

# AUSTRALIAN ORGANIC FOOD CO. MINESTRONE SOUP MONO MATERIAL RETORT POUCH



**2023 SUSTAINABLE PACKAGING DESIGN  
OF THE YEAR - MONO MATERIAL ADVANCEMENTS  
GOLD WINNER**



**2023 FOOD PACKAGING  
DESIGN OF THE YEAR  
HIGH COMMENDATION**



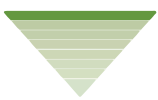
## Flavour Makers & Toppan Inc

Australian Organic Food Co. Minestrone Soup mono material retort pouch

### Key Outcomes and Measurement

- Utilisation of break-through materials
- Improved quality seal on retort filling lines
- Australia's first 100% recycle-ready high-barrier mono-material retort pouch suitable for heat sterilisation
- Improved print registration on the pack
- Meets the 2025 National Packaging Targets
- Improved sealing performance on the pack

### Sustainable Packaging Guidelines



Design for Recovery



Optimise Material Efficiency



Design for Accessibility



Provide Consumer Information on Sustainability



**Product:** Australian Organic Food Co. Minestrone Soup mono material retort pouch

**Company:** Flavour Makers & Toppan Inc

**Country:** Australia

Flavour Makers is a leading food development and manufacturing company with a broad range of manufacturing capabilities ranging from dry blending, to hot and cold-fill sauces and condiments, to retort sterilised soups and meals. Flavour Makers operate a stable of their own brands but predominantly custom develop and manufacture finished packaged foods through to functional flavour and ingredient blends for retailers, brand owners, food processors and other food manufacturers. Flavour Makers brands include the Australian Organic Food Company, Passage to India, Passage to Asia, Street Kitchen, Celebrate Health, Street BBQ and PranaOn.

COORDINATED BY



ANZ REGIONAL AWARDS PROGRAM



INTERNATIONALLY ENDORSED BY



EXCLUSIVE ENTRY TO



# AUSTRALIAN ORGANIC FOOD CO. MINESTRONE SOUP MONO MATERIAL RETORT POUCH

- ✓ **Conversion of existing packaging to meet updated soft plastics recycling thresholds.**
- ✓ **Resulted in Australia's first heat sterilised product packaging in a high barrier mono material pouch.**
- ✓ **100% Recycle Ready.**
- ✓ **CEFLEX compliant.**
- ✓ **18 Months shelf life.**
- ✓ **No impact on line speed, production efficiency or wastage.**

## **In the context of your packaging innovation, what do you see as Sustainable Packaging?**

Christopher Cester, Packaging Manager, Flavour Makers, says, "In my view, a sustainable package should be: designed with materials selected for circularity; use minimum materials; be robust and efficient to transport; produced in a low impact manner; incorporate clear disposal instructions; and above all else, protect what's inside."

## **What would you say were the decision-making drivers (Internal and External) influencing your packaging design?**

Sustainable packaging is something Flavour Makers are passionate about so they are always looking for opportunities to improve. In terms of external influences, Australia's National Packaging Targets, and the commitment by major retailers to meeting them, was what drove Flavour Makers to break new ground on this project.

## **What benefits does this new design offer your business and your consumers? Why is the pack more sustainable?**

Developing mono material structures to withstand heat sterilisation has been one of the industry's big challenges. So to Flavour Makers this launch marks a small, but important step in achieving a circular economy for soft plastics. Midway through this project however, soft plastics collection in Australia stopped. Right now there is little benefit to the consumer other than to say, they are recycle ready. Why is it more sustainable? Simply put, it is designed for the future of recycling. Traditional retort laminates are made from multiple materials making them difficult to recycle. In this package, all three layers in the laminate are polypropylene. This means it is ideal for both mechanical and chemical recycling.

## **What volumes of materials, packaging and waste have you saved by designing this new packaging?**

**Did you do this through changing materials, lightweighting, recycled content, making the packs recyclable or reusable?**

Recyclability was the primary goal for this project, however they did trial three different structures to test how far Flavour Makers could safely down-gauge the package as well.

Flexible packaging always performs exceptionally well from a product to packaging ratio however they were able to reduce overall pouch weight by 13%.





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## How much on-pack and off-pack information do you provide your customers?

Their product displays the ARL on pack as well as a QR code linking to our website where they have a sustainable packaging statement.

## On your entry form you would have indicated the companies/individuals involved in the development of the sustainable packaging design.

### Can you explain each of their roles?

The manufacturer is TOPPAN Inc. TOPPAN are a global leader in barrier films and one of the largest packaging companies in Japan. Takuya Hirata was the project lead from a TOPPAN perspective and coordinated the design and manufacture of this package through TOPPAN's R&D team and their subsidiary company in Thailand who did the printing and converting. Takuya attended the manufacturing of the pouches in Thailand, and trial productions at Flavour Makers in Melbourne.

Christopher was responsible for initiating and running the project on behalf of Flavour Makers. He collaborated with the TOPPAN team on material selection and validating the packaging from a Flavour Makers perspective in ensuring regulatory compliance as well as testing line performance, pouch durability, barrier performance and shelf life of the finished product.

## What do you feel will be needed to further improve packaging design in the future? (e.g. education, investment, policy/legislation, tech, etc?)

Two areas of improvement are required to improve this package in the future:

- 1) Further investment in recycling infrastructure in terms of collection, processing and recycling capability and capacity.
- 2) Wider utilisation of packaging technologists by business, whether it be via employment or consultation in order to design and deliver optimal outcomes. Particularly in the SME space, packaging development is still often seen as a function of marketing or purchasing.

## What does your company have planned in the future? Any new innovations on the horizon?

There are a number of really exciting innovations in the pipeline, one of which is to incorporate this new barrier PP film into other flexible packaging formats such as spout pouches.

Christopher says, "There has never been a time in my career where so many changes are happening at once. We predominantly use flexible packaging which means we are making major changes in all areas of the business. It is a very challenging time but also very exciting and rewarding at the same time."



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

Christopher Cester MAIP, Packaging Manager, Flavour Makers says, "The stop of soft plastic collection in Australia was a huge cloud over our heads whilst developing this package. We knew it was the right thing to do, but the reality remained that the net benefit to the consumer and the environment would be zero until this resumes. Receiving a gold PIDA in a room filled with like minded packaging professionals was a huge thrill and honour for me and validated our path was the right one to take. More importantly though, it has provided the entire team with some well deserved recognition for their effort."



## You have been awarded a WorldStar Packaging Award. What does this mean to your business?



"Flavour Makers are thrilled to have won our first ever WorldStar Packaging Award in collaboration with our project partners, Toppan Inc, for the development of our mono-material retort pouches. To be recognised at a global level is a huge honour for both companies and we are immensely proud and grateful to all involved. This award means a great deal to us and as we strive towards the 2025 National Packaging Targets, this recognition is tremendously motivating," said Christopher Cester MAIP, Packaging Manager, Flavour Makers.



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 **Sustainable Packaging Design Special Award** is designed to recognise companies that have developed innovative packaging solutions that incorporate sustainability considerations. All entries are judged on Sustainable Packaging Design considerations such as social impact, material, source reduction, energy and recovery and what packaging changes the company is undertaking to meet the 2025 National Packaging Targets. This is also a WorldStar Packaging Awards 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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