



2024 Australasian Packaging Innovation & Design (PIDA) Awards

Winners for the 2024 round of the annual Australasian Packaging Innovation & Design (PIDA) Awards have been announced at a gala awards evening at the Shangri-La, The Rocks, Sydney on the 16th of August.

Coordinated by the AIP, the PIDA awards are designed to recognise companies and individuals who are making a significant difference in their field across Australia and New Zealand.

The Packaging Innovation & Design of the Year company awards recognise organisations that have designed innovative packaging within six categories:

1. Food Packaging Design
2. Beverage Packaging Design
3. Health, Beauty & Wellness Packaging Design
4. Domestic & Household Packaging Design
5. Labelling & Decoration Design
6. Outside of the Box Design

There are four special awards:

1. Marketing Design
2. Accessible & Inclusive Packaging Design
3. Save Food Packaging Design
4. Sustainable Packaging Design

There are five individual categories:

1. Packaging Technologist
2. Industry Packaging Professional
3. Young Packaging Professional
4. ABA Scholarships – Diploma in Packaging Technology + Certificate in Packaging

The PIDA Awards are also the exclusive feeder program for Australia and New Zealand for the prestigious WorldStar Packaging Awards run by the World Packaging Organisation. All 2023 PIDA winners will be automatically eligible for entry into the 2025 WorldStar Packaging Awards competition.

2024 Food Packaging Design

The Food Packaging Design Award recognises organisations that have designed innovative packaging materials, packaging within food packaging including fresh, frozen or other.

The 2024 Food Packaging Design gold winner is koor (Jean-Francois Roiron).

koor's mission is clear: replace single-use plastics with a smarter refillable, reusable and more sustainable alternative.

koor is not just a food container; it is a lifestyle upgrade. Whether you are meal or lunchbox prepping, or on the go, koor has your back - sustainability, simplicity, and style—koor ticks all the boxes.

By buying food in bulk, sourcing locally, and embracing homemade meals, families can stretch their budgets and koor becomes an ally in the quest for affordable, sustainable living. Koor is designed to save \$480 per year per person by buying the same yoghurt in pots, compared to in pouches.

koor's ingenious design ensures continuous reusability and the replaceable components extend the packaging's lifespan. When koor eventually reaches the end of its journey, its recyclable materials can be responsibly processed.

A silver award went to Amorette Premium Mandarins Paper Bag (Costa Group + The Packaging Hippie).

Two bronze awards went to Masterfoods Squeezy PET Sauce bottles (Wellman Packaging + Mars Food) and Deli Cuts (Don Smallgoods).

Two High Commendations were awarded to Bars To Paper Wrap (Mars Wrigley Australia) and Woolworths Pad-free rPET Trays with 'Leave Attached' Film for kerbside recycling (Pact Group + Woolworths + Hilton Foods).

2024 Beverage Packaging Design

The 2024 Beverage Packaging Design award recognises organisations have designed innovative packaging materials, packaging within packaging for liquid or dry tea, coffee, water and soft drinks including wine, beer and spirits.

The 2024 Beverage Packaging Design award gold winner is IMH (Integrally Moulded Handle) Bottle (Integrated Plastics).

Integrated Plastics IMH (integrally moulded handle) PET bottle is the world's first PET bottle with an integrally moulded 'through' handle.

The attraction is that the IMH bottle can be designed to replicate existing packaging designs but in fully recyclable, 100% PCR compatible food grade PET/rPET polymer with the additional benefit of requiring no separation at the recycler. The handle design allows for a broad range of size and shape options.

During the design phase the bottle and handle can be customised to optimise functionality of handle design and ensure it is aesthetically correct, ergonomically functional and fits the hand of the 'typical' consumer.

IMH bottle moulding process differs in that IMH preforms and bottles are moulded in a high speed 2 stage ISBM process. This process allows for centralisation of preform manufacturing and in-line blowing at the filling location.

Transport of Preforms reduces total freight costs by up to 350% and greatly reduces total carbon footprint when compared to shipping empty bottles.

The silver winner is Fleurieu Milk Company - Refillable Glass Bottle (Cutler Brands).

The bronze winner is Thermocup (Wellman Packaging).

2024 Health, Beauty & Wellness Packaging Design

The 2024 Health, Beauty & Wellness Packaging Design award recognises organisations that have designed innovative packaging materials, packaging within cosmetics, toiletries, personal hygiene, supplements, vitamins, perfumes, hair body and oralcare and covers packaging of all medicines including OTC and medical equipment packaging.

The 2024 Health, Beauty & Wellness Packaging Design gold winner is Only Good Hand & Body Wash (Apex Brands) from New Zealand.

Only Good went through a significant re-brand and packaging overhaul, to reclaim the position as the go-to 'only good' personal wash range in the New Zealand grocery market.

The new bottle design was to create a strong point of difference and to be seen as Only Good, inside and out.

