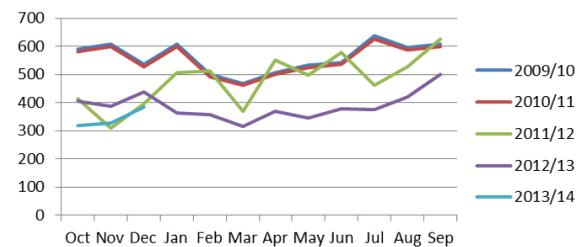


La Nuova



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About La Nuova

La Nuova operates a commercial laundry in Inglewood and retail dry cleaners in Hawera, New Plymouth and Wanganui, employing 50 staff across four sites. The laundry processes 35 tonnes of textiles a week, from overalls and cleaning cloths to motel sheets.

What used to happen

While the commercial operation has always used laundry bags rather than the industry-standard plastic bags, there was no broader focus on environmental sustainability. Rubbish was collected weekly in a 4.5 cubic metre skip. Recycling was minimal. The dry cleaning process involved the use of a chemical called perchloroethylene.

What changes were made

A management philosophy known as 'Lean', developed at Toyota and aimed at reducing waste of resources, time and people, was adopted in 2008, and measurement of carbon emissions began the following year. Environmental sustainability soon became a passion, with a strong team approach.

The outcome

- Reduction of 35% in fuel consumption thanks to fleet modernisation, a 'no idling' policy, careful planning of pick-ups and deliveries, and internal competition on fuel efficiency.
- Increase in recycling and 29% reduction in solid waste volumes since 2009. La Nuova has worked with suppliers to reduce the amount of cardboard coming on to their sites. Overalls are recycled at the end of their life. Items found in overall pockets are returned or recycled, not dumped. Food waste is fed to on-site worms.
- Installation of a heat exchanger, reducing energy use in both washing and drying, and reducing the need for chemicals.
- At most sites a switch from perchloroethylene to K4, a non-toxic, biodegradable chemical.
- A 29% reduction in greenhouse emissions per tonne of laundry since 2010.

La Nuova has won three local and four national environmental awards and a productivity award.