



## 2019 SUSTAINABLE PACKAGING DESIGN SPECIAL AWARD HIGH COMMENDATION

# Detpak RecycleMe™ System



### Key Outcomes and Measurement

**93%**

cup paper fibres to be recovered

**40%**

reduction in the use of traditional polythene lining

**Opal.**

Can be recycled by Opal Australian Paper into other paper products

**2025**

Committed to 2025 National Packaging Targets



Specially designed collection stations with clear customer education



Reduced virgin polyethylene (PE)



The cup is recyclable, with some **1.8 million** RecycleMe™ cups already recycled



Recycling **50,000 cups** saves at least 12.7 trees



Collection partners in Australia, UK & New Zealand



Closed Loop program

# Detpak

**Company:** Detpak

**Product:** RecycleMe™ System provides a sustainable and closed loop solution for takeaway cups and lid

**Country:** Australia

The RecycleMe™ System provides a sustainable solution for takeaway cups. Currently billions of cups across Australia and New Zealand are sent to landfill. Traditional takeaway cups have a difficult to remove PE lining, resulting in cups being sent to landfill, and ending the life of the valuable paper fibres put into manufacturing the cup. RecycleMe™ cups have an innovative mineral based lining that can be easily removed in existing recycling infrastructure. The RecycleMe™ System provides an end-to-end solution beyond the actual packaging product to guarantee takeaway cup recycling into high quality paper products as part of a circular economy, maintaining product value for as long as possible.



- The RecycleMe™ System offers food service providers a returnable takeaway coffee cup service which ensures cups are recycled at end of life.
- Its unique lining material makes the cups repulpable to retain material value.
- Connecting with existing distribution systems reduce carbon footprints for the cups.
- RecycleMe™ provides a sustainable solution for Australia, New Zealand, and the UK's growing café culture.

### What is sustainable packaging to you?

According to Felicity Parker, Marketing Manager, Detpak, *"for her, sustainable packaging is a circular packaging product, which then means at the design stage, the full life cycle of the product has been considered."*

Felicity says *"this approach reflects a number of elements including, making sure the raw materials are sourced ethically; that the production process is as efficient as possible, with low emissions and low energy consumption; and that the distribution is well thought out to reduce the carbon footprint. Once the product is used, there is the opportunity to divert the product from landfill, and possibly recycle it."*

These principles are found in the RecycleMe™ System for takeaway cups. For example, the board is sustainably sourced; because of the unique lining, cups are repulpable; and the system connects with existing distribution networks.

### What is the story behind the design?

Long-time paper and board manufacturers, Detpak, took the opportunity to adopt a lining technology from a US based supplier in 2016. Since licencing the product Detpak have taken a considered, holistic approach to its use in their takeaway cup production, developing and launching a full system called RecycleMe™ in 2017.

Felicity explained that although Detpak could adopt the lining to technically make the cups recyclable and producing other paper products, they needed to be captured before disposal. "Even if you have a lining that's recyclable the cup can't go through a Material Recovery Facility (MRF) because it is recognised as the 3D cup shape, redirecting it to the plastic stream, where it would likely be landfilled."





## RecycleMe™ System

Understanding the need for separate collection to ensure the paper fibre value was retained, Detpak partnered with paper and card collectors to add subscribed food service outlets to their existing routes.

*"Because these companies were already working in document destruction, we knew that they would see the value in the RecycleMe™ cups. They focus purely on paper recycling so it was an excellent match,"* Felicity Parker, Marketing Manager, Detpak explained.

To make collection even easier, Detpak also worked with a partner to develop RecycleMe™ collection stations. Felicity added, *"We took a considered approach to the development of not only the cup but the collection system, piloting before we launched."*

Detpak is not stopping at cups. Detpak have recently released the RecycleMe™ Cold Cups, using the same lining compound. The cups are also certified recyclable to the global PTS 021/97 standard and are guaranteed to be recycled when collected as part of the RecycleMe™ Collection System.

The system now also includes the RecycleMe™ Bags. Also recyclable, the bags are ideal for packaging dry goods.

## Taking responsibility

As a company, Felicity explains, *"Detpak is built on values. We have a responsibility not only from a waste point of view, but also a responsibility for the future of our planet too."*

With the RecycleMe™ System, Detpak is taking responsibility for a move away from a linear approach to cup supply, to one that is circular by ensuring the fibres can be recycled.

Detpak also takes responsibility in educating consumers through their system including effective on-pack and online information.



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

*Felicity Parker, Marketing Manager, