrap Machine Pallet Wrap 500mmx2000m 20mu	\$171.93
2056	Purewrap Machine Pallet Wrap 500mmx2000m 23mu	\$181.59



How can Purewrap help you?

Find out how much CO₂ you could save here!



PRIMEPAC

making it easy!

www.primepac.co.nz

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