

MELBOURNE COFFEE & CYCLPAC



**2021 SUSTAINABLE PACKAGING DESIGN
OF THE YEAR - RECYCLE
GOLD WINNER**



**2022 WINNER
WORLDSTAR**

Melbourne Coffee Cyclpac



Key Outcomes and Measurement



Australasian Recycling Logo (ARL)
on pack



Replaces mixed laminate
materials



BOPE, 7 Layer high barrier
coextrusion with EVOH



Return to store
approved

90% LDPE



Recyclable mono material
with barrier

CYCLPAC

Product: Melbourne Coffee
Company: Cyclpac
Country: Australia

Cyclpac provide responsible packaging for the circular economy. To protect our environment from waste, Cyclpac creates packaging that is reusable, recyclable and when applicable compostable. The team collaborate with leading industry manufacturers to bring the best materials and technical solutions to clients around the world. Cyclpac works with converters, brand owners, retailers and manufactures to secure positive packaging outcomes, provide insight, knowledge into the latest and greatest materials and solutions to support a packaging transition to materials that can be easily recycled without compromise to performance. The range of materials and packaging solutions they focus on protects, preserves and extends product life while maximising its value to the circular economy. Cyclpac focuses on single polymer substrates which are up to 70% easier to recycle than mixed polymer alternatives in some instances.

COORDINATED BY



ANZ REGIONAL AWARDS PROGRAM



INTERNATIONALLY ENDORSED BY



EXCLUSIVE ENTRY TO



- **Mono Polyolefin - mono-material (90% PE).**
- **Technical barrier to vapor & oxygen.**
- **No compromise to technical performance.**
- **Easier to recycle - Mono structure material supported by global packaging initiatives.**
- **Replaces 3 ply mixed laminates.**
- **Responsible use of printing inks to support ease of recycling.**
- **Increased global demand for quality recycled polymers and the necessary inclusion of recycled content in non-food contact products is creating the value chain required for soft plastics beyond PET (R-PET).**
- **Mono-Material made from PE and PP support this circular objective.**
- **It is the direction of travel - significant investment in the simplification of input materials to support more efficient recycling.**

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

The industry must embrace smart packaging including advancements in plastics and make it part of all new solutions. The design created for Melbourne Coffee does this, it takes a traditionally mixed laminate structure and makes it simpler to recycle without compromise to protection or preservation of the product. Packaging waste without an 'end-of-life' clearly identified is potentially damaging to the environment as un-controlled rubbish, so it is essential brands sign post to consumers what to do with the packaging - ask them to 'recycle me'.

Unfortunately the industry does not have the capability or infrastructure to be able to scale up the collection and recycling of plastics. This means that with the global population reaching 9 Billion in 2040, and the continued demand for the material, the industry needs to find recyclable alternatives.

Packaging right now needs to be designed so it is easier to collect, sort, recycle and reprocess utilising the technology available. The industry and brands need to continue to invest in infrastructure to support this and embrace what is happening, whilst a better path is found for difficult to recycle materials. 'Recycled' should read 're-purposed', as some limitations exist on how many times polymers can be recycled for their primary function. With clear and efficient recycling streams creating post-industrial and post-consumer high-quality polymers the industry can re-purpose polymers across a vast range of products used every day.

Sustainable Packaging to Cyclpac is dealing with the practical realities of today, not waiting for the next 'better' solution to present itself tomorrow, which it will.



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

External

Policy, legislation, momentum and a desperate need to think about what the industry is producing.

Organisations like WRAP, Ellen Macarthur Foundation, CEFLEX are driving change. CEFLEX members include the 10 largest brand owners and producers in the world who influence a significant percentage of what is consumed daily. When these brands commit to change everyone should get on board and follow the 'dollars' to understand the direction of the global market. There are also evidence-based on-pack recycling labelling programs such as OPRL in the UK, the Australasian Recycling Label in ANZ and How to Recycle in the US which help guide consumers to dispose of the packaging and materials in the right bin.

Internal

Everyone loves coffee but the category is a high barrier to entry from a packaging development perspective. Coffee is a massive global market and a big user of unnecessary mixed laminates like pet food. Cyclpac wants to change the mindset of this sector and the type of packaging that is offered.

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

The Cyclpac team is addressing the Conscious Consumer, which is a growing and demanding market. The team is also addressing the direction of travel for soft plastics packaging. It should be noted that Woolworths published its preferred packaging materials list W/C 5th July 2021, 'Mono-material' substrates are green. This single polymer focus from a retailer supports ease of recycling and the narrowing of the raw material portfolios to make recycling easier in terms of types of materials to be recycled and to support the actual physical/mechanical process of recycling.

This narrowing of material types creates cleaner more consistent recycled polymers which in turn supports the required value chain to support increased recycling soft plastics.



MELBOURNE COFFEE & CYCLPAC

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?

Melbourne Coffee is a complete 're-think' of coffee packaging which is typically mixed laminates. The mono-material design (90% PE) offers much-needed barrier to vapour and oxygen. The mono-material pack has been designed to enable ease of recycling as the priority, along with the packs ability to protect and preserve the product.

Using BOPE in combination with 7 layer co-extruded material, which is the latest and greatest technology, Cyclpac have created an easily recyclable technical bag.

The pack also has 25mu BOPE that outperforms 45mu Blown PE in terms of strength, clarity and heat resistance. The pack also reduces the required volume of material for the pack.

The 7 layer co-extruded materials support barrier performance, opacity and strength and allows the ability to control precisely the material composition and barrier with the introduction of EVOH.

The pack uses no more material by weight, but offers an easier to recycle product which is more broadly recycled globally.

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

On Pack information is focused across multiple areas::

- 1) The client design needed to be interesting and offer effective branding and marketing. The them is four seasons in one day for Melbourne Coffee.
- 2) The pack needed to include clear sign postings for recyclability. This includes the ARL for ANZ and the OPRL for the UK.
- 3) REDcycle Return to Store labelling specific to ANZ.
- 4) On the front of pack the customers are asked to 'recycle me' and make a difference. These types of direct calls to actions will become more typical moving forward once brands understand the value of including end-of-life recycling messaging as a key component of packaging design and consumer appeal.
- 5) The range of colours and coverage of design has been intentionally limited to support ease-of-recycling.

Industry research indicates that consumers want to recycle more so it is critical that they are guided by the pack towards the best solutions.



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

Can you explain each of their roles?

Graphic Designer - They created something interesting in terms of visual appeal that is in line with client and product values and vision. An excellent design brief at the start is required to avoid lengthy delays and increased cost.

Manufacturer - Collaboration and shared understanding of the ultimate objective is key when creating new and innovative packaging, patience and a committed vision is required. Managing client expectations is key to bringing these types of projects to the market.

Technologists - independent verification of process and materials is preferred when developing products. This approach ensures a robust review and appraisal is completed and not made to fit.

Other inputs include linking the Packaging Recycling Evaluation Portal (PREP) to provide appropriate routing for recycling.

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

1) **Policy** - That clearly sets out what materials can be used in the production of packaging across all developed countries. We live in a global market and goods are transported around the world so coherent integration of packaging materials makes sense. This is happening in principle and should be accelerated. This broad vision will drive investment in appropriate manufacturing technology and capacity, focus materials development and most importantly for soft plastics, develop a viable source of consistent post-consumer/post industrial waste (polymer).

With a consistent source of recycled polymer (from soft plastics) the required industries will evolve to utilise them.

The industry has the technology and understanding how to do this now. Yes, chemical recycling might be the future, but the industry can not wait for this to come on-line. We need to regulate and legislate now.

2) **Industry** - It is the responsibility of the industry stakeholders to make things happen as well. This is happening and is driving change, but industry needs legislation to back it up. Once everyone is clear about the direction, investment will follow.

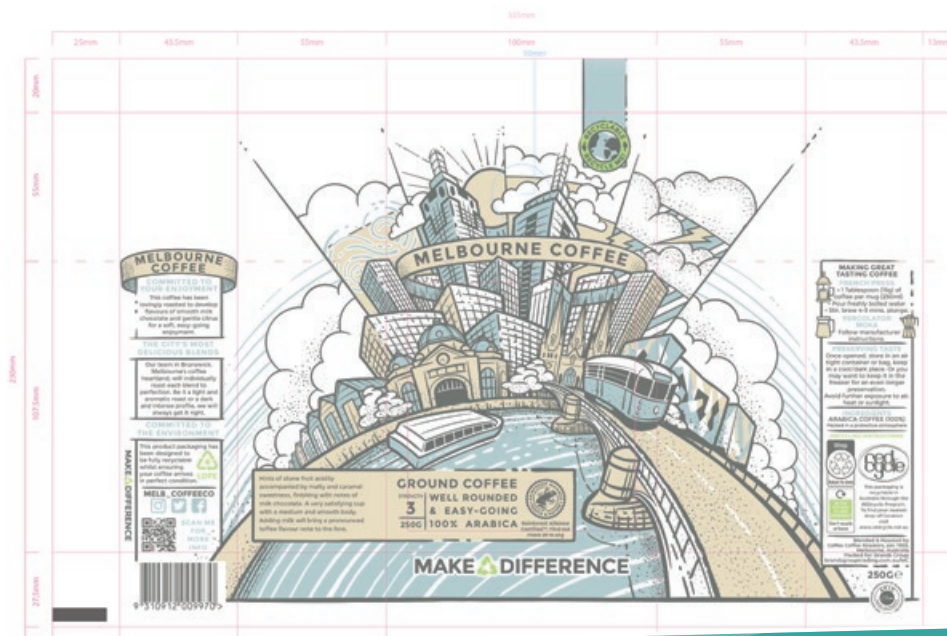
3) **Responsible packaging Responsible producers, Responsible Consumers** - We must ensure packaging has clear purpose and its priority should be to extend the viable life of the product inside, especially when its food related. Reducing food waste is one of the biggest challenges facing our planet, if we can use 30% less foods as a result of not wasting it, that impacts a lot of significant variables we are trying to influence, by just doing it better.

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

The team are just preparing a pre-made doypack bag on along the same principles as part of the 'I'M NOT RUBBISH' marketing push planned. The final piece of this mono-material PE puzzle will be a quad seal project the team are working on.

In the medium term the team plan to develop the recycled content portfolio and PP range for retort packaging, all projects actively being worked on and at different stages of development.

Cyclpac are testing different sustainable treatments to mono material structures to ensure they can accommodate the broad range of packaging formats and styles.



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

Edward Whitehead, Owner, Cyclpac says, "It's fabulous recognition of a lot of hard work in a marketplace that is slowly transitioning to a different model of recycling and re-purposing. The engagement we have received as a direct result of this award has supported our conversations and given our clients the confidence to make brave decisions about packaging choices ahead of the market in Australia."



How is winning a WorldStar Packaging Award valuable to your organisation?



"What an incredible honour and opportunity for the Cyclpac team, showcasing what can be achieved in soft plastic packaging, manufactured on ANZ, in support of a global objective to reduce and recycle makes us very proud and is an excellent building block for our innovative business." says Edward Whitehead, Owner, Cyclpac.



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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