



**Dear Valued Customer,**

We're thrilled to finally introduce the **Better Cone recycling programme**—New Zealand's first closed-loop solution for road cones!

It's been a longer road than we expected (pun intended!), with a few speedbumps along the way. From cones returning from the field caked in bitumen, embedded with gravel, or—unbelievably—containing a steel base coated in PVC, we've had our fair share of “you're kidding!” moments. And yes, those kinds of surprises can quite literally bring recycling machinery to a grinding halt.

Each trial brought new lessons—whether it was fine-tuning our equipment, improving the quality of recycled materials, or making sure our iconic orange stays reliably bright. Then, just as we were perfecting the process, road cones suddenly became the centre of national attention. The irony wasn't lost on us: “Fantastic,” we laughed, “we've spent years figuring out how to recycle the one thing most Kiwis love to hate!”

That moment forced us to ask the hard questions: should we invest so heavily in a product that's become a symbol of frustration? But the answer became clear. If cones are here to stay—for the sake of road safety—then they should be made responsibly, with the lightest possible footprint. And while RTL doesn't control how or where cones are used, we are absolutely committed to making them better.

We're incredibly proud of what we've achieved: a genuinely sustainable process that diverts materials from landfill, supports local manufacturing, and delivers cones that meet the highest safety standards. And no, there's no greenwashing here—just good Kiwi ingenuity and a lot of persistence.

Now, we'd love for you to be part of it. Through the Better Cone programme, we'll collect and recycle cones from any manufacturer (so long as they don't wreck the machinery!) and work together to reduce our industry's impact on the environment.

Email [marketing@rtl.co.nz](mailto:marketing@rtl.co.nz) to register your interest in visiting the facility and see the magic in action. We can't wait to show you what we've built—and to work alongside you in creating a smarter, more sustainable future for road safety.

Best regards,

Joanne McMahon  
**General Manager**

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