

Deane Apparel Bin Audit Report

May 2025

Executive Summary

On 7th May 2025, Go Well Consulting conducted a bin audit at Deane Apparel's head office in Manukau, Auckland. Landfill and recycling bags had been collected over the two days prior (5th-6th May) from Deane's office, cafeteria, emblem department, and warehouse. The collected materials were then sorted and weighed onsite to determine Deane's landfill and recycling outputs, contamination levels, and opportunities to divert materials from landfill. Go Well's scales malfunctioned part-way through the audit, so some materials were not weighed and instead visually inspected only.

Key Findings

- 19.06kg of landfill waste was audited in total (from the office, cafeteria, and warehouse), finding that 80% of the materials sent to landfill (by weight) could have been diverted to other streams.
- 3.09kg of recycling was audited in total (office and cafeteria), finding a contamination rate of 12% overall. Visual inspection of the warehouse recycling bags found roughly 90% contamination by volume; contamination of emblem recycling was low.

Key Recommendations

- Establish a compost collection to capture food waste and compostable materials in the cafeteria, office, and outdoor lunch area.
- Improve bin station setup and signage in all departments to support correct waste segregation.
- Introduce a soft plastics collection in the office and cafeteria for non-clear soft plastics.
- Educate and engage staff through workshops, signage, and communications to reduce contamination and encourage waste-conscious behaviours.
- Conduct a follow-up audit after six to twelve months to assess improvements and track waste reduction progress.

This report provides specific data about Deane Apparel's landfill composition and a roadmap to improve waste management. With simple system changes and increased staff engagement, Deane Apparel can significantly lower landfill waste, improve recycling rates, and cut the emissions and costs associated with landfill disposal. Deane have already achieved outstanding success in the reduction of single use coffee cups; only two were found during the audit. This success should give Deane confidence in their ability to continue to drive behaviour change.

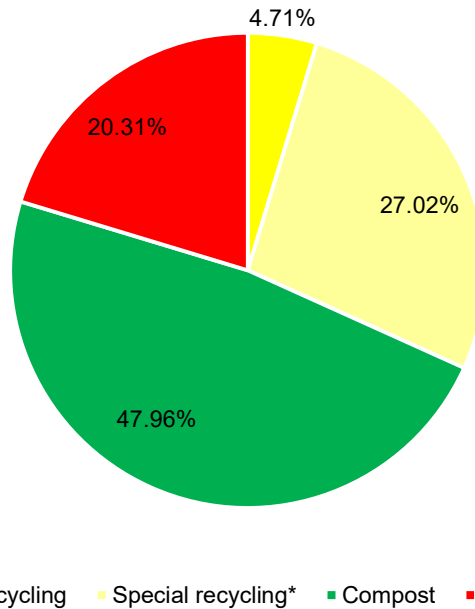
Introduction

- On Wednesday, 7th May 2025, Go Well Consulting conducted a bin audit on site at Deane Apparel's head office: 142 Plunket Ave, Manukau.
- Deane Apparel's landfill and comingled recycling bags were collected from their office, cafeteria, emblem department, and warehouse over two days: Monday 5th March and Tuesday 6th March.
- During the audit on the 7th, Go Well Consulting sorted the collected materials from the office, cafeteria, and warehouse into their correct disposal streams, weighing and recording each stream once the sorting was complete. Go Well's scales malfunctioned part-way through weighing materials from the warehouse, therefore there is no weight data for warehouse's recycling or for emblem's landfill and recycling' visual inspection was conducted instead.
- Data from the audit can be found [here](#).
- Disclaimer: the data in this report is based on a two-day sample and may not fully represent Deane Apparel's typical waste generation and composition. Seasonal variations, daily operational differences, and external factors could impact overall waste patterns. While this audit provides useful insights, a longer assessment period or additional audits may help to validate trends.

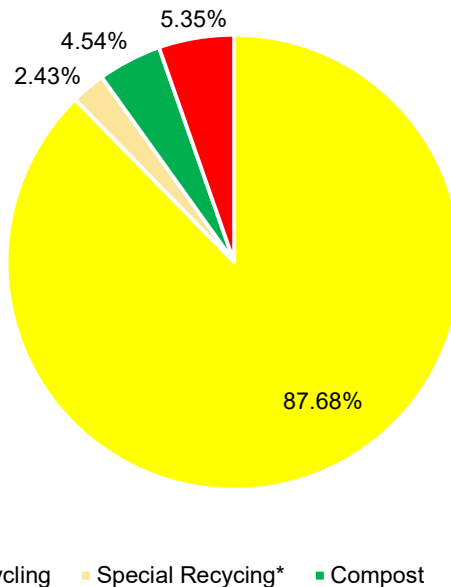


Audit Results Overview

Audited landfill composition (by weight)

