



The Safety Company

The Australian Packaging Covenant

Action Plan

1st July 2010 to 30th June 2015

APC Action Plan

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EXECUTIVE SUMMARY

MSA, a global leader in manufacturing and supply of safety equipment has its headquarters in the US.

MSA Australia's head quarters is located in Sydney along with its manufacturing and warehousing. A warehouse also operates in Perth. MSA has over 4,000 product lines which are fully locally manufactured, assembled from imported components or fully imported.

MSA employs over 150 people in Australia.

This action plan covers 1st July 2010 – 30th June 2015.

MSA recently demonstrated its commitment to valuing the environment with a new office and warehouse facility constructed under a strict environmental code of practice to minimise the impact of the new building upon the environment. MSA willingly committed a \$250,000 bond with the local council to ensure an eco friendly environment and successfully achieved this key outcome.

MSA Australia is a brand owner with all products marketed under the "MSA The Safety Company" brand.

MANAGING DIRECTOR ENDORSEMENT

MSA (Aust.) Pty Limited is committed to meeting its obligations under The Australian Packaging Covenant and to achieving the performance outcomes of the Action Plan submitted.

The committee will be lead by the National Marketing Manager and will comprise members from all functional areas of the business. In this way the message and the commitment will be obvious to all and will be a shared objective.

Peter Pickerill
Managing Director
MSA (Aust.) Pty Limited

APC CONTACT OFFICER

The contact person for MSA in regard to the Packaging Covenant is:-

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Marketing Services Co-ordinator
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COMPANY BACKGROUND

MSA (Aust.) Pty Limited is a wholly owned subsidiary of Mine Safety Appliances located in Pittsburgh Pennsylvania in the United States. Mine Safety Appliances commenced business in 1914 and as the name suggests its primary activities related to the design or improvement of safety, rescue or protective gear in mining. As the MSA business grew so did its customer base which spread far outside of just the mining sector. As a consequence the name Mine Safety Appliances was dropped in favor of MSA and more recently the brand has changed to "MSA The Safety Company".

MSA globally now operates in most countries around the world and is recognised as one of the largest manufacturers of safety products.

The product range extends through Breathing Apparatus, typically used by Fire Brigades, ballistic helmets and vests for law enforcement and defence, respirators, head, eye, face and hearing protection, fall protection, hand and body protection, gas detection equipment and thermal imaging cameras again used primarily within fire brigades. MSA has over 4,000 products on offer to the market. All product is sold under the MSA brand and is supplied both on a direct to customer basis and through a network of distributor partners located across Australia.

Within Australia MSA commenced operations in 1962 with less than 10 people. Today MSA employs over 150 people and operates in every mainland State. Warehouses are located in Perth and Sydney. MSA Australia's head quarters is located in Girraween in Sydney's west where the manufacturing plant is also operated. In this facility MSA Australia manufactures or assembles imported components.

One of the company's locally made products is the easily recognised V-Gard range of hard hats used on many construction sites.

MSA Australia operates under ISO 9001 – 2000. An Environmental Policy is in draft form at present and is expected to be in place in 2010.

MSA signed the Packaging Covenant in December 2008 and submits this action plan to cover the period April 2009 through March 2012. Mr. Peter Pickerill, Managing Director of MSA Australia, is committed to the company fulfilling its obligations under the terms of the covenant.

CURRENT ACTIVITIES

A committee has been established under the leadership of the National Marketing Manager to identify, action and report on key performance indicators in line with the covenant KPI's relative to a brand owner. The committee is formed with representatives from all functional areas of the business. Meetings have been established every quarter to align ourselves with the requirements of the APC.