The simplistic bottle and artwork design combined with the desire to remove single use plastic wherever possible, led to the artwork being screen printed directly on to the bottle, removing the need for a plastic label.

The Only Good team also worked closely with partners at Forward Plastics to create a sustainable and responsible alternative to virgin plastic packaging.

Bottle design, material and finish have been carefully considered utilising a range of different HDPE options, such as Sugar Cane HDPE and Recycled HDPE across all products.

In addition, all hand washes are available in an economical 600ml refill format. The Pump lid and mechanism has also been designed for multiple repeat uses.

The silver winner is Ezypour + Refill (Thankyou + Caps & Closures).

The bronze winner is 100% Paper Sachet for BrocShot (Close the Loop).

2024 Domestic & Household Packaging Design

The Domestic & Household award recognises organisations that have designed innovative packaging materials, packaging within domestic and household items, toys, stationary, gifts, clothing, garden equipment, decorating and pets.

The 2024 Domestic & Household Packaging Design gold winner is koor (Jean-Francois Roiron).

koor's unique design elevates reuse and redesign principles, minimise single plastic usage and creates a more sustainable solution. This unique start-up has been recognised at the 2024 PIDA awards with two gold awards and we look forward to seeing this company go from strength to strength.

The silver winner is Whistler - Avian Intelligence Birdfood Range for Fibrecycle (Zipform Packaging).

The bronze winner is Green Action Dishwashing Liquid 500ml (TrendPac).

Two High Commendations were awarded to EzyLug + Coconut Oil (Melrose + Caps & Closures) and Zero Triple Strike Garden Weedkiller Concentrate (Yates).

2024 Labelling & Decoration Design

The 2024 Labelling & Decoration Design Award recognises the addition of content to a pack which creates a unique or innovative appearance, function or communication. This may include labels, sleeves, tags, coding/markings, etching, directly applied inks or by any other similar process.

The 2024 Labelling & Decoration Design gold winner is Whistler - Avian Intelligence Birdfood Range for Fibrecycle (Zipform Packaging).

With 'People, Pet, Planet' as their guiding principle, Fibrecycle recognises that environmental sustainability is rapidly becoming the #1 issue for many companies globally and it was clear that a sustainable packaging solution was required for their updated Whistler bird food range.

Zipform Packaging's innovative non-round shaped rigid composite pack provided not only a sustainable solution, but also an innovative storage cannister for bird food.

This is the first time a linear formed composite pack has been used in the bird food category.

The Zipform Packaging pack utilised for this range consists of over 90% fibre content, including >60% post-consumer recycled content which in conjunction with a water-based adhesive and paperboard base creates a primary pack which is kerbside recyclable.

The shape also provides an improved inbound and outbound logistics outcome versus a round equivalent, delivering over 10% savings due to the packing efficiency of this shape. The non round overcap provides an excellent close/reclose system for the pack.

A QR code was also integrated onto the back of pack to direct consumers to the Whistler Website. The Australasian Recycling Label (ARL) has been used on pack to reflect the kerbside recyclability of the pack and the fibre overcap. The lidding film that issued for sealing post filling is also recyclable and the ARL reflecting this is 'check locally'.

The new design is a celebration of the brilliance of birds. Their noise, movement and song are captured through a dynamic radial illustration of leaves, seeds and musical notes that burst from the brandmark. The mid-blue range colour references nature and sky, but also grounds the design by cueing authority and trust.

The silver winner is Sealed Air Personalised Smart Pouch (Sealed Air New Zealand).

The bronze winner is Art Series and Indigenous Art Series BioCups (BioPak).

2024 Outside of the Box Packaging Design

The Outside of the Box category has been established for miscellaneous packs and materials that are not included in any other category.

The 2024 Outside of the Box Design gold winner is bouncee - Reusable Insulating Crates (ICEE Technology Group).

With circular economy at the forefront of the development at all times, bouncee is the first reusable patented mono composite EPP alternative to single use insulated packaging developed, designed and made in Australia.

The bouncee system starts with protecting perishables from damage, maintaining required temperatures and keeping goods fresh.

bouncee replaces most single-use insulated packaging, increases shelf life, improves temperature control and safety, and ensures food or pharmaceuticals are not lost.

The structural creativity of bouncee is what primarily drives its place as the world's most efficient reusable, collapsible crate for short-transit perishable logistics.

The structural design does not compromise its strength, ability to insulate or internal volume for packing with goods, while also providing a volume reduction of over 50% in storage, operations and logistics.

The packaging's functional design provides a more protective and higher-performing temperature-controlled pack bouncee crates:

1. Collapse to less than 50% of their assembled size.
2. Have no loss of temperature control/insulation.
3. Have the full internal volume available for packing space.
4. Have low breakage rates due to their robust composite and are repairable when/if breakage occurs.

The silver winner is PPI Coffee Tray (Production Packaging Innovations - Azadeh Yousefi AAIP + Karl Joyce).

