



REMEMBRANCE • SUPPORT • ADVOCACY

## **New RNZRSA Poppy Frequently Asked Questions for Associations.**

### **Why did we need a new Poppy?**

The RNZRSA was served very well for many years by the hard-working volunteers in Christchurch who produced all our poppies on a purpose-built machine.

The materials used to make the old Poppy were largely plastic-based and the machine was becoming less reliable and nearing its end of life.

The plastic-based Poppies were causing issues at cemeteries and memorials as the non-biodegradable materials became caught up in lawn mowers and created issues for caretakers.

As the existing stocks of materials used to make the Poppies began to run low, work was undertaken to determine whether a biodegradable Poppy could be manufactured by modifying our existing set-up. It was determined that the cost involved in upgrading the machine, combined with the cost of sourcing biodegradable materials, would exponentially increase the cost of producing the Poppies and result in significant financial losses unless the costs were passed on to Associations.

The Presidents' Forum and the RNZRSA Board determined the best course of action was to seek a third-party provider for the Poppies.

### **Why didn't we go with a New Zealand made Poppy?**

A project was stood up to look for options for a replacement Poppy, with the preferred option being to source one that was manufactured in New Zealand.

No option could be found that would not result in a significant increase in the cost of production -except from New Zealand based companies that would manufacture the Poppies off-shore.

Quite coincidentally, while the RNZRSA was searching for potential suppliers, the Royal British Legion (RBL) announced their move to the production of a sustainable Poppy for their own fundraising campaigns.

Like the RNZRSA, the RBL uses the Haig Poppy as their symbol of remembrance. They were approached to see if they would consider allowing the RNZRSA to use the RBL-produced Poppy for our own Poppy Appeal – and the rest as they say, is history!

We are incredibly grateful to the RBL for their generosity. Allowing us to use the sustainable Poppy produced by them provides reassurance that the supply chain for all materials is ethical, and being able to source the Poppies from a purpose-built bulk manufacturing facility means the costs are kept to a minimum.

### **How much will the new Poppy cost?**

The new Poppy is packaged in boxes of 2000 and is expected to be available to Associations at a cost of around \$140 (ex GST) per box.

This is a significant saving on the former plastic-based poppy which was packaged in boxes of 500 at a cost to Associations of \$64.95 (ex GST) per box.

### **My Association is small, can I order less than 2000 at a time?**

The Poppies can only be ordered in boxes of 2000. This is to reduce the amount of handling required to keep the costs to a minimum.

If your Association is not able to store the excess Poppies for the following year's Poppy Appeal, we recommend talking to your District President about options for combining your order with another small Association in the District.

### **What comes in the box?**

Each box comes complete with 2000 Poppies, adhesive labels and a leaflet with instructions for how to affix the adhesive labels, and how to "pinch" the Poppy (make it 3D).

### **Wait - no pins?**

As a paper product, the new Poppy is less pliable and more difficult to pin - so comes with a strong adhesive label to allow the Poppy to be worn on all types of clothing.

### **Where is the new Poppy made?**

The new Poppy is made by the Royal British Legion in their factory in Kent, England.

### **How do I order the Poppies?**

We are still working through the system for ordering poppies, but will have instructions out for how to order before the Poppies arrive in November.

It is our intention to have an online ordering system in place to make the process simple and reduce delivery timeframes.

### **Can I still order the old Poppy?**

There is no existing stock of the old plastic-based Poppy held by National Office, so all orders will receive the new Poppy.

Associations that have boxes of the old Poppy in storage can continue to use these until their supply is exhausted.

**Who is managing the supply and delivery of Poppies to Associations?**

We are incredibly fortunate to have the continued support of New Zealand Couriers for the delivery of Poppies, free of charge, around the country.

In addition, we are pleased to announce that Boost Promotions has come on board as our new logistics partner managing the supply and distribution of the Poppies to Associations.

The generosity of these two major supporters, alongside the RBL, has been a significant factor in keeping the cost of the Poppies so low.