

# Metal Art

## MIXING MATERIALS

Metal Art's Carl Longstaff talks about the business of soft plastic recycling.

Our family business in Seaview is the New Zealand distributor for Replas recycled plastic products. Not only does Replas extend our street and park furniture options, it takes us into markets we'd previously not supplied. With that has come an increased awareness of plastic waste and what we can do to help minimise it.

What makes the Replas process so good is that it uses both soft and hard plastics. With no New Zealand market for soft plastic remanufacturing, the Replas plant in Victoria is the next best thing for all that waste. Each year, Replas turns 3,000 tonnes of recycled plastic into functional, low-maintenance, long-lasting products.

According to the New Zealand Packaging Forum, some 4.3 million plastic bags are thrown away every day. Now something is being done about it, and Metal Art are taking a lead role nationally.

The Soft Plastics Recycling Scheme puts special containers into participating supermarkets and big-box retailers for their plastic bag and packaging disposal. Now we all have a place to put soft plastic, knowing that downstream it will be put to good and proper use.

In the first seven months of the scheme since it launched in Auckland, 38 tonnes of soft plastics were collected for remanufacturing. And with the growing New Zealand market for recycled plastic products, we have in the same period purchased 36 tonnes of product for distribution throughout New Zealand. In the Hutt Valley, you will see our recycled plastic park furniture from Harcourt Park to Seaview and in numerous points between.

In October 2016, the scheme comes to Wellington. Metal Art is proud to be a leading player in this government-supported initiative that we helped to establish. Most importantly, every day we and our customers are proving there are sound commercial and environmental reasons for recycling plastic.



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## THE POWER OF VIDEO

Videos are digested easily and quickly by people; far more so than just reading text. At one eighty we are fans of using video in recruitment. Video in recruitment will almost always win out over a text campaign when attempting to grab the attention of potential candidates and accurately conveying to them crucial aspects of a company's working environment. Informative videos can be used to spark questions and discussion about your brand while increasing your exposure.

A well-designed video can be the difference between attracting multiple applicants that tick all the boxes and a handful of candidates that vary in ability and expertise.

According to TradeMe, job posts with videos have:

- **36%** more applications
- **12%** more views
- **A 53%** higher chance of appearing on the front page of a google search



one eighty's top 5 tips for an effective recruitment video:

- Between 1 and 2 minutes is the ideal length
- Showcase the personality and culture of the company and the employees
- Make it as easy as possible. Include a call to action, a clickable link on the video to apply, information about where they can get more information, and provide contact details. All these are beneficial.
- Be entertaining but ensure the critical information is at the forefront.
- Offer some form of value in your video. Executing it well will mean it provides insider information. This can inform and persuade potential candidates and lead others to share it with those they think should apply – increasing your company's reach.



one eighty can reinvent your recruitment process.



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