

# Permanently Tough, Permanently Good Looking

*Company Seeks to Duplicate Immediate Returns of Its First Installation*

## NAPIER, NEW ZEALAND

When the Wellington City Council in New Zealand made the decision to trial drink-container recycling bins earlier this year, they knew that the branding and instructions on the bins would need to be very clear, vibrant and extremely strong to last a lifetime.

The use of a highly visible and durable graphic labelling technique was needed to enhance the visual impact of the branding as well as withstand the rigours of public use and weather. Sticky labels or screen printing would not fulfill the stringent requirements for this job.

Stallion Plastics, the makers of the rotational moulded plastic bins, turned to Polymer Systems International for help with these very important labels. Mr. Bruce Reid of Stallion Plastics said, "We have worked with Polymer Systems International on numerous projects and found that they have the expertise and enthusiasm to carry a project of this importance to a successful conclusion. Polymer Systems assisted with the design as well as the production of these special recycling bins. Their dedication and professionalism helped us to get to market in record time."

The Wellington City Council's drink-container recycle bins are filling up around the city, easily identified by their bright green "Love NZ" branding and easy-to-read instructional permanent INMOULD graphics by Polymer Systems. As a result of careful planning, quality moulding and vibrant graphics, they will continue to look good and promote recycling for many years to come.

Polymer Systems International



**Photo 1:** Illustration/drawing spec of bin labelling: "Clever design and labelling encourages ongoing use of the recycle bins."



**Photo 2:** Photo of INMOULD recycle bin lid showing branding and instructions: "Clearly marked, permanent instructions remind users what articles can and cannot go into the bins."



**Photo 3:** Graphic of brand: "Permanent retention of the visual impact of the brand was important to the success of the project."

advises, "By utilising the same colourfast, high quality pigments currently used in rotational moulders' polyethylene powder, our patented INMOULD graphics have survived over 3000 hours in a QUVB Accelerator with no appreciable colour shift or fade. This is equivalent to about 3 years of inclement weather. Additionally, our multi-layered clearcoat resists chemicals that may be used to clean the bins."

Polymer Systems International, world leaders in INMOULD and POSTMOLD graphics, is a major player in the industry and a valued service-oriented supplier to moulders around the world. Polymer Systems International is based in Hawke's Bay Wine Country, in Napier, on the sunny East Coast of the North Island of New Zealand. The company has been producing their patented INMOULD labelling system and supplying moulders in New Zealand, Australia and the Pacific Rim for over 10 years. More recently, they have dramatically increased sales in the United States and Canada through their agent in the US, Terrance Gillian, of Paladin Sales.

Polymer Systems International Ltd welcomes your enquiries and upon request will send you samples of both their INMOULD and POSTMOLD graphics for you to test in your plant, on your product.

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