

CASE STUDY Dulux



AIM: To minimise the environmental impact of Dulux trade products and use resources more efficiently.

Dulux were keen to offer a take back programme for paint and packaging for trade clients as part of their commitment to the environment.

OUR OBJECTIVES



1. Activate the rollout of Dulux Paint Take Back Service across New Zealand



2. Explore cost saving options



3. Innovate to increase the use of recycled content in packaging and explore end uses for paint or its components

WHAT DID WE DELIVER?

- We **rolled out** the Take Back service to more than 61 stores across New Zealand
- We have **collected and consolidated** paint and packaging from participating stores for more than 10 years
- We have **enabled Dulux** to use 100% recycled material in 10L and 15L plastic paint pails
- We enabled Dulux to **save money** by measuring tinter waste by store so they could reduce wastage
- We continue to **explore reuse options** for waterborne paint and extraction of key materials

HOW DID WE DO IT?

- We **set up** an effective end-to-end collection, consolidation and processing operation for paint and packaging
- We **collaborated** with Dulux, its packaging supplier and plastics processors to enable Dulux to use post-consumer plastics in paint pails
- We **provide detailed analysis** to Dulux to enable process improvements
- We **continue to collaborate** with universities and a number of different companies to **find innovative uses** for waterborne paint, including PaintCrete™

WHAT OUR CUSTOMER SAYS:

“3R make it possible for Dulux to recycle much of our post-consumer product, which enables us to take greater responsibility for the full life cycle of our products. They are pro-active and manage things smoothly while suggesting ways to improve.”

Murray C Gray
Dulux National Trade Stores Manager



Got a problem you need to illuminate? Contact us.

3R Group Ltd | 0508 3RGroup | 06 872 7235 | info@3R.co.nz | www.3R.co.nz

Reimagining a world without waste