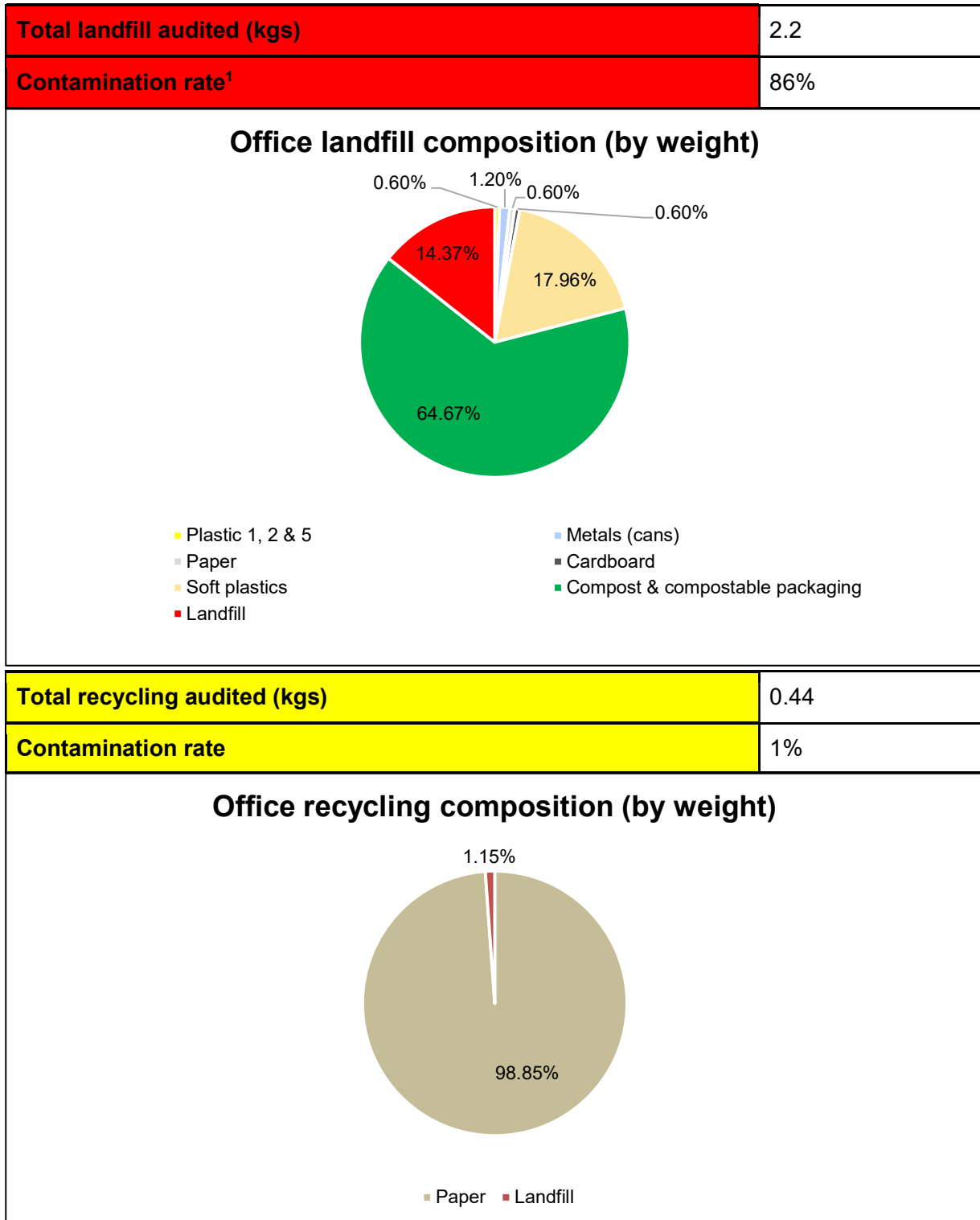


Audited recycling composition (by weight)



*"Special Recycling" refers to materials that are not accepted in standard commercial or residential recycling collections, but can be dropped off for recycling as part of other schemes (e.g. soft plastics, bottle caps, etc)

