

COLES HOT SMOKED SALMON



2021 SUSTAINABLE PACKAGING DESIGN
OF THE YEAR - RECYCLE
BRONZE WINNER

Coles Hot Smoked Salmon Coles Supermarkets



Key Outcomes and Measurement



Plantic's renewable barrier material to keep the salmon fresh



Black plastic layer washes away during recycling to create clear rPET



Australasian Recycling Logo (ARL) on-pack



Kerbside recyclable



Reduced usage of virgin material



Eliminated **50 tonnes** of Single Use Plastic

50% Trays 50% PCR rPET



Product: Coles Hot Smoked Salmon
Company: Coles Supermarkets
Country: Australia

Coles is a leading Australian retailer, with over 2,500 retail outlets nationally. Coles makes life easier for Australians by delivering quality, value and service to the 21 million customers who shop with them each week. In 2020, they announced their vision to become the most trusted retailer in Australia and grow long-term shareholder value, as well as their purpose to sustainably feed all Australians to help them lead healthier, happier lives. The Coles vision is underpinned by our four key values - customer obsession, passion and pace, responsibility, and health and happiness.

COORDINATED BY



ANZ REGIONAL AWARDS PROGRAM



INTERNATIONALLY ENDORSED BY



EXCLUSIVE ENTRY TO



COLES HOT SMOKED SALMON

- **Coles saw an opportunity to increase recycled content and transition to a recyclable format in the hot smoked salmon range.**
- **The transition from PVC to Plantic trays sees the removal of a problematic plastic and the reduction of virgin, non-recyclable plastic trays.**
- **The updated ARL provides guidance on what packaging components can be disposed of according to different waste streams.**
- **Re-designing this packaging format was a collaborative effort between Coles, their product supplier and the packaging manufacturer.**
- **Developments in infrastructure, market innovation and changes to what is classified as recyclable are pivotal to improving packaging sustainability in the future.**

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

Coles' ambition is to play a key role in driving the delivery of the Australian Government's 2025 National Packaging Targets which apply to all packaging that is made, used and sold in Australia. They will do this by working to ensure that:

- All Coles Brand packaging is 100% recyclable, reusable or compostable by 2025;
- Across Coles Brand packaging, there will be an average of 50% recycled content by 2025;
- All Coles Brand packaging will carry the Australasian Recycling Label (ARL) by 2025. The ARL provides guidance on what packaging components can be disposed of according to different waste streams and supports the Government target of 70% of plastic packaging being recycled or composted by 2025; and
- Phasing out problematic, and unnecessary single use plastic packaging by 2025 or earlier for all Coles Brand products.

The transition from a PVC tray to the Plantic tray in their Hot Smoked Salmon range replaces over 15 tonnes of problematic plastic packaging per annum (based on sales in 2020), is recyclable kerbside, carries the Australasian Recycling Label (ARL) and utilises recycled content.

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

Coles understand their customers want them to reduce packaging and to make it easier for them to recycle. At Coles, they are constantly exploring ways to protect the environment and investing in important environmental projects and partnerships to reduce their environmental impact. Coles' ambition is to play a key role in driving the delivery of the Australian Government's 2025 National Packaging Targets. They will do this by working to ensure that:

The re-design of the Hot Smoked Salmon range means that the new packaging design meets all four of these important targets.



COLES HOT SMOKED SALMON

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

The packaging re-design demonstrates tangible progress towards meeting the National Packaging Targets and the ANZPAC Plastics Pact, and replaces over 15 tonnes of problematic plastic packaging per annum (based on sales in 2020). As a customer led organisation, Coles want to help provide more sustainable packaging solutions and educate their consumers on how to correctly dispose of their packaging. The new packaging is now recyclable kerbside and carries the Australasian Recycling Label (ARL).

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?

Non-recyclable PVC trays in the Coles Brand hot smoked salmon range were replaced with recyclable plastic trays, saving more than 15 tonnes of plastic waste from going to landfill each year and meaning more than 1.2 million pieces* of packaging are now recyclable (based on sales in 2020).

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

Coles ambition is to play a key role in driving the delivery of the Australian Government's 2025 National Packaging Targets which apply to all packaging that is made, used and sold in Australia. Part of this ambition is working to ensure that all Coles Brand packaging with carry the Australasian Recycling Label (ARL) by 2025. The ARL provides guidance on what packaging components can be disposed of according to different waste streams and supports the Government target of 70% of plastic packaging being recycled or composted by 2025. At the end of FY21, the ARL was on **XXX** Coles Brand products, including the Coles Brand Hot Smoked Salmon range.

Please share a little bit about each of the partners/collaborators who worked on this packaging design.

Can you explain each of their roles?

A key part of the Coles packaging framework is working with their strategic suppliers to solve their packaging challenges and support the delivery of the 2025 National Packaging Targets.

Re-designing this packaging format was a collaborative effort between Coles, their product supplier and the packaging manufacturer. They jointly identified the use of black PVC as a priority material to remove from their Hot Smoked Salmon range. Coles worked closely with Plantic Technologies to trial a more sustainable solution that was fit for purpose and still meeting customer expectations.



COLES HOT SMOKED SALMON

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

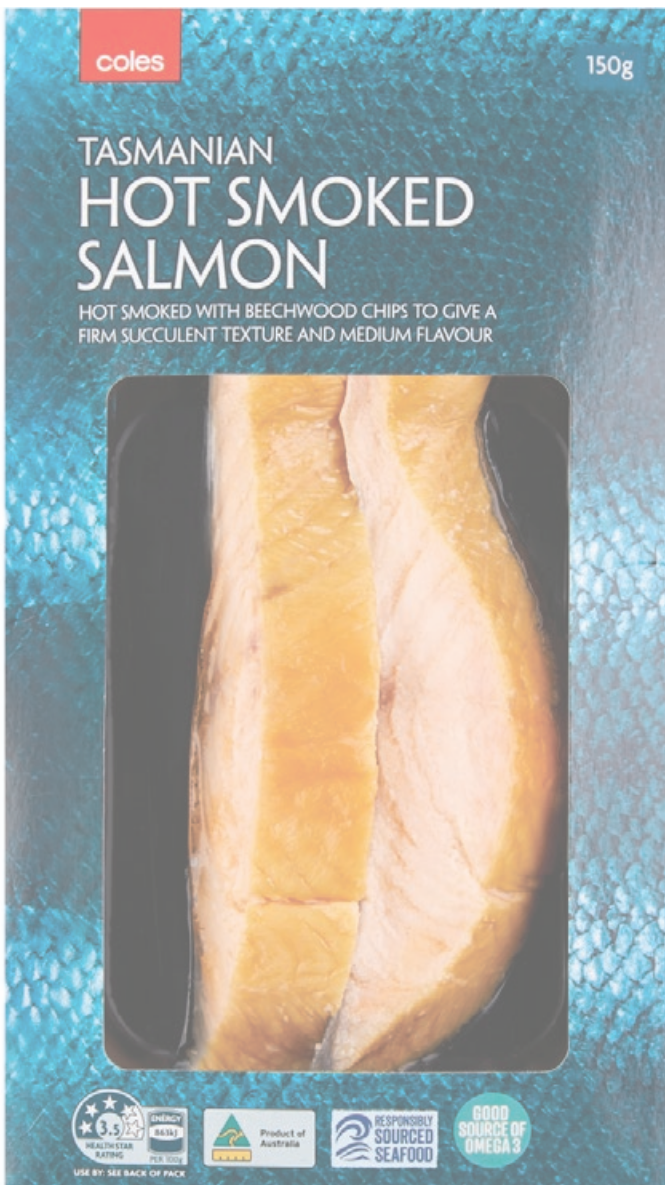
There are many opportunities to further improve packaging design in the future. These include industry progress and developments in infrastructure (such as specialised recycling facilities), market innovation to support supply of quality recycled raw material (especially in relation to food grade packaging), industry awareness and understanding of packaging sustainability including traceability of material to verify recycled content, changes to what is classified as recyclable in Australia; and investment into solutions for packaging that is not currently recyclable, however fit for purpose to meet shelf life and customer expectations.

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

The R3 Packaging Strategy for Coles Brand was established in FY21 and outlines three key pillars and eight initiatives to support the elimination of packaging from landfill. These initiatives support the delivery of Australia's 2025 National Packaging targets. The key pillars of our strategy are Redesign, Recycle and Reimagine.

Some of their future initiatives embedded in this Framework are:

- In FY22, Coles will continue to reduce the need for unrecyclable soaker pads. During FY21 approximately 31 million soaker pads have been removed across their secondary meat packaging sites resulting in more than approximately 59 tonnes being eliminated from landfill;
- Closing the loop on their in-store rigid bakery packaging by utilising 100% recycled plastic in FY22;
- Transferring plastic liners in some of their loose avocado cartons to paper which will roll out across the range in FY22. This will remove approximately four million unrecyclable plastic trays annually from the supply chain, with paper liners able to be recycled back of house in their supermarkets;
- In the Bakery category, Coles is trialling the replacement of problematic polystyrene bread tags with a cardboard option. If successful, these trials will see **XX** tonnes* of plastic removed from landfill each year;
- Trialling initiatives to increase the sustainability credentials of their shopping bag range, by partnering with a cleantech recycling company specialised in converting mechanically recycled post-use maritime fibres, fishing nets and ropes into high quality raw plastic materials to help manufacture their new Coles Marine Bag. The bag is made from 80% recycled materials including 20% marine industry waste such as fishing nets, trawls and ropes that could have otherwise ended up in the ocean or landfill.



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

Coles is honoured to have won this award, Brad Cook, General Manager Own Brand says *“As part of our Together to Zero Strategy we are working with our team members and suppliers to drive generational sustainability. A key part of this Strategy is our Sustainable Packaging Framework, and this award is a testament to the hard work and dedication shown by our team members to continually improve the sustainability of our packaging in Coles brand products. We are also helping make lives easier for our customers by removing non-recyclable PVC, and educating them on how to correctly dispose of their packaging by applying the Australasian Recycling Label (ARL).”*



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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