Within current activities MSA uses the following packaging components:-

Pallets – timber

Pallets – compressed timber

Pallets – plastic

Pallet cages – timber and steel

Cartons – cardboard

Wrapping paper

Wrapping film - clear

Bubble wrap

Padded bags

Plastic bags

Covenant performance goals and KPIs	Actions	Responsibility	Baseline data	Target or performance goal	Timeline/ milestones (MM/YY)
<p>Goal 1. Design – optimise packaging to achieve resource efficiency and reduce environmental impact without compromising product quality and safety</p>					
<p>Target: 70% of Covenant signatories with documented policies and procedures for evaluating and procuring packaging using the SPG or equivalent</p>					
<p>Target: 70% of Covenant signatories assessing 100% of new packaging and 50% of existing packaging against the guidelines</p>					
<p>KPI 1 Proportion of signatories in the supply chain implementing the SPG for design or procurement of packaging.</p>	<p>EXISTING PACKAGING: We will review 10% of existing product for first year up to 50% in five years</p>	<p>Responsible person to be confirmed in June 2011.</p>	<p>Purchasing department to nominate responsible person and provide a list of three top packaging suppliers to be contacted to determine whether they are signatories to the APC.</p>	<p>To review 10% of existing product for first year up to 50% in five years. The outcome will determine if they are signatories and if they are not – encourage them to become signatories or consider alternative vendors.</p>	<p>30 June 2015.</p>
	<p>EXISTING PACKAGING 1 product to be reviewed per month.</p>	<p>Product Managers</p>	<p>Top 10 selling products to have packaging reviewed by Product Managers against the Sustainable Packaging Guidelines.</p>	<p>A register is to be created whereby MSA Suppliers have been made aware of the SPG's of the covenant and are adhered to moving forward implementing change.</p>	<p>30 June 2015. 12 products per annum.</p>
	<p>NEW PACKAGING Going forward MSA has committed to 100% of recycled materials used in new products.</p>	<p>All Product Marketing Managers</p>	<p>Product Marketing Manager considering the packaging for new product launches as part of checklist</p>	<p>Annabel to confirm in quarterly marketing meetings that this implantation is being adhered to and applies to the SPG's.</p>	<p>30 June 2015. To be reviewed in quarterly marketing meetings.</p>

Goal 2. Recycling – the efficient collection and recycling of packaging

KPI 3 Proportion of signatories with on-site recovery systems for recycling used packaging	Currently 15% of total product weight is recyclable.	Warehousing.	Already have recycling methods in place. (ie. Cardboard bundling and pick up)	Target to increase to 16.5% recycleable total product weight.	30 June 2015.
KPI 4 Proportion of signatories with a policy to buy products made from recycled packaging.	Will be investigating 1 product category and will be reviewed each quarter (1 st due August 2011) with a target to have all 7 completed by 2013.	Purchasing department.	MSA does not have a policy to buy recycled packaging.	To establish a documented policy and guidelines for purchasing all MSA's recycled products.	30 June 2015.

Goal 3. Product stewardship – a demonstrated commitment to product stewardship by the supply chain and other signatories (Target: 70% of Covenant signatories are implementing formal policies and procedures in working with others to improve design, procurement and recovery of packaging)

KPI 6 Proportion of signatories that have formal processes for working with others to improve design and recycling of packaging.	We will investigate 20% of MSA top 50 products which will be reviewed each year and our suppliers are communicated with in regards to recyclable likelihood for our packaging.	Purchasing and Marketing to work together to discuss with suppliers.	We do not currently have an agreement in place with major overseas suppliers.	Establish a formal document for communications with our suppliers to improve MSA's design and recyclable likelihood for our packaging.	30 June 2015.
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KPI 7 Proportion of signatories demonstrating other product stewardship outcomes	Quarterly meetings are already in place within MSA and we will encourage our suppliers to become members of the APC.	Marketing & Purchase Departments to elevate meetings to bi-monthly and ensure representation from all functions of the business.	A register to record the outcomes of these meetings for the Annual Report.	Conduct a meeting and outline communication programme with our suppliers to encourage them to become signatories to the APC.	30 June 2015.
KPI 8 Reduction in the number of packaging items in litter.	Does not apply	Have "Do not litter" message on volume lines of packaging.	As a wholesaler in the supply chain we do not have a substantial litter issue.	MSA does not have a litter problem, but will encourage suppliers that do supply to use to use the words "Please Dispose this bag thoughtfully".	30 June 2015.

Action Plan KPI summary table

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*Individual signatories

are not required to report against KPI 2 and KPI 5

*Signatories are also encouraged to develop performance goals and performance indicators relevant and beneficial to their own business. You may include these within the KPI table or in an additional section.