Office Breakdown



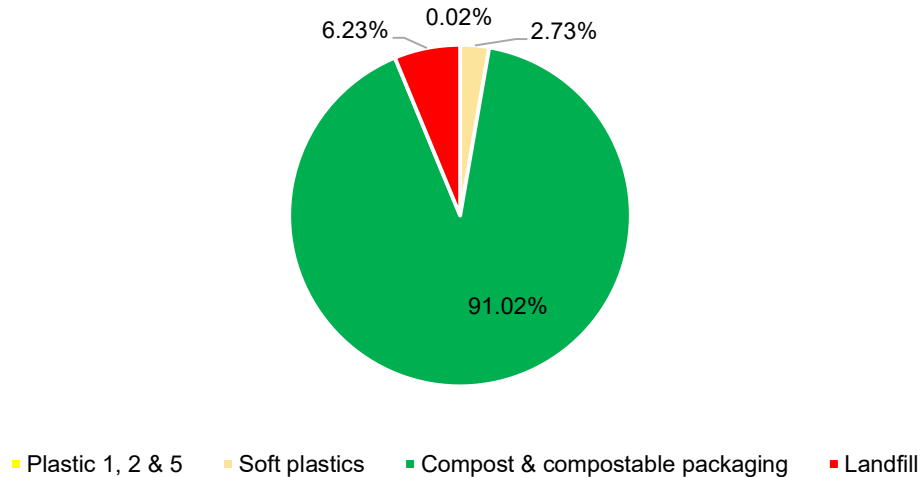
¹ "Contamination rate" refers to the percentage of materials in this stream that did not belong there

Office landfill & recycling notes	
There was an 86% contamination rate in the office landfill bags, which means 86% of the materials in the office landfill bags could have been diverted from landfill if the correct streams were in place. Only 1% of the office recycling bags were contaminated. The following items of note were found in the landfill bags:	
Two thirds of the material in the office landfill bags (by weight) was paper towels and food waste. All of this material could be composted through a commercial compost collection, if implemented.	
A significant amount (18% by weight) of soft plastics were found in the office landfill bags, which could be diverted through a soft plastics collection, if implemented.	
A small amount of recyclables (plastic containers, cardboard, and paper) were found in the office landfill bags, which should have been diverted into Deane's existing recycling collection.	
Contamination in the office recycling bags was extremely low and comprised a small amount of food waste.	

Cafeteria Breakdown

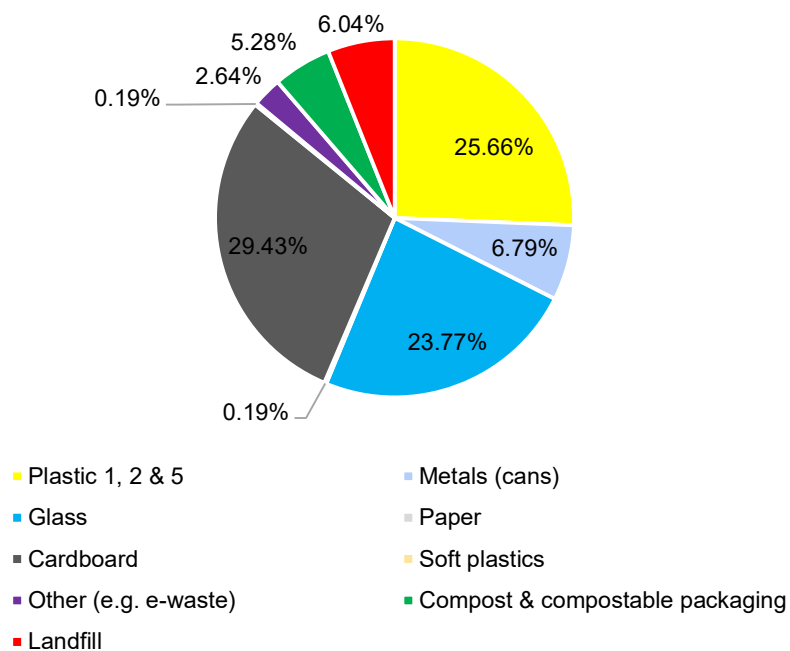
Total landfill audited (kgs)	9.2
Contamination rate	94%

Cafeteria landfill composition (by weight)



Total recycling audited (kgs)	2.65
Contamination rate	14%

Cafeteria Recycling Composition (by weight)



Cafeteria landfill & recycling notes

There was a 94% contamination rate in the cafeteria landfill bags, which means that almost all of the material in the cafeteria landfill bags could have been diverted if the correct streams were in place. 14% of the cafeteria recycling bags were contaminated. The following items of note were found in the landfill and recycling bags:

The majority of the material in the office landfill bags (91% by weight) was paper towels and food waste. All of this material could be composted through a commercial compost collection.