2024 Marketing Design

Emotional connection to packaging becomes a key asset of the brand to communicate, surprise, enchant and engage with the consumer, creating a different experience of usability. This can incorporate the functionality of the pack,

the aesthetic design and the outstanding visual appearance that makes the pack stand out on shelf, the premium and gifting style design, and/ or unique and interactive communication tools on the pack.

The 2024 Marketing Design gold winner is Premium Grapes Paper Bunch Bag (Costa Group + The Packaging Hippy).

The design challenge was to maintain product visibility while transitioning from plastic to paper—a material traditionally known for its opacity.

The Premium Autumn Crisp Grape Paper Bunch Bag is a pioneering example of how innovative design can transform packaging into a powerful marketing tool.

The key to its visual and functional appeal lies in its unique structural design, specifically the use of a see-through mesh paper window, which is a significant departure from traditional plastic alternatives.

The solution was an innovative paper-based mesh window integrated into the front of the bag, allowing visibility from multiple angles, not just from above. This feature is critical in maintaining consumer trust by allowing them to inspect the quality of the grapes at eye level, directly influencing their purchasing decisions.

The synergy between the recyclable paper material and the structural design of the mesh window enhances the overall aesthetic and functional quality of the packaging. This combination not only supports the weight and volume of the grapes but also contributes to the product's premium presentation on store shelves.

The front of the pack prominently displays the eco credentials of the packaging. By highlighting these features in a consumer-facing manner, the packaging directly communicates the brand's commitment to sustainability and environmental responsibility.

The silver winner is EzyPour + Refill (Thankyou + Caps & Closures).

2024 Accessible & Inclusive Packaging Design

The Accessible & Inclusive Packaging Design Special Award is designed to recognise packaging that is accessible, intuitive, easy-to-open and innovative. Accessible Packaging Design needs to include measuring techniques, understanding injuries caused by packaging and consumer satisfaction levels with packaging accessibility.

The 2024 Accessible & Inclusive Packaging Design gold winner is Deli Cuts (Don Smallgoods).

DON has brought a new innovative and intuitive flow wrapped (envelope pack) with reseal functionality to Australia.

The secondary seal and reseal functionality is secured on the reverse of the pack with a resealable label with clear instructions on how to open and close the pack for optimal freshness and removing the need to decant product into sealed containers or using secondary plastic for wrapping in the moisture and flavour.

When designing the pack and adhesive label there was consideration for the area to grip to open. Optimal grip area has been considered and the pack is easy to grip, control and manoeuvre between hands. The textured finish on the film provides friction for grip and opening. The opening does not require excess number of actions to open; does not cause pain or discomfort and there are no sharp edges or awkward hand movements. No tools are required to open the pack.

The pack has been designed to make it obvious where and how to open the pack. The aqua blue sash across the top of the pack with a picture of the back of pack aims to direct consumers to turn over for opening. Once turned over, the label has a four-step process with legible and easy to understand opening instructions with images for opening and resealing the product.

The colours and print have been used for high contrast. Font is large and images support the directions to assist the consumer. The expiry on the back of pack is black against a transparent film for visibility.

This innovative packaging solution delivers on providing consumers with a convenient easy open/easy close pack that is compact, provides product visibility, minimises the mess of liquid in the pack, is more sustainable but does not compromise food quality and freshness.

The reseal functionality preserves food freshness, sealing in moisture and flavour, thus reducing wastage due to dry, spoiled product. The packaging enables consumers to retain product in its original packaging for fridge storage, thus product information such as use by dates are visible to consumers. It also prevents wasteful double packaging through use of cling wrap and therefore reduces packaging disposal and of course minimises food waste in the household through its innovative design features.

The silver winner is EzyLug + Coconut Oil (Melrose + Caps & Closures).

2024 Save Food Packaging Design

The Save Food Packaging Design Special Award is designed to recognise companies that are working to minimise or prevent food waste from paddock to plate using innovative and intuitive design features that can contain & protect, preserve and extend shelf life; all the while meeting global sustainable packaging targets.

The 2024 Save Food Packaging Design gold winner is Cryovac Flexprep Portion Dispensing Pouches for McDonald`s Australia (Sealed Air).

Cryovac FlexPrep Portion Dispensing pouches, tailored for the food service sector, have garnered significant attention with their recent adoption by McDonald's Australia. This innovative solution offers a more sustainable approach to packing, storing, and dispensing sauces across its range of Big Mac, McChicken and filet burger over traditional paper-based rigid cans.

Portion Control: FlexPrep pouches are designed to be used with a dispensing gun to dispense sauces and other condiments in precise portions, reducing the risk of overpouring or waste. The desired portion size can be adjusted via the dispenser.

CRYOVAC FlexPrep Portion Dispensing distributes condiments from pre-filled, flexible pouches by way of a mechanical dispensing unit. This innovative solution is easy to use, reduces prep time and provides up to 98% yield – a significant improvement versus rigid containers.

