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**STEVE MORRISON** is a home-grown pioneer in plastics, CEO and majority shareholder in award-winning LinkPlas. Born and raised on the North Shore, the overseas experience of this mechanical engineer and entrepreneur includes 10 years in England and Malaysia where he established and ran plastics manufacturing plants. In his spare time, Steve enjoys thundercat racing, playing masters rugby league and skippering the family boat on his beloved Hauraki Gulf. **FYI met Steve at his owner-occupied Albany factory to discuss his PET\* projects.**

Steve Morrison,  
Committed Optimist

# The plastics pioneer



What do lemongrass-scented dog shampoo and mud shaving gel have in common? Answer: they are both among the many products that are packaged in the PET plastic containers custom made by LinkPlas.



The Bush Road-based 17-strong LinkPlas workforce is complemented by a joint venture operation in Adelaide. Steve set up the machinery that produces this bottle containing Hardy's Australian wines and featuring Kiwi ingenuity where the cap doubles as 'the glass'.

As many NHBA members would remember from the After 5 guided tour of the company's premises in February, the showroom showcases many innovative uses of plastic and some rather unusual contents.

From the award-winning Montana wine served on Air New Zealand flights to methylated spirits which is not, the liquid range also includes the cleverly branded Sejuice range of fruit juices produced by another group of entrepreneurial Kiwis, Pinto – a Tauranga-based firm that was one of the first clients won by LinkPlas when it was established in 1997.

Almost 12 years ago Steve Morrison set out to create his own market, offering niche products to companies that were not catered for by the plastics sector's bigger players.

When told that his larger rivals could not come up with a 187ml plastic bottle to contain wine with a year-long shelf life, Steve applied his #8 wire thinking to meet the challenge and became the first in the world to achieve the feat. Air New Zealand reports that the fully recyclable plastic version reduces a

plane's load by one tonne per day when it replaced glass bottles. LinkPlas products have now featured on both British Airlines and JetStar flights.

With LinkPlas' awards including the supreme Enterprise North Shore Business Excellence Award in 2005, it is unsurprising that Steve is an unabashed Committed Optimist.

"We have some significant projects on the table so this year's looking good.

"We hold regular staff meetings and I've reassured the team that their jobs are safe with the work to keep the factory going 24 hours a day," he says.

Steve is keen to give back to the community, including mentoring secondary school students through the Young Enterprise Scheme (YES) programme in which his local background and international experience is shared with the next generation.

"Every time I return to New Zealand from a business trip, I'm always pleased to be home."

● For more information please visit [www.linkplas.com](http://www.linkplas.com)

\*LinkPlas manufactures injection stretch blow moulded P.E.T. (Polyethylene Terephthalate) containers for the food and drinks, industrial, personal care, healthcare and toiletries markets.