

OASIS

Closed-loop herbs and spices increase sales by 50%

Oasis is a family-run business with roots in Middle Eastern food, but now selling products from all over the world from its three retail stores.

It has created a bespoke, more environmentally responsible container and new pack design for its herbs and spices.

The new container uses 11 per cent less plastic than the tubs it replaces, and are refillable by consumers multiple times from bulk spice pouches, this is estimated to save 200kg of plastic per year. It is also 100 per cent kerbside recyclable. Oasis has also developed a returns program to allow the container to be cleaned, refilled, and resold, reducing the number of virgin containers being used.

Sales have increased by 50 per cent since the business launched the new container and chose to close the loop on packaging reusability and recyclability.

It has been recognised with two 'Gold' Australasian Packaging Innovation & Design Awards (PIDA) from the Australian Institute of Packaging (AIP).

Oasis worked with an industrial designer and packaging specialist, creating multiple design iterations before finding the solution that worked best. This was combined with a visual refresh of labelling, a strikingly distinctive design that has improved shelf presence.

A circular economy landmark 'Oasis Loop' was devised, featuring on-pack and off-pack, to communicate the sustainable features of the packaging to consumers.

These measures have set both the product and brand apart from competitors.