The flexible pouches are formulated with excellent oxygen barrier properties to ensure condiments remain fresh, and flavour consistency is delivered for every burger.

Fridge space efficiency: The compact and stackable design of FlexPrep pouches allows for efficient storage in kitchens and refrigerators, optimising refrigeration space and reducing the likelihood of product spoilage.

The pack is lightweight and reduces packaging to landfill by 80%, supporting McDonald's commitment to its sustainability goals.

To enable back of house efficiencies, Cryovac FlexPrep Portion Dispensing pouches are designed with a frangible seal that opens up when compression is applied to that point via the dispensing unit. While this knife-free opening feature facilitates operator ease and workplace efficiencies it remains unaffected from the forces/vibrations experienced across the supply chain and does not compromise pack integrity.

The purposefully designed carton in which the pouches are packed offers added protection for the integrity of the frangible seal - ensuring it can withstand nominated stacking weights and crush performance parameters.

Unlike rigid cardboard canister formats which require the lid to be removed to access the product, FlexPrep Portion Dispensing limits the product's exposure to air while dispensing. By doing so, waste due to oxygen related spoilage (off colour /flavour) is minimised.

The silver winner is Naked Rivals.

The bronze winner is Dutch Cream Potatoes Red Gem (Red Gem Packers & Growers + The Packaging Hippie).

A high commendation was awarded to Deli Cuts (Don Smallgoods).

2024 Sustainable Packaging Design

The Sustainable Packaging Design Special Award is designed to recognise companies that have developed innovative packaging solutions that incorporates sustainability considerations. Elements would include Social, Material, Source Reduction, Energy and Recovery. The award also considers all environmental impacts across the pack including meeting the 2025 National Packaging Targets, embedding the Australasian Recycling Label on pack, adhering to as many of the Sustainable Packaging Design Guidelines as possible and more...

Due to the high number of entries across varying Sustainable Packaging Design principles the judges separated the winners into subset activities. This year there are seven gold Sustainable Packaging Design winners.

2024 Sustainable Packaging Design - PLASTIC TO FIBRE TRANSITION

The 2024 Sustainable Packaging Design - Plastics to Fibre Transition gold winner is Bunzl Workwear Packaging (Bunzl Safety and Lifting).

Bunzl Safety & Lifting conducted an audit across the entire Mark workwear range to identify opportunities to incorporate the SPG's into packaging design and to improve overall packaging sustainability in line with 2025 National Packaging Targets.

The two primary packaging components carried by all garments were a poly bag and swing tags.

Mack workwear shirts, pants and jackets were utilising a 0.6-gram poly bag as their primary packaging material.

Following SPG principle 2, the paper sleeves were designed to display the product information and brand name but kept to the minimal size that still achieved functionality.

The new paper sleeves size was kept to a minimum and are significant smaller and lighter.

Mack workwear shirts, pants and jackets were carrying 3 plastic coated, paper swing tags attached to the garments with a plastic swift tag.

Following SPG principle 2, the information on the swing tag was reviewed and consolidated, resulting in a single, uncoated, paper swing tag. Significant weight reduction was achieved with one single paper tag.

Following SPG principle 6 and 7, the plastic swift tag that attached the swing tags to the garments, were replaced with renewable cotton cord.

The secondary packaging was also reviewed. Previously used solvent-based ink on all cardboard boxes was replaced with water-soluble ink, aligning with SPG principle 4.

The mobius loop was added to the cardboard cartons and paper sleeves to inform consumers on the recyclability.

All Bunzl Safety & Lifting workwear items was redesigned to have a paper sleeve, single swing tag and cotton cord. In total, over 2000 SKUs were redesigned.

2024 Sustainable Packaging Design - PLASTIC REDUCTION

The 2024 Sustainable Packaging Design – Plastics Reduction gold winner is Maggi Mug Noodles 4 Pack - Chicken and Beef Flavour (Nestlé Australia).

The revolutionised Maggi Mug Noodle 4 Pack is a first-to-market product for the noodles snacking category in Australia.

Knowing that over half of Australians eat instant noodles in a cup or bowl at home was key to driving their efforts to provide an alternative format to the on-the-go convenience of Maggi Cup Noodles while reducing virgin plastic use. Maggi Mug Noodles delivers virgin plastic reduction – using 26 tonnes less virgin plastic compared to the traditional Maggi Cup Noodle per year.

Per serve, Maggi Mug Noodles uses 83% less plastic packaging per serve compared to Maggi Cup Noodles.

In the new packaging format will reduce CO2 outputs in packaging and transportation streams by approximately over 400 tonnes when compared to the previous pack format.

By removing the large plastic cup traditionally found on Maggi Cup Noodles, they substantially reduced the amount of packaging required to be disposed of at end of life.

The remaining packaging components have been designed to be recycle ready - the cardboard box, wrappers and tastemaker sachet.

