











**2018 SUSTAINABLE PACKAGING DESIGN  
SPECIAL AWARD  
SILVER WINNER**

# BioPak

Sugarcane pulp foodservice packaging

Key Outcomes and Measurement			
<p><b>333</b></p> <p>Different shapes and sizes of moulded pulp packaging products available from BioPak</p>	<p><b>PREP</b></p> <p>PREP Classified Recyclable</p>	<p> </p> <p>AS5810 and AS4736 Certified + Carbon Neutral</p>	<p>Certified</p> <p></p> <p>Corporation</p>
<p> Made from sugar cane pulp</p>	<p> Microwave safe &amp; ovenable</p>	<p><b>120 days</b></p> <p>Maximum number of days for complete biodegradation in industrial compost</p>	
<p> Recoverable &amp; recyclable together with food waste</p>	<p> BioPak donates 7.5% of all profits to tree planting, community programmes, &amp; the purchase of carbon credits</p>	<p> Moisture &amp; grease resistant</p>	



**Company:** BioPak

**Product:** Refined sugarcane pulp foodservice packaging

**Country:** Australia

Based in Sydney, BioPak specialises in designing, producing and distributing packaging made from rapidly renewable plant-based materials.

BioPak's winning design consists of a range of moulded bagasse pulp packaging that is sturdy and provides moisture and grease resistance. Bagasse material is the pulp by-product left behind after sugar is extracted from cane. Bagasse is ideally suited for moulded pulp products such as trays for retail packaging of fresh produce and single use disposable containers used within the foodservice industry.



- BioPak specialises in compostable packaging made from rapidly renewable sustainably sourced biological materials.
- Compostable bagasse packaging facilitates the diversion of organic waste from landfill and reduces the amount of unnecessary and unrecyclable plastic packaging used within the foodservice industry.
- BioPak works with brand owners & the organic recycling industry to close the loop on compostable packaging.

## What is sustainable packaging to you?

**In a word – regenerative. For Richard Fine FAIP, Founder, BioPak, sustainability must take into account every stage in the lifecycle of the packaging – including raw material extraction, converting and finally, recovery and recycling resources.**

Richard says that in 2005, after a 15-year career in plastic packaging, his perspective and approach was forever changed after reading the book *Cradle to Cradle: Remaking the way we make things*.<sup>1</sup> The book offers a holistic, economic, industrial, and social framework that seeks to create both efficient and waste-free systems.

This framework, now evident in the 'circular economy', is found in the award-winning product design for sugar cane pulp moulded foodservice products. For Richard, *"reducing the amount of disposable single use packaging made from fossil-based plastic and replacing it with sustainably sourced, rapidly renewable, or recycled materials is a priority."*

## What is the story behind the design?

As a business with a mission to reduce the environmental impact of plastic packaging, BioPak set out to replace as much unnecessary and unrecyclable plastic single use disposables with sustainable and environmentally friendly alternatives.

Biopak's focus is food packaging and over the years they have expanded their portfolio of compostable materials and refined and improved their pulp moulding capability.

*"We leveraged our experience and expertise in moulded pulp packaging to create a range of functional and cost-effective containers and trays used for foodservice and fresh produce retail packaging. Our bagasse pulp range is an excellent demonstration of how a simple change in material offers significant reductions in the environmental impact of the packaging,"* says Richard. The range is both recyclable (when not contaminated with food residue) and home compostable.

*"A growing number of brand owners are looking for opportunities to reduce the amount of plastic they use within their businesses and molded pulp is a versatile and proven solution for a wide range of applications"* Richard explained. Richard believes that replacing unnecessary and unrecyclable plastic packaging with moulded pulp is a simple change that addresses consumer concerns and delivers a message that the brand owners care about their environmental impact.

Sustainably sourced rapidly renewable biological materials is only one aspect of what BioPak is all about. BioPak is a certified B Corp. *"B Corps are accelerating a global culture shift to redefine success in business to build a more inclusive and sustainable economy. We strive to make a real difference in the world and this extends beyond just the products we sell. We have a broad range of corporate social responsibility initiatives including offsetting all unavoidable carbon emissions and donating 1% of profits to environmental restoration and regeneration initiatives"* said Richard.



<sup>1</sup> McDonough, W., and Braungart, M., 2002. 'Cradle to Cradle: Remaking the way we make things', North Point Press.





## The Team

In-house industrial and graphic designers work collaboratively on the technical and aesthetic aspects throughout the product development stage. The design & development process requires multiple prototypes and close collaboration with end users and consumers to ensure that there are no adverse functional or operational performance impacts.

*“Delivering a functional plastic alternative without the need for end users to modify existing application equipment is key to ensure rapid and widespread market adoption,”* explained Richard.



## What does winning an Australasian Packaging Innovation & Design (PIDA) Award mean?

*Richard Fline FAIP, Founder, BioPak says, "The acknowledgement of success in this industry is really important. For us, winning the PIDA award inspires us to continue challenging the status quo and acknowledges that our passion and hard work is contributing to reducing the environmental impact of the packaging industry. We hope that this inspires others to follow a similar path."*



## What about the future?

*"At BioPak, we continue to grow and expand our range and reach – including Europe, the UK and Singapore. As we grow, we take an active role in engaging with consumers, brand owners, industry and government to share our knowledge and vision for a world without waste."*

Richard says he is optimistic about the future – the pace of change and growing awareness of what is needed to coexist in harmony with all living things is accelerating rapidly.

*"We have the capability and capacity to change the path to a circular economy," said Richard.*



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
- Accessible & Inclusive Packaging Design
- Save Food 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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