Soft plastics made up 3% of the cafeteria landfill bags (by weight), which could be diverted through a soft plastics collection, if implemented. A few recyclable plastic containers were also found in landfill, which should have been diverted to Deane's recycling collection.



Some edible food waste was found in the cafeteria landfill bags, including almost an entire loaf of bread.

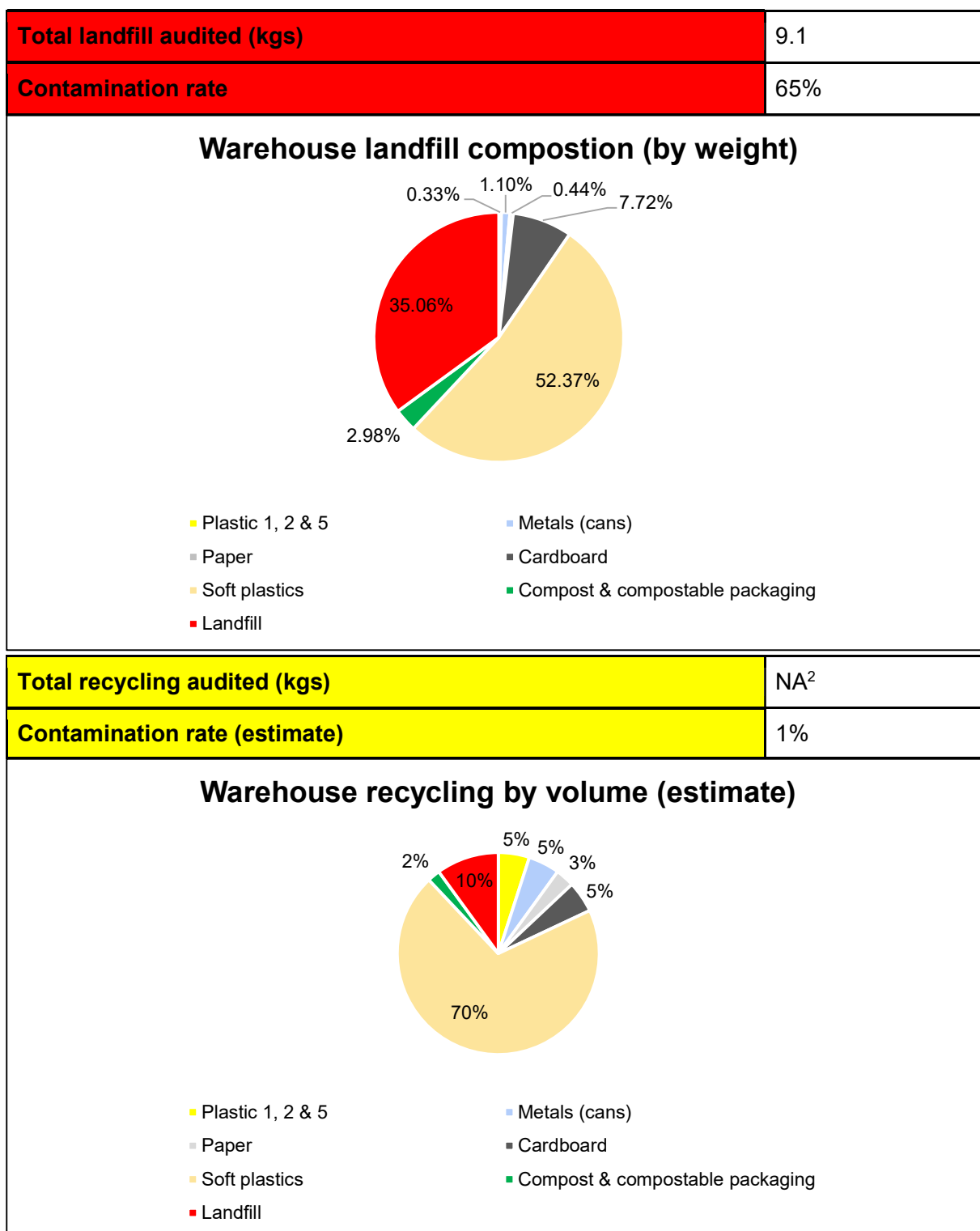


The cafeteria's 14% contamination rate was primarily made up of:

- Landfill materials, like fast food packaging
- Compostable materials, like food waste and a compostable cup
- "Other" recycling materials, like Tetra Pak cartons and bottle caps, which can't be disposed of into kerbside recycling, but can be dropped off as part of other recycling schemes



Warehouse Breakdown



² Due to malfunctioning of the scales, the warehouse recycling could not be weighed, therefore this section is based on estimated material volumes only.

