

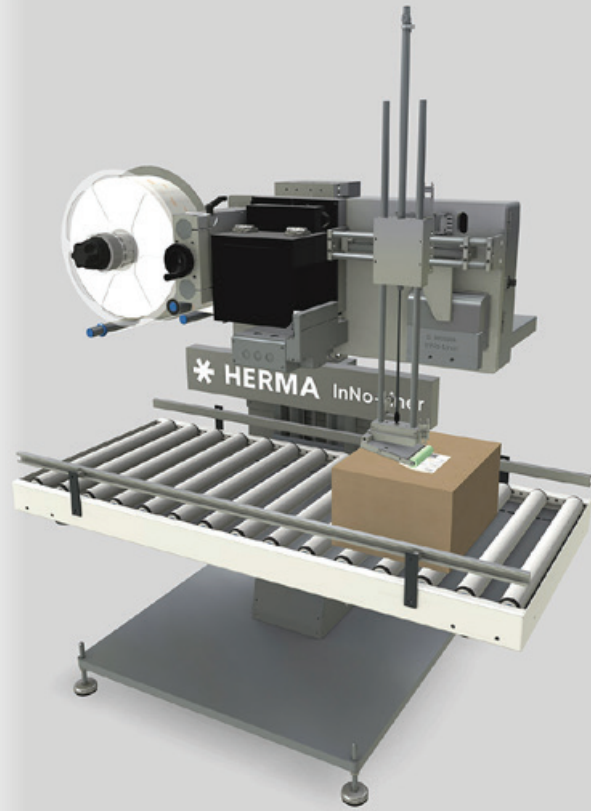
HERMA InNO LINER



2023 SUSTAINABLE PACKAGING DESIGN OF THE YEAR - LABELLING GOLD WINNER



2023 LABELLING & DECORATION DESIGN OF THE YEAR SILVER WINNER



Result Group & Hanes Australasia HERMA InNo Liner

Key Outcomes and Measurement

- Silicone Free
- Labels can be 100% removed from packs
- Reduces Shipping costs by 50%
- Saves on storage space
- Linerless Labelling System
- No Liners
- No waste disposal costs
- Lowers environmental impact of labels

Sustainable Packaging Guidelines



Design for Recovery



Design to Reduce Product Waste



Design to Minimise Litter



Design for Transport Efficiency



Product: HERMA InNo Liner
Company: Result Group & Hanes Australasia
Country: Australia

Result Group is a supplier of innovative packaging equipment & materials that help Australian businesses achieve better efficiency in their manufacturing and distribution processes. Traceability and Sustainability are core to its ethos and are delivered through technology, collaboration and thinking outside the square.

COORDINATED BY



ANZ REGIONAL AWARDS PROGRAM



INTERNATIONALLY ENDORSED BY



EXCLUSIVE ENTRY TO



- ✓ **No liner waste and therefore no waste disposal costs.**
- ✓ **Lower transport volume and weight and therefore reduced CO₂ emissions.**
- ✓ **More material on each roll and therefore fewer roll changes.**
- ✓ **Less material consumption (No label feed or waste stripping).**
- ✓ **Avoidance of torn backing paper.**
- ✓ **Variable label length.**
- ✓ **Free from silicone.**
- ✓ **Less warehousing space.**
- ✓ **By removing the liner, they reduce the total material by 50%.**
- ✓ **By removing the silicone, they remove 100% of the waste that goes to landfill.**

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

HERMA InNo Liner is a new labelling system that enables more eco-friendly packaging through shipping labels that do not contain any liner material. It is completely recyclable, has no liners, and is silicone-free. HERMA machinery and materials have been distributed by Result Group since 2010. No liner, no silicone, no landfill.

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

Labelling currently generates millions of tonnes of liner that is completely useless once the labels are applied. Avoiding this residual material completely eliminates the currently necessary and costly disposal and recycling operations.

The Australian Packaging Covenant Organisation (APCO) places reduction at the top of the packaging recycling hierarchy. The HERMA InNo liners systems fit into this category based on the removal of traditional liner materials. By removing the liner, Result Group have reduced the total material by 50%. By removing the silicone, they remove 100% of the waste that goes to landfill. Every year, the HERMA InNo-Liner system can save tonnes of backing (liner) material and their costly disposal. When dispensed, the patented, initially non-adhesive linerless label is activated with water and then adheres strongly to the shipping cartons. Filling the water tank is very simple and quick.

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

Benefits of liners compared to self-adhesive labels:

- No liner waste and therefore no waste disposal costs.
- Lower transport volume and weight and therefore reduced CO₂ emissions.
- More material on each roll and therefore fewer roll changes.
- Less material consumption (No label feed or waste stripping).
- Avoidance of torn backing paper.
- Variable label length
- Free from silicone.
- Less warehousing space.

A huge amount of waste is avoided because the HERMA InNo-Liner system can drastically minimise the entire climate-relevant CO₂ footprint of labels – by managing the material without any silicon release liner material or even coating, they are 100% removed.



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?

By removing the liner, HERMA reduce the total material by 50%.

By removing the silicone, they remove 100% of the waste that goes to landfill. Every year, the HERMA InNo-Liner system can save tonnes of backing (liner) material and their costly disposal. When dispensed, the patented, initially non-adhesive linerless label is activated with water and then adheres strongly to the shipping cartons. Filling the water tank is very simple and quick.

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?

HERMA machinery and materials have been distributed by Result Group since 2010. HERMA stands for high-quality labels, strong self-adhesive material, and precise modular labelling machines. The company, founded in 1906 in Germany, specialises in the entire field of self-adhesive technology and is one of Europe's leading manufacturers.

HERMA's innovative adhesive materials, pressure-sensitive labels, and labelling machines provide a complete labelling solution. Since 2012, HERMA's adhesive material production practises have been certified to adhere to the strict FSC® requirements. The independent Forest Stewardship Council seal is recognised globally as a symbol of environmentally friendly, ethical, and economically sustainable forestry management. Users and consumers who buy and use products bearing the well-known FSC® logo are actively contributing to global sustainability.

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

Education: Case Studies, Pilots, campaigns and more innovative trend from all over the world.

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

All of Result Group's solutions are primarily aimed at reducing waste and food waste, such as our most recent emergence Ecomark Natural Branding - laser etching on fresh produce skin, which has taken the industry by storm in Australia and New Zealand. They are removing plastic labels from fruits and labels, and the industry's response has been incredible.



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

Valentyna Skyba, Marketing Manager, Result Group says, "We are beyond our expectations and thrilled to have won Gold with the innovative product HERMA Inno Liner. We continue to work in the field of innovation and sustainability, with the primary goals for the industry being Waste reduction 2025 and Food Waste reduction 2030 - our mission is to assist the sector in meeting the targets."



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



"In a world where sustainability is not just a goal but a necessity, the Herma InNo Liner system stands as a testament to innovation meeting purpose. Our partnership with Herma and the early adoption by Hanes Australasia demonstrate a shared vision of progress and responsibility. Winning a WorldStar Packaging Award for the second consecutive year is a recognition of our commitment to revolutionise packaging with sustainable and groundbreaking solutions and technology. The Herma InNo Liner, in essence, is more than a machine; it's a symbol of our unwavering commitment to sustainability, efficiency, and innovation. As we move forward, Result Group will continue to be at the forefront of introducing cutting-edge solutions, bridging the gap between global innovations and local market needs, and setting new benchmarks in the packaging industry," said Michael Dossor MAIP, Group General Manager, Result Group.



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

Australasian Office: info@aipack.com.au For PIDA enquiries: pida@aipack.com.au