

PRIESTLEY'S GOURMET DELIGHTS FIBRE TRAY INSERT



2023 SUSTAINABLE PACKAGING DESIGN OF THE YEAR - RENEWABLE MATERIALS HIGH COMMENDATION



Opal

Priestley's Gourmet Delights Fibre Tray Insert

Key Outcomes and Measurement

- Saved 800,000 HDPE plastic inserts from landfill
- Meets the 2025 National Packaging Targets
- This simple but effective solution eliminated additional material components
- Renewable Fibre Mono Material solution
- Fold-down flaps elevate the tray to securely hold delicate cakes during transportation
- Recyclable through kerbside collection

Sustainable Packaging Guidelines



Design for Recovery



Optimise Material Efficiency



Design to Reduce Product Waste



Use of Renewable Materials



Design for Transport Efficiency

Opal.

Product: Priestley's Gourmet Delights Fibre Tray Insert
Company: Opal
Country: Australia

At Opal, they are always looking for new ways to innovate and improve the quality of the packaging provided to their clients. Driving sustainability through innovative solutions such as an interpack 2023 award winning new dunnage solution for JBS and PIDA Award winning fibre tray muffin and tart support for Priestley's Gourmet Delights.

COORDINATED BY



ANZ REGIONAL AWARDS PROGRAM



INTERNATIONALLY ENDORSED BY



EXCLUSIVE ENTRY TO



PRIESTLEY'S GOURMET DELIGHTS FIBRE TRAY INSERT

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

Damien Moore, Account Manager, Opal Fibre Packaging, says, "Opal see sustainable packaging as a solution that is derived from an eco-friendly source and can be part of the circular economy whereby it can be recycled or reused an infinite number of times."

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

Opal's customer requested a suitable design to replace the function of a current plastic moulded tray, whereby it performed the same function but was able to be recycled.

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

The simplicity of the design makes it no more difficult to insert than the previous plastic solution, whilst allowing the end user to place the used packaging in a kerbside recycle bin, knowing that it will become packaging again in the future.

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?

In designing the corrugated fibre trays, Opal have reduced 280 thousand HDPE plastic trays finding their way into the waste system.



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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?

Opal's packaging Engineer/Design team were heavily involved with face to face meetings with Priestley's, in ascertaining the overall goal and function for the tray. Their role is to take the customers brief and design a suitable solution that will perform throughout the supply chain. The account managers role is to help facilitate each step of the process within Opal and to the customer, manage trials, and provide feedback.

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

In order to motivate customers to move away from plastic packaging and seek alternative solutions, there must be a multiple pronged approach from government legislation, education from the stakeholders/manufacturers, and incentives.

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

Opal is always looking for new projects with customers to help drive sustainability and assist in removing the single use plastics from the supply chain.



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

Damien Moore, Account Manager, Opal Fibre Packaging says, "Winning the PIDA award in the Sustainable Packaging category is a sign that our business and team are on the right track. It also adds weight to the conversation with other customers that Opal has the capability to design the right solution for the application and the board performance in recycled is second to none."



You are now eligible to enter the WorldStar Packaging Awards with this design. What are your thoughts on now being able to represent Australia and New Zealand in the prestigious global awards program?



"Just being apart of the PIDA awards was a fantastic opportunity and honour for Opal and our customer Priestley's. If we were to be selected to be apart of the WorldStar Packaging Awards, it would be an amazing opportunity and we would be thankful for the recognition. Being a part of the bigger picture in helping drive change in the packaging industry and having our customers be supportive in this process, is thanks enough," says Damien Moore, Account Manager, Opal Fibre Packaging.



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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