

BROWNES DAIRY IN PARTNERSHIP WITH TETRA PAK



2020 SUSTAINABLE PACKAGING DESIGN SPECIAL AWARD BRONZE WINNER

Brownes Dairy

Australia's first renewable gable top milk carton



Key Outcomes and Measurement



Australia's first fully renewable carton package

15.5%↓

Average weight reduction per carton compared to original



First dairy to have an entirely bio-based, fully renewable material, gable top milk carton



Australasian Recycling Logo on pack

over **25,000,000**

Number of regular cartons replaced with the renewable carton



Committed to 2025 National Packaging Targets



Protective layers (PE) from traceable sugar cane



FSC certified paperboard



Transition to renewable cartons across **30 SKU's**



100% recyclable carton



Company: Brownes Dairy

Product: For Australia's first renewable gable top milk carton

Country: Australia

Brownes Dairy is Australia's oldest dairy, established in 1886. Brownes operates out of its main dairy in Balcatta, Western Australia, with a second creamery in Brunswick collecting about 140 million litres of milk each year from more than 47 dairy farms located in WA's South West. Brownes Dairy has a diverse portfolio of dairy including milk, cream, yoghurt, flavoured milk, juice and desserts. Brownes Dairy is regularly named as one of the country's most innovative companies as part of the Australian Financial Review's BOSS annual awards, and is the only dairy company to make the list. With this award, Brownes confirms its place as Australia's most innovative dairy, and one that is deeply conscious of its environmental impact.



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PIDA
PACKAGING INNOVATION & DESIGN AWARDS



WORLDSTAR WINNER 2021

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- Brownes Dairy's quest to reduce their footprint saw them join with Tetra Pak to launch Australia's first plant-based cartons.
- Taking this leadership stance required an internal culture shift.
- Educating consumers on the lifecycle of packaging was an important step.
- Suppliers, manufacturers, government and consumers all play their part in the future of sustainable packaging.

What is sustainable packaging to you?

In recent years, sustainability is rising up the decision-making hierarchy for consumers. Consumers feel strongly that companies and brands are responsible for their environmental footprint and more environmentally-friendly packaging is now an expectation.

Whilst the current consumer focus lies largely on end of life recyclability, Brownes recognises sustainability in packaging is about the full lifecycle of the packaging, with start of life equally as important.

What is the story behind the design?

Brownes Dairy's carton packaging partners, Tetra Pak, approached Brownes with a plant-based carton opportunity which had already successfully launched more than a decade earlier in Europe. For Australia, this was a completely new innovation.

The key difference with this packaging is instead of using fossil fuel-based plastic for the inner and outer linings, plant-based cartons use sugar cane, a renewable resource. An additional benefit is a lighter weight carton which has positive environmental implications throughout the supply chain.

With innovation at the core of Brownes Dairy, the company was keen to take a leadership role in this space and bring to market the first plant-based cartons in Australia.



An internal culture shift

All growth comes with growing pains and the project challenged the Brownes leadership team to commit to putting sustainability firmly on the agenda, now and moving forward. From a company culture perspective, being the first to market with this positive initiative instilled a sense of excitement and pride in staff.

Educating consumers

Where these cartons differ from other milk cartons in the market is in their start of life; i.e. the components that make up the carton are fully renewable.

The end of life of the cartons remains unchanged – they continue to be recyclable via kerbside recycling.

This distinction was important to spell out for consumers. Brownes used an entire panel of the cartons, as well as digital, social media and PR, to tell the story, with the launch making headline news. Recent additions to the panel reflect the Bonsucro Certification for its use of sustainable sugarcane.

What about the future?

Brownes Dairy see a shared responsibility for packaging improvements in the future. They see government, suppliers, manufacturers and consumers as all responsible to make giant strides going forward.

With the necessary recycling infrastructure in place, it is up to suppliers and manufacturers to work together to offer improved packaging solutions. Then it's ultimately up to consumers to do the right thing with their purchasing power and recycling decisions.



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

Nicole Ohm, Senior Marketing Manager Brownes Dairy says, *“Doing right by the planet is enough of a reward for Brownes Dairy. This project, and winning an Australasian Packaging Innovation & Design (PIDA) Award, enhances Brownes’ brand exposure and credibility with retailers, who also have strong sustainability agendas. The Australasian Packaging Innovation & Design (PIDA) Award is the cherry on top.”*



Brownes Dairy Receives Global Recognition with WorldStar Packaging Award

Following the win at the PIDA awards Brownes Dairy was then awarded a WorldStar Packaging Award which provided global recognition for the design. The annual PIDA award program is the exclusive entry point for ANZ for the WorldStar Packaging Awards, which are run by the World Packaging Organisation (WPO).



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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