



**REDUCE.  
REUSE.  
RECYCLE.**

## WE'RE WORKING TOWARD MAKING A POSITIVE IMPACT ON OUR ENVIRONMENT.

### THE BENEFITS OF TIMBER REELS:

#### EASE OF USE:

Timber reels typically offer better grip and cable is easier to unwind from.

#### SUSTAINABILITY:

Timber reels are heat treated, not chemically treated making them safe to burn or biodegrade compared to plastic alternatives

#### REUSABILITY & RECYCLABILITY:

Timber reels are stronger and more durable. They can be reused multiple times and can be reused and repurposed for other uses at the end of their life such as wooden furniture.

They're also easier to recycle, reducing waste to New Zealand landfill. They have a lower carbon footprint during production and end-of-life disposal compared with plastic reels.

Firstflex has sourced and introduced two new timber drum sizes for our cable orders, which will significantly reduce plastic reel usage.

Our new 450mm and 550mm diameter/flange drums will replace an estimated 25 tonnes of plastic reel waste per year.

Additionally we've revised our plastic reel packaging so that the recycling symbol is embossed and more prominently displayed. Our remaining plastic reels are either 'PP/5' recyclable (recyclable by most councils in NZ) or 'Other/7' recyclable (acceptability varies: check with your local council).

The changes are part of Firstflex's long-term commitment toward a more sustainable future, with targets to reduce global CO2 emissions and our carbon footprint.

These are the first steps of a wider waste reduction plan with exciting developments in the pipeline to make it even easier for our customers to reduce their waste further.

