

TEMPGUARD GUSSET FOR HELLOFRESH



2023 SUSTAINABLE PACKAGING DESIGN OF THE YEAR - RECYCLED CONTENT SILVER WINNER



SEE (formerly Sealed Air)

TempGuard Gusset for HelloFresh

Key Outcomes and Measurement

- Thermal insulation pouch is recyclable through council kerbside collection
- Meets the 2025 National Packaging Targets
- FSC Certified renewable packaging
- Alternative solution to plastic insulated delivery bags
- 100% paper based insulated pouch is designed for recovery
- Reduced 154,000 kg of single use plastics per annum
- Clear instructions on-pack for consumers on how to dispose of the pouch

Sustainable Packaging Guidelines

 Design for Recovery	 Optimise Material Efficiency	 Use of Renewable Materials	 Design to Reduce Product Waste
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Product: TempGuard Gusset for HelloFresh
Company: SEE (formerly Sealed Air)
Country: Australia

SEE, formerly known as Sealed Air, is a global company with a focus on digital, automated and sustainable packaging solutions for the food, fluids and liquids and e-commerce industries. SEE solve its customers' greatest challenges by creating more transparent and efficient supply chains, reducing waste and product loss across the value chain, accelerating circularity through recovery and recycling, and enhancing the consumer experience with smart packaging.

COORDINATED BY



ANZ REGIONAL AWARDS PROGRAM



INTERNATIONALLY ENDORSED BY



EXCLUSIVE ENTRY TO



TEMPGUARD GUSSET FOR HELLOFRESH

- ✓ *TempGuard Gusset aligns with National Targets for recyclability. It comprises 100% paper and is recyclable through consumer's kerbside collection programs.*
- ✓ *Recycling starts with consumers, and the multiple on-pack recycling messages ensures HelloFresh consumers are well placed to recycle TempGuard Gusset in their kerbside paper recycling bins.*
- ✓ *HelloFresh eliminates more than 154 tonne of plastic from the supply chain.*

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

Sophie Sumner, Marketing Communications Manager - APAC, SEE says, *"Sustainable packaging is all about design optimisation, ensuring it meets the needs of the supply chain, all without creating food waste, or packaging waste along the way."*

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

Internal - Ensuring the solution provided the right protection and insulating properties is top priority as food waste only compounds the sustainability and environmental challenges. Furthermore, ensuring SEE operations could produce this efficiently was also important.

External - Consumer perception is critical and switching to an easy-to-recycle / readily-recyclable material choice aligned with consumers' environmental concerns.

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

Taking TempGuard to its new gusset format provides meal kit delivery companies, or for anybody shipping perishable goods to right-size their shipping container and avoid over packaging their products. The added cushioning also provides protection from damage across the supply chain, and the insulation properties ensures food remains chilled from store to door.

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 switching from a plastic-based insulating pouch to paper-based TempGuard gusset, this program has helped HelloFresh eliminate more than 154 tonne of plastic from the supply chain. While both plastic and paper pouches can be re-used by consumers for other purposes, TempGuard gusset is easy to recycle in household recycle bins.



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

HelloFresh have provided consumers with clear on-pack instructions on how to recycle the pouch. The pack reads 'unpack my contents into the fridge, then pop me in your kerbside recycle bin' and also illustrates the ARL recycle logo.

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?

SEE and HelloFresh embarked on a collaborative project that would help address the sustainability impact of its HelloFresh's meal kit packaging. SEE led the material design and development while the project's sustainability and branding objectives and scope were set by HelloFresh.

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

SEE believes that having a concrete plan around packaging waste management will help ensure they design to minimise packaging's impact. They also think they need to improve consumer education which would subsequently address negative perceptions about packaging.

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

SEE will continue driving automated, sustainable packaging solutions that solve its customer's critical packaging challenges. Smart packaging and material development that accelerate their progress towards circularity.



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

Sophie Sumner, Marketing Communications Manager - APAC, SEE says, "At SEE, we're designing for best environmental outcomes that also deliver customer value. AIP's recognition via the PIDA awards is testament that our collaborative partnerships are delivering sustainable value - SEE and HelloFresh are proud of this win!"



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?



"It really is a time to shine the light on local ANZ innovations and the teams behind them. It seems ANZ innovations get stronger each year, so it's a real privilege to get global recognition," says Sophie Sumner, Marketing Communications Manager - APAC, SEE.



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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