All soft plastic is designed for recycling and can be recycled where local infrastructure allows, including the cardboard box that the Maggi Mug Noodles four-pack comes in which is recyclable in kerbside systems.

To help provoke a consumer behaviour change, the Australasian Recycling Label (ARL) is located on all components of the Maggi Mug Noodle packaging, from the cardboard box to the noodle wrapper to the flavour sachet, supporting proper disposal after use.

2024 Sustainable Packaging Design - E-COMMERCE

The 2024 Sustainable Packaging Design – E-Commerce gold winner is Korrvu Retention for Australia Post (Sealed Air + Australia Post).

Australia Post delivers more than 500 of its branded single pack and twin pack bottled wine parcels daily, and while each delivery is handled with care, the role of protective packaging in this application is paramount.

Dedicated to fostering sustainable and efficient supply chains, Sealed Air, in partnership with Australia Post, set out to revolutionise packaging for wine during distribution, prioritising alignment with sustainability goals.

Kerbside recyclable, Korrvu Retention is designed to secure products during shipping. Korrvu Retention packaging consists of a 100um PE film adhered to foldable carton board that acts as a retention frame, holding the product securely in place. The retention system helps protect fragile items from damage during transit by preventing movement within the package.

Korrvu Retention has been adopted by Australia Post as an alternative to traditional packaging materials like polystyrene and oversized bottle nest boxes.

In addition, Korrvu's sleek design eliminates the need for void fill packing peanuts, offering both protection for the product and environment.

Korrvu Retention underpins sustainable design and environmental responsibility for the shipping of wines by Australia Post.

By switching to Korrvu retention, Australia Post have eliminated nearly 5000 polystyrene boxes from landfill annually.

As Australia Post transitions away from bottle nest boxes, this will enable a packaging reduction of 13,000 kg per annum and because Korrvu comprises 70% recycled content, Australia Post can reduce its virgin fibre dependency by 48,000 kg per year.

Korrvu is recyclable via kerbside collection recycling bins, and there is no need to separate the PE. This is clearly communicated on pack through an Australasian Recycling Label (ARL), thereby best ensuring Korrvu gets a chance to be recycled into something new.

2024 Sustainable Packaging Design - COMPOSTABLE

The 2024 Sustainable Packaging Design – Certified Compostable gold winner is Home Compostable Container Range (BioPak).

BioPak's Aqueous Home Compostable Container range with Aqueous coated BioBoard, has been designed to make products more home compostable so that consumers will be able to dispose of their aqueous containers along with the organic waste into the home compost bin or residential FOGO bin in councils that accept compostable packaging.

The Aqueous Home Compostable Container range (Aqueous lined BioBoard) is made with FSC certified paper. By switching to an Aqueous coating from a PLA lining, they are significantly reducing the thickness of the container (from 30gsm to 8gsm) making the end product both sturdy and lightweight.

The range is certified home compostable to Australian Standards (AS5810) and will be labelled (currently pending) with the ABA home compostable logo and text – clearly indicating it is suitable to break down in a home compost environment. The packaging is sustainably sourced and ethically manufactured in production facilities certified to ISO14001 environmental standards.

BioPak's ultimate goal is to expand the home compostable range to help consumers who don't have access to the residential FOGO (Food Organics Garden Organics) collection. They want to address the issue of end disposal across all markets so that consumers can enjoy their food, and then throw it in their home compost bin to break down.

2024 Sustainable Packaging Design - EPS REPLACEMENT

The 2024 Sustainable Packaging Design – EPS Replacement gold winner is EPS Replacement Prawn Carton (Tassal Group + Visy Industries).

The EPS replacement prawn box for Tassal Group moves away from the traditional EPS solutions and into a fibre-based solution. A locally sourced PE film is laminated to the paper for functionality and provides performance against wet conditions that the prawn box may come in contact with.

Key to the success is the origami style folded corners which makes the box both strong and leak proof. The prawn box design was revised to ensure an efficient way to pack and close the box was evident. The lid is an intuitive collapsible design, that provides efficient space when stored and improved productivity when erecting the lid to place over the base.

The base component is machine erected nearby at Tassal's prawn site, which allows for efficient packing during production. The weight load capacity was designed based on application requirements.

The EPS Replacement prawn box developed for Tassal Group is designed with FSC certified materials with 70% recycled content and meets ISO 14021 for recyclability. VISY have locally sourced the material, avoiding international sourcing and shipments of paper.

The first at scale test saw Tassal move over 33,000 cartons of prawns from polystyrene to fibre cardboard partnering with VISY.

Tassal's prawn box, manufactured by Visy, has paper-based materials that are recyclable through local Australian kerbside recycling bins. After collection, they can be re-made into new fibre-based products. With an at scale solution now, Tassal is looking to continue using the carton and optimising its use.

2024 Sustainable Packaging Design - RECYCLABILITY INITIATIVE

The 2024 Sustainable Packaging Design – Recyclability Initiative gold winner is Masterfoods Squeezy Pet Sauce Bottles (Mars Food + Wellman Packaging).

The new Masterfoods Squeezy PET bottles are to be converted over to 100% recycled PCR rPET.

Bottle weights for the new Masterfoods Squeezy PET Bottles are a saving of 15.5g or 38.75% less for a 500mL PET and a saving of 4.5g or 20.45% less for the 250mL PET.

Based on current volumes deployment of PET bottles in both 250mL and 500mL sizes, a saving of ~18% in plastic used to produce bottles for the current range.

Volumetrically, the thinner wall sections for the PET bottle, results in an overall reduction in bottle size and less space required for some tonnage of product.

The use of high-speed blow moulding and potentially blow filling equipment for production and filling of the bottles will substantially reduce the energy component on a per filled bottle basis.

The bottles are specifically designed to be recovered via a Materials Recovery Facility (MRF) and PCR recycling systems as food grade resin and returned to the trade for bottle making in a B2B loop.

The new bottles deliver substantial sustainability dividends towards the 2025 National Packaging Targets and beyond including:

- Bottles that are 100% recyclable.
- Maximum chance of bottle and resource recovery in the MRF for return to bottle making as rPET PCR.
- Extreme lightweighting saving over 38% plastic in the 500mL PET bottle vs its LDPE predecessor.
- 8% less plastic than previous bottles.
- Clear, unpigmented PET used as most suitable for PCR recovery.
- If the rPET bottle was used for the 50 million LDPE bottles consumed each year for tomato and BBQ sauce, it would save over 900 tonnes of plastic.

The silver winner is QV Face Range (Ego Pharmaceuticals)

There were two bronze winners - Thermocup (Wellman Packaging) and Woolworths Pad-free rPET Trays with 'Leave Attached' Film for kerbside recycling (Pact Group + Woolworths + Hilton Foods).

A high commendation was awarded to Birds Eye Steamfresh 750g (Simplot Australia).

2024 Sustainable Packaging Design - RECYCLED CONTENT & LIGHTWEIGHTING

The 2024 Sustainable Packaging Design – Recycled Content & Lightweighting gold winner is Green Action Dishwashing Liquid 500ml (TrendPac).

The Green Action Dishwashing Liquid packaging is made from 100% recycled mono-material PCR PET, ensuring it is fully recyclable at the end of its lifecycle.

The design offers a 25% reduction in bottle weight, equating to a 10g weight reduction. This reduction translates to saving 12 metric tonnes of plastic per year, resulting in a reduction of over 5 metric tonnes of CO₂ equivalent emissions annually.

By using 100% recycled PET the pack offers a significant reduction of 60 metric tonnes of CO₂ equivalent compared to virgin PET. The clear, unpigmented design maximises material recovery and enhances the value of recycled PET. Additionally, the cap is made from unpigmented plastic.

The label uses acrylic adhesive, which releases the label during the caustic washing process, facilitating the recycling of the bottle.

The design also includes a reduction in label coverage from 25% to 15%, resulting in a substantial reduction of 296m² of material per annum. To put this into perspective, this reduction is larger than a tennis court (260.87m²). This translates to a saving of 16kg of material per year, excluding the paper liner. This reduction in label material not only minimises waste but also contributes to resource efficiency.

The addition of the infinity fern design (inspired by Mobius loop) on the front of the pack serves as a visual cue, indicating that the packaging is recyclable.

The pack also incorporates the Australasian Recycling Label (ARL) on the back of the pack to educate and encourage consumers to recycle the packaging at the end of its life.

TrendPac have also reduced the carton area per unit by 7%, which further enhances material efficiency.

By reducing bottle weight, label consumption, and carton size the Green Action Dishwashing Liquid packaging minimises environmental impacts, promotes resource efficiencies, and sets a new standard for source reduction practices in the industry.

The silver winner is Starward Nova (Starward).

The bronze winner is Don Smallgoods 100% rPET Tray (VERIX + Martogg Group)

2024 Industry Packaging Professional of the Year Award

The Industry Packaging Professional of the Year Award is designed to recognise and acknowledge the outstanding achievements and contribution by an individual currently working within the Packaging in both Australia and New Zealand. The judges will be looking for individuals who have demonstrated vision and leadership, shows innovation and not afraid to take risks over a long and sustained period.

The 2024 Industry Packaging Professional of the Year award winner is Bryan McKay FAIP, Head of Packaging, Woolworths Group.

Bryan has been at the forefront of Packaging Innovation and Sustainability in the FMCG and retail industry for 30 years, having led the Packaging Development teams at Campbells/Arnott's Asia Pacific, Cerebos Foods ANZ, Goodman Fielder ANZ and most recently at Woolworths Food Company.

At Campbell/Arnott's Bryan developed and delivered the Asia Pacific Packaging Sustainability Strategic Plan and led the Packaging team to some significant achievements, including the conversion of biscuit trays from non-recyclable polystyrene to recyclable PET back in 2008 (this was trailblazing, many companies are now on this journey, 16 years later).

Another achievement was the development of the Arnott's Indonesia Modified Atmosphere biscuit packaging with Ultra high barrier for export; a first for Campbell/Arnott's globally.

Bryan also co-developed with Campbell's Engineering an Aseptic PET juice strategy.

He was the Packaging lead for the innovative 'MasterFoods Squeeze-On' tomato sauce portion pack which was an Australian first pack that revolutionised the portion control sauces market, taking Masterfoods from no presence in this category to dominating the category within two years.

Whilst at Goodman Fielder ANZ, Bryan led the replacement of Polystyrene bread tags with cardboard bread tags in 2021, the inclusion of 100% rPET into Praise Mayonnaise bottles and jars - a category first, and in 2021 the implementation of 30% rHDPE into Meadow fresh milk bottles in New Zealand; again, a category and region first.

More recently at Woolworths Food Company (WFC) Bryan has developed and implemented the WFC packaging Sustainability Strategy, the guiding Roadmap, and the implementation plan.

This has resulted in significant achievements in the past 2 years including the removal of >14,000 tonnes of virgin plastic, and the conversion of >10,000 tonnes of nonrecyclable materials to recyclable. These achievements are very significant, industry leading and material to the Packaging circular economy.

Under Bryan's leadership WFC has applied the Australasian Recycling Label (ARL) on all of its Own Brand products, two years ahead of the 2025 National Packaging targets.

In all of these companies Bryan's Strategies delivered category leading, Australian leading and often world leading achievements. This has required innovation, collaboration, influencing (both internally and externally to the organisations Bryan worked for) and risk taking.

The AIP is proud to see one of our finest of Fellows become the 2024 Industry Packaging Professional of the Year Award.

2024 Young Packaging Professional of the Year Award

The purpose of the Young Packaging Professional of the Year Award is to provide incentive and recognition to young professionals who are both currently working in and wish to continue their career path within the Packaging industry in both Australia and New Zealand.

The 2024 Young Packaging Professional of the Year award winner is Dr Ruby Chan AAIP, Project Researcher, RMIT.

Starting out with a Bachelor of Industrial Design at Monash University, graduating with Honours and then graduating from a master's degree in design innovation and technology at RMIT University, early career design researcher Ruby Chan has turned a career in sustainability from a dream to a reality.

When Ruby began work as a research assistant at the RMIT School of Design she was excited as the research focussed on packaging to reduce fresh produce waste.

Her current research relates to sustainability, focussing on save food packaging design and the integral role it plays in reducing food loss and waste, with much of this research connected to the Reduce program of End Food Waste Cooperative Research Centre (EFW CRC).

In 2019, she started her PhD on packaging to reduce household food waste and this PhD was based at RMIT and part of the wider End Food Waste CRC AIP Save

Food Packaging Design Criteria Project. The wider project was industry led, with the AIP at the helm.

By the time she graduated as Dr Ruby Chan she had already presented her research in conferences and published three peer-reviewed journal articles that are linked to the AIP Save Food Packaging Design Guidelines Project.

From design thinking to data analytics, the development activities Ruby has undertaken since leaving high school has equipped her with skills that are essential in her role as an early career researcher working in the space of food waste and packaging.

Whilst Ruby has only just started her career the AIP believes she has already left an indelible mark on the industry, and the Institute looks forward to seeing what she achieves next.

2024 Packaging Technologist of the Year Award

The Packaging Technologist of the Year Award is designed to recognise and acknowledge the outstanding achievements and contribution by an individual currently working within the Packaging industry across Australia, New Zealand & Asia. The judges are looking for packaging technologists, engineers, specialists, designers who have demonstrated advanced technical packaging skills and competencies through projects, initiatives and unique packaging designs.

The 2024 Packaging Technologist of the Year award winner is Nicholas Campbell MAIP, General Manager Operations & Technical, Wellman Packaging.

Nick joined Wellman Packaging directly from school as an undergraduate cadet in 1999, after having completed his HSC which he did while also completing 2 years of an electrician's trade certificate course at TAFE and working part time.

Nick holds undergraduate qualifications in Applied Physics and Electrical Engineering from the University of Technology Sydney, which he completed at a high level of grades, while also working on a part time basis with Wellman Packaging as a Plastics Moulding Technician and Trainee Engineer.

Nick remains hands on with a technical and operations focus for key accounts including especially for new design projects, but also internally leading a team of project engineers, technicians, planning staff and operations team members.

Nick is a packaging professional of extremely high calibre in all facets. He embodies the definition of integrity and is demonstrative and demanding of excellence in thought and action.

He combines high intelligence, academic vigour, practical knowledge and people skills in a style that is collaborative, constructive and holistic.

