

DON KRC & SEALED AIR



2016 SAVE FOOD PACKAGING DESIGN OF THE YEAR - RETAIL GOLD WINNER



Don KRC & Sealed Air Cryovac® Darfresh® Vacuum Skin Packaging



Key Outcomes and Measurement

 <p>Replaced MAP with Skin Packaging</p>	 <p>Design for Consumer Convenience</p>	 <p>Enhanced Food Safety</p>	 <p>Low carbon footprint</p>
 <p>Design to Preserve & Protect</p>	 <p>Freezer ready</p>	 <p>Extended shelf life</p>	

Save Food Packaging Guidelines

 <p>Contain & protect</p>	 <p>Extend shelf life/preserve</p>	 <p>Household convenience</p>	 <p>Consumer education</p>	 <p>Balance environmental impacts</p>
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Sealed Air®



Product: Cryovac® Darfresh® Vacuum Skin Packaging

Company: Don KRC & Sealed Air

Country: Australia

COORDINATED BY



ANZ REGIONAL AWARDS PROGRAM



INTERNATIONALLY ENDORSED BY



EXCLUSIVE ENTRY TO



When considering your services and products within the supply chain through to the end consumer, what is your organisation's understanding of food loss & waste?

According to Alan Adams MAIP, Sustainability Director - APAC region, Sealed Air, "Reducing food waste and loss is a global challenge. Food packaging is integral to reducing food loss and waste across our supply chain and Cryovac® brand food packaging is designed to enable this, all while making food more accessible to our growing population."

What factors prompted you to enter the PIDA awards?

Sealed Air's Cryovac® food packaging brand protects hard earned harvests from spoilage and waste. The 'Packaging that Saves Food' category award is so aligned with their purpose and the company is really making a difference in this space. The results speak for themselves.

Entering the awards is a great way to shine a light on the collaborative industry partnerships, and so that's both promotion and recognition of the great outcomes.

Sophie Sumner, Sealed Air says that, "Our Cryovac® food packaging brand has been protecting our food supply chain for more than 75 years. The awards are really an opportunity to celebrate success and highlight the value that our partnerships, teams and brands deliver."

When thinking about developing your award-winning packaging, what was the design considerations for minimising food loss & waste and why?

Designing against waste is essential - it bears both an environmental and economic impact and it underpins every packaging development. Food production is so labour intensive and where there is food waste, there is also the waste you can not see, like the resources invested in harvesting the product. So really, every day counts when it comes to shelf life. Furthermore, extended shelf life supported opportunities for the product to be widely distributed across Australia.

The premium vacuum skin presentation, easy to open, and freezer ready packaging provides so many consumer conveniences that also serve to minimise waste.

Are these considerations implemented in your NPD process every single time?

Absolutely. As a part of the design process, elements to reduce food loss & waste and improve barrier and protection are always considered. The 10 Sustainable Design Principles underpin every new packaging design and they shape how Sealed Air refines their packaging materials too. Whether it is reducing the amount of packaging or design to reduce food waste, packaging must enhance supply chain sustainability.

How do you measure the impact in your product packaging design has on food loss & waste levels?

Benchmarking processor waste data is one way to understand the impact of a packaging redesign. Brand owners would also have a solid understanding on loss rates and mark downs at retail.



What do you believe is the most successful outcome/benefit from this design?

Doubling the shelf life of fresh pork has enabled wider distribution of product and a significant jump in sales.

It was reported that since making the switch from that to Darfresh®, sales have increased by 84%. Then the uplift is expected to increase as Don KRC fresh launches nationally as well as overseas. It is so great to see how sustainable packaging design can yield both economic and environmental benefits.

Is Save Food Packaging design comparatively more expensive than standard packaging? If so, could you estimate in percentage how much more?

It is probably comparable while some of the components will have gone up, it is more around the value Sealed Air offers to customers.

As an award winner and a best practice leader, would you recommend/promote to other organisations the Save Food Packaging design benefits? If so, what would these be?

Absolutely. If food waste was a country, it would be the third largest greenhouse gas emitter behind the USA and China. So anything Sealed Air can do to reduce waste is important.

We should all be striving to reduce food waste as much as we can. Save Food Packaging design has opportunities in improving protection through extended shelf life, but also in making products more accessible and more likely to be consumed. Pack access, the ability to extract all contents comfortably and easily all support less wasteful outcomes, as do other design considerations like freezer-ready packaging and portion packaging. These features are particularly important to help reduce waste in consumer homes.



As a winner of the PIDA awards, how valuable is the award to your organisation?

"We see the PIDA Award as a great way to celebrate team effort as a team. We are so thrilled to receive the team recognition and celebrating an innovation that ticks so many boxes. There was quite a nice ceremony around receiving the award, across the teams that were involved both in the brand and the supplier. It was really valuable as recognition of great work done, and it is a great way for everyone involved, these awards are a great way of demonstrating the value the packaging industry delivers," says Alan Adams MAIP, Sustainability Director - APAC region, Sealed Air.

Sophie Sumner, adds, "The awards are testament to the value our brands, our people and partnerships bring. Shelf life matters and every day counts. The award is a reminder that we're on the right design path."





How is winning WorldStar Packaging Awards valuable to your organisation?

Alan Adams, Sustainability Director - APAC region, Sealed Air says, "This WorldStar award is something to be incredibly proud of. Sealed Air's global footprint supports the global food supply chain, but it is always nice to see Australia and New Zealand awarded these accolades. We might be small by region, but we are enabling big outcomes! This award is for our teams behind this success - both at Don KRC and Sealed Air."

I might read out couple of comments from Tina Pitman who is Don KRC's national marketing and value adding manager, "The new Darfresh® packaging format has truly been a win win proposition for everyone. Consumers pick up the premium quality products with matching visual expectations. The environmental wins by using Darfresh® have not only been realised with a reduction in transportation costs, reduced packaging costs. Just as importantly to the consumer discards less packaging after consumption, which is less landfill, it has really excited our business."



The Australasian Packaging Innovation & Design (PIDA) Awards are an Australia and New Zealand program that is coordinated by the Australian Institute of Packaging (AIP). The awards recognise companies and individuals who are making a significant difference in their field across Australia and New Zealand. The PIDA Awards are the exclusive entry point for Australia and New Zealand for the prestigious WorldStar Packaging Awards.

The Design Innovation of the Year company awards recognise organisations that have designed innovative packaging within each of these six manufacturing categories:

- Food
- Beverage
- Health, Beauty & Wellness
- Domestic & Household
- Labelling & Decoration
- Outside of the Box

There are four special awards available:

- Sustainable Packaging Design
- Save Food Packaging Design
- Accessible & Inclusive Packaging Design
- Marketing Award

The **Save Food Packaging Design Special Award** is designed to recognise companies that are working to minimise or prevent food waste from paddock to plate using innovative and intuitive design features that can contain & protect, preserve and extend shelf life; all the while meeting global sustainable packaging targets. This is a WorldStar Packaging Award category.



The Australian Institute of Packaging (AIP) is the peak professional body for packaging education and training in Australasia. The AIP helps shape the careers of generations of packaging professionals – from packaging technologists to international packaging business leaders along with a host of people in associated disciplines – sales and marketing, purchasing, production and environment.

Australian Institute of Packaging

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