

# GEORGE WESTON FOODS & O F PACKAGING



**2021 SAVE FOOD PACKAGING DESIGN OF THE YEAR**  
HIGH COMMENDATION



## George Weston Foods & O F Packaging Don KRC Kabana/Chorizo Minis

### Key Outcomes and Measurement



Resealable zipper & easy to open



Return to Store recyclable



Easy Grip and tear function



Reduces Product Waste



Easy to fill on production



No need for scissors

### Save Food Packaging Guidelines



Contain & protect



Extend shelf life/ preserve



Household convenience



Consumer education



Balance environmental impacts

**GWF** / George Weston Foods Limited



**Product:** Don KRC Kabana/Chorizo Minis

**Company:** George Weston Foods & O F Packaging

**Country:** Australia

George Weston Foods makes some of Australia and New Zealand's favourite and most innovative products. They are one of Australia and New Zealand's largest food manufacturers employing over 6,000 people across 40 sites. Their product range is diverse and includes leading brands such as Tip Top, Sunblest, Abbotts Village Bakery, Burgen, Golden, DON, KR Castlemaine, Yumi's as well as MAURI (flour, milled products, animal feed) and Jasol (cleaning and hygiene solutions).

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 Jessica Ansell, Marketing Manager, "O F Packaging are trying to encourage their clients to look at sustainability throughout the whole supply chain. A big part of sustainability is also food waste and many customers are wanting to change their packaging to minimise food waste and also be recyclable. We always start with the packaging hierarchy, and ask them to look at product protection, and whether their packaging can protect the product first. Then we make sure that there are no losses or waste through the supply chain. If the team can tick all of those boxes then they will look at then moving into a more sustainable packaging material. It is not just about end packaging waste. Food loss and waste are a really big part of the discussion and if your packaging does not perform, you are going to see food waste. The last thing you want to see is the entire pack, or any of the food heading into landfill."

While packaging waste is a huge problem that Australia is trying to solve, the packaging industry also needs to be thinking about product protection first and foremost. From the brand's perspective it is not good to have a lot of food loss or waste anywhere across their value chain.

Deli meats that are being pre-cut and displayed for example, if they are not being sold, they are going to waste. Especially during COVID, when there are a lot of people doing single shops or going to the supermarket less, or are now concerned about food safety as well. A lot more consumers are buying pre-packaged foods and smaller serving sizes.

It is about looking at how O F Packaging can accommodate that and make sure that packaging not only protects the products. Then what else can the team do in terms of when the consumer has it at home?

Can re-seal zippers be added to allow the product to remain fresher for longer once opened? Can the serving or portion sizes be changed? Can we add tear notches and easy open tabs to ensure that all of the product is consumed?





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

There were two aspects. First of all, getting the material specification right. There is a habit of always going straight for metallised film packs to keep in all that freshness. However, it was really important for DON, as well in the category, that people can see the product when it comes to refrigerated products. Same thing with meat and dairy products, people always want to be able to see; it is like a safety net for knowing that the products good to consume. So making sure that the pack has the barrier that it needs, but with a clear film and window to show the product was really important. The new design needed to perform the same, if not better, than the standard tray and lidding film products. It also needed to offer the same shelf life.

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

Yes, it is always about tailoring the material justification for the product and how it is stored. Food Safety as well as consumer convenience is paramount. The first thing to look at is the product's waste hierarchy. This includes how the machine runs and ensuring that there are not going to be any losses before the product hits the supermarket shelf. At the end of the day, if the packaging doesn't perform on their machinery, you are going to lose product, and you are going to lose packaging as well.

It is amazing how one packing machine can be so different from another; even something as simple as the finish on the bag can really affect how it performs in the packing line. You need to ensure that when the product passes through each sector of the supply chain that it is protected until end of life.



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

The recognition for the brand and for the O F Packaging team has been incredible. The award shows that you don't always have to reinvent the wheel, or be extreme with the design to offer something new that will benefit the product and the brand. Just looking at a market category in a different way can be really helpful. You will start to see more of this style of zipper closure and smarter packs being shown in products like smallgoods category as time goes on. Especially in categories where trays and lidding film need to be reviewed for sustainability aspects.

O F Packaging love the PIDA's as it brings together all of the teams who have made the winning innovation possible. People from the brand side, people like O F Packaging from the packaging side, co-packers and everyone in the industry really comes together for it. I think it is really beneficial to see all the new and exciting things, and that the Australian market is designing. The region really pushes innovation boundaries. It really gives the team joy to be recognised with all of the other outstanding innovations. Just to see everyone else's innovations is amazing.

## Was the award-winning Save Food Packaging design comparatively more expensive than standard packaging? If so, could you estimate in percentage how much more?

So this was a really easy option, there was no changing in machinery for them, because it is such a large company,

they have got all of those facilities at hand to do so. The cost for the actual pack was the same, if not maybe slightly cheaper. The new stand up pouches were also half the weight of the previous packs. This in turn reduces the packaging material used for the product.

## 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?

From a brand perspective it is always about the bottom line. For George Weston there are cost saving benefits to minimising food loss and waste. For O F Packaging it is about designing better packaging for clients. If food waste was a country it would be the third highest carbon emitter in the world. It is a huge problem and it is something that we cannot lose sight of when looking at other end of life sustainability concerns with packaging.

It is about finding solutions that work across the whole supply chain and the lifecycle of the packaging. Packaging that saves food, especially in a pandemic climate, is the focus now for so many consumers. It also puts the focus back on what packaging actually does and why it is so important for the product. It is doing its job. From O F Packaging's perspective it is a huge deal. The team are always looking to improve how they can save food across the board, and especially with things like producing smallgoods like the DON product.



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

Jessica Ansell, Marketing Manager, O F Packaging says, *“Being recognised with a PIDA Award is so great. It is a big thing for O F Packaging to receive that recognition for all of the hard work that we put in with our clients to design unique and innovative packaging. Something that is a little bit different, and something that is award winning. Winning a PIDA also establishes credibility with our clients. It allows us as a company to bond better with our clients as well and work with them on future projects, and legitimises some of our crazy ideas. This is not only a huge thing for us, but also for the team at George Weston Foods as they too want to become more involved in the industry now.”*



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
- Accessible & Inclusive Packaging Design
- **Save Food 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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