Nick played a key role in the part design and a lead role in the tool design of the innovative ThermoCup that have received 2024 PIDA awards. Nick was the technical and project lead for the development of the new Masterfoods Squeazy PET Sauce Bottles that also received an award in the 2024 awards.

Nick is a truly impressive individual and is the ideal winner for the inaugural Packaging Technologist of the Year award.

2024 ABA Scholarships

The ABA Scholarship program will enable one eligible candidate from either Australia or New Zealand the opportunity to undertake a Diploma in Packaging Technology and a second person the opportunity to undertake a Certificate in Packaging.

2024 ABA Scholarship Certificate in Packaging scholarship

The Certificate in Packaging is the ideal first qualification for those working in the packaging industry and is an introduction to the industry for those starting out on an exciting career in packaging.

The 2024 ABA Scholarship Certificate in Packaging scholarship winner is Manpreet Kaur Grewal, Product Technologist, MSAC Solutions.

Since joining MSAC Solutions in 2021, Manpreet has had the opportunity of being involved in the critical task of collecting and validating packaging data for major Australian retailers such as Coles, Woolworths and 7 Eleven.

As a qualified food technologist, Manpreet is particularly intrigued by the complexities of food packaging, where sustainability, food safety, and cost considerations intersect.

While her experience in managing packaging projects has sharpened her ability to collect and validate quality data, Manpreet recognises the need to deepen her knowledge of packaging materials, formats, development, and sustainability to truly excel in this domain.

The Certificate in Packaging will provide her with a solid understanding of packaging materials and their functionalities, allowing her to make better informed decisions and contribute more effectively to projects.

In the next five years, Manpreet envisions herself thriving as a packaging technologist specialising in food packaging. Equipped with a deeper understanding of packaging materials and their implications for sustainability, product integrity, and food waste reduction, she aims to become a trusted advisor capable of recommending optimal packaging solutions.

2024 ABA Scholarship Diploma in Packaging Technology Scholarship

The Diploma in Packaging Technology is Internationally recognised as the premier qualification in the packaging industry. The degree prepares students to take responsibility for packaging operations at any level through the supply chain and can also lead to higher level study.

The 2024 ABA Scholarship Diploma in Packaging Technology scholarship winner is Angela Hanson AAIP, Packaging Technologist, Tip Top.

After completing a Bachelor of Applied Science (Food Science and Nutrition) at the University of Queensland Angela worked as a Food Microbiologist 12 months before moving on to a Product Development Technologist role at Tip Top Bakeries – George Weston Foods (GWF).

As an industry professional, but also as a consumer and a parent, Angela could clearly see the opportunity to do better for our planet – especially through packaging.

So, to drive change and improvement and to follow her passion 12 months ago Angela applied for, and was successful, in moving to the role of Packaging Technologist.

As a technically minded person Angela sees an opportunity to become a more well-rounded packaging professional by completing the Diploma in Packaging Technology.

Angela has recognised that she has numerous areas where her knowledge can be improved and believes that the scholarship will assist her in developing professionally and grow within her role

She wants to add more value to GWF in reaching their goals and being a champion of sustainability.

In her future she hopes to be a packaging expert driving innovation for a sustainable future for food, packaging and beyond.

2024 AIP President Award

The AIP President's Scholarship has been designed to work in collaboration with the ABA program to help one additional person undertake either a Certificate in Packaging or a Diploma in Packaging Technology each year.

This year the AIP have decided that we will be providing one additional Diploma in Packaging Technology scholarship under the AIP President's awards as the candidates were all so remarkable.

The 2024 AIP President Award winner for a Diploma in Packaging Technology Scholarship is Camilo Serrano MAIP, Packaging Engineer, Don KRC.

As a Mechanical Engineer, Camilo started to grow interest in Packaging from the moment he graduated with his bachelor's degree overseas.

His first experience in packaging was in Colombia (his home country) working for a multinational cosmetics company.

In 2022, Camilo started his journey in a Packaging role in Australia, this time in a Food manufacturer - DON Smallgoods – part of the George Weston Foods. This was very different from cosmetics.

He believes that the Diploma in Packaging Technology will give him the tools to not only better understand the Australian packaging Industry, but also provide

him with the technical knowledge necessary to make DON a role model in the food manufacturing industry and circular economy.

In five years, he sees himself sharing his knowledge with future generations of Packaging professionals, as well as collaborating with other industries in the research and development of new sustainable materials.

Camilo is committed to keep growing professionally and to inspire future Packaging professionals to make packaging technology their career of choice.

All of the 2024 Australasian Packaging Innovation & Design (PIDA) Award winners are now eligible to exclusively enter the 2025 round of the WorldStar Packaging Awards that are run by the World Packaging Organisation. The 2025 WorldStar Packaging Awards will be held alongside of Ipack Ima tradeshow in Milan, Italy in May.

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