Warehouse landfill & recycling notes

There was a 65% contamination rate in the warehouse landfill bags, which means two thirds of the landfill materials (by weight) could have been diverted from landfill if the correct streams were in place. An estimated 82% of the warehouse recycling bags/bins (by volume) were contaminated, based on visual inspection. The following items of note were found in the landfill and recycling bags/bins:

Over half (52%) of the material in the warehouse landfill bags (by weight and volume) was soft plastics. As these soft plastics were clear, they should have been diverted through Deane's existing soft plastics collection.

8% of the warehouse's landfill collection was cardboard, which could have been diverted to Deane's existing cardboard collection. A small amount of food waste and cans were found in the warehouse landfill bags also.

A couple of items of interest found in the warehouse landfill:

- A metal fork, which could have been reused
- A number of little metal accessories, which could be diverted to a metal recycling collection (or potentially reused)

A large number of silica packets were found in the warehouse (and other) landfill bags, most commonly inside large plastic bags. While landfill is the correct destination for these packets, they should be highlighted as a point of interest, given their ubiquity and toxicity, and ability to be reused.

Based on visual inspection, 70% of the warehouse's recycling bags/bins were made up of soft plastics (by volume), which should have been diverted through Deane's existing soft plastics collection.

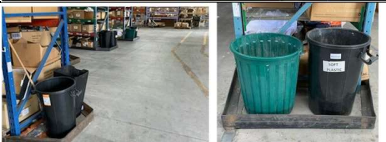
An estimated 10% of the warehouse's recycling bags/bins were made up of landfill (by volume), which primarily comprised of a large piece of wood and McDonald's takeout containers.



Emblem Breakdown

Emblem landfill & recycling notes	
Due to the broken scales and time constraints, emblem's landfill and recycling bags were given a rudimentary visual inspection. The following items of note were found in the landfill and recycling bags:	
10 landfill bags were collected from emblem, which were primarily made up of fabric, soft plastics, and paper. It looked like approximately 50-60% of emblem's landfill could have been diverted to general recycling (paper) or soft plastic recycling.	
Three general recycling bags were pulled from emblem, with two bags filled with cardboard, and one with tissue paper. The only contamination identified was a spool of thread, which looked like it could have been reused, but would belong in landfill if unusable.	
Two bags of clear soft plastics recycling were collected from Emblem, which appeared to have no contamination and were being correctly diverted to the soft plastics collection.	

Additional notes

Additional waste and recycling notes	
A walkthrough of Deane's site was done to identify the different waste/recycling stations in place, which are detailed below. The office was not visited.	
Two landfill bins and one recycling bin are located in the cafeteria, all stationed independently of one another.	
A collection of four Method bins are located in emblem/fabric.	
Three sets of two bins are located in the warehouse (one landfill bin and one soft plastics bin at each station).	
Two landfill skips are located in the outdoor area, separate from one another. One landfill skip had just been emptied, but there was a lot of contamination noted in the other skip, primarily cardboard and soft plastics.	
Five cage skips were stationed in the outdoor area: three by the lunch area (a mix of cardboard and soft plastics) and two at the back area (cardboard). Although two of the three cage skips in the lunch area were labelled cardboard and one soft plastics, all three were being used for soft plastics. A large stack of wooden pallets was stacked behind the cardboard cage skips.	
Three wheelie bins (two labelled paper and one recycling) were located at the exit of the outdoor area.	

Recommendations

Deane Apparel can significantly reduce the amount of material they send to landfill (80%, according to the audit results) by improving collection systems and educating and engaging staff, which would reduce associated emissions and reduce landfill costs. Below are our key recommendations for Deane Apparel to reduce landfill and improve recycling and reuse behaviour.

Collections
• Liaise with Deane's external waste service provider (Envirowaste) to clarify what collections are in place and how frequently they are collected. There was some confusion as to the external bins and how often they are emptied (or if they are even in use); once collections are clarified, it is recommended that Deane return an bins not in use to avoid confusion. Deane should also request waste/recycling data (weights and volumes) from their provider on a weekly or monthly cadence, if this hasn't yet been requested, and track and share the results. • Implement a commercial compost collection to capture all food waste, paper towels, and certified compostable material. This could potentially be done through Deane's existing waste contractor (Envirowaste) or through another waste service provider, such as Green Gorilla. • Set up the following collections in the cafeteria: ◦ Soft plastics for all non-clear soft plastics (this is separate to the existing commercial clear soft plastic collection). A collection for this should also be set up in the office. ◦ Bottle cap and lid for all bottle and container caps and lids. ◦ Tetra Pak for all Tetra Pak cartons (milks and juices). ◦ Someone would need to take responsibility for dropping these collections off at participating locations (see links for drop-off options & what is accepted). • There is no fabric recycling programme currently in place in NZ, but Deane should keep abreast of any changes to this. • No e-waste or batteries were found in Deane's landfill or recycling bags, however it's recommended that Deane double-check that there are collections in place for these items, as they are classed as hazardous waste and should be disposed of correctly. • Deane should also clarify how they are handling their pallets and whether these are being reused and/or recycled appropriately.
External Bins & Signage
• Reorganise external bins so that they are grouped together and improve signage to avoid confusion and encourage correct segregation of waste and recycling. Currently, most of the bins in the outdoor area are spread out, and many were noted as having contamination. If there is not enough space to group all bins together, at least one bin of each key stream (landfill, comingled recycling, cardboard, soft plastics, and compost) should be positioned near the lunch area, as it appears that many staff are throwing all their materials into the garbage skip after lunch.
Internal Bins & Signage
Cafeteria: • Once compost and soft plastics collections are set up, create a standardised bin station in the cafeteria with bins for the following streams: landfill, comingled recycling, compost, and soft plastics. Method bins are already used for a station in emblem, and

there is one Method recycling bin in the cafeteria already; additional could be purchased for other streams. Remove the “solo” landfill bins from the cafeteria, as these discourage proper sorting.

- Set up additional bottle caps and lids and Tetra Pak collections in the cafeteria, somewhere visible (these do not need to be full-sized bins).
- Ensure all bins/collections have clear signage that align with national recycling colour coding (Go Well can provide some options if you would like).

Office:

- As much of the office’s landfill waste was made up of compost and soft plastics, it is recommended that a bin station is set up that includes bins for: landfill, compost, and soft plastics (non-clear). Ensure these all have signage.
- As the office was not inspected, it is unclear whether staff have under desk bins; if so, remove all under desk bins and solo bins not attached to a station, as these discourage staff from segregating materials correctly.

Emblem:

- This bin station is well set up, but based on the contamination in the different streams would benefit additional signage to support correct segregation.

Warehouse:

- Based on the cardboard contamination in the landfill bags, it is recommended an additional cardboard bin is added to the existing stations.
- Additional signage for these bins is also recommended, particularly based on the amount of soft plastics found in the landfill bins.

Staff engagement and education

- Inform staff of any changes prior to implementation to ensure there’s time for questions and feedback.
- Educate staff on recycling, compost, and reuse best practice. Contamination in the landfill was high, which indicates that staff would benefit from internal comms and clear signage (as recommended above). Staff should be reminded to:
 - Ensure they are disposing of their materials into the right stream.
 - Empty and rinse any containers before putting them into recycling. Putting dirty items into a recycling bin can contaminate the entire bag.
 - Not throw out usable items or edible food; try to pass unwanted items on first.
 - Ensure clear soft plastics from emblem and the warehouse are diverted to the soft plastics collection. Ensure all non-clear soft plastics are diverted to the collections in the cafeteria and office (once implemented).
 - Ensure all food waste and paper towels are diverted into the compost, once implemented.
- Arrange a meeting with Deane Apparel’s cleaning contractor to discuss any planned changes and ensure the cleaners understand and are engaged in your commitment to landfill diversion. Cleaning staff could also be engaged to keep you informed about contamination levels.
- Enlist “sustainability champions” to support with the implementation of new systems and staff engagement. These champions could drop off specialist recycling, keep an eye on new systems and contamination rates, and support staff to sort their materials correctly.
- Share useful waste and recycling resources with Deane staff, like the Auckland Council [Binny app](#), [website](#), and [YouTube channel](#).

Follow-up audit/data
• Conduct a follow-up audit six months to one year after changes are implemented. The data from this audit can then be used alongside data from Deane Apparel's waste service provider to track progress and set goals.
Other
• Explore sustainable alternatives to silica packets, such as ones that have less toxic materials and/or can be reused.