



## Trailblazer Large and Corporate Business Award

### Resene Paints



*Frank Schulpen, Ray Scott, Danusia Wypych, Mike Durkin, Lindsay Lewer, Paul Gruschow and Brian Moylan - Resene Paints*

#### **Background:**

Based in Lower Hutt, Resene Paints has been in the business of paint production since its inception in 1946. Resene is a family owned business and a well known name in the New Zealand paint industry. Under the leadership of Nick Nightingale, (CEO and partner) the reduction to environmental impact has become an even greater focus for this business.

#### **The challenge:**

Waste minimisation and responsible waste disposal.

#### **Some responses:**

Resene Paints is a business with a strong commitment to the local environment; producing environmentally conscious products supported by a long term vision of waste reduction.

Nick Nightingale says there has been a strong awareness within the company of how much material – not just paint – is being created. Cardboard boxes are now expected to last 12 uses and are marked each time they are in transit, paint pails have been built to last; and Resene encourages re-use or will arrange for their recycling.

Resene donates a lot of unused paint to community groups, but has also worked alongside Firth and 3R Group to launch a new product 'Paintcrete.' Paintcrete is concrete that has been manufactured with the addition of waste paint in order to divert the paint from landfill, as well as making the concrete product stronger. The new product and collaboration process is part of what Nightingale calls "industrial ecology," whereby reducing the amount taken from the industrial environment there is an impact on the long term impact on the natural environment.





**Judges comments from the National awards:**

- Sustainability is embedded in the company vision and this is filtered through to staff by management teams accounting for sustainable activities
- Resene has pioneered sustainability since the 1950s and has been an early adopter and innovator since
- The Judges were impressed with Resene's outstanding community involvement
- The company is influencing their industry through the PaintWise paint recovery scheme and through their safer more sustainable product innovations; impressively, they remove all non-sustainable products as better alternatives are created
- Their long-term focus goes beyond just short-term profits; e.g. they keep the price premium on environmentally superior products down and affordable, and recognise the potential negative effects of products by responding positively for example, by choosing not to sell spray cans
- The challenges for the company are mainly around measuring and publicly reporting on environmental and social progress.

**Judges comments from the SBN Northern regional awards:**

- Community involvement extends to Resene donating paint and cans; hosting the Mural masterpieces competition; involvement in the 'Drains for rain' and 'RoadSense' programmes and sponsoring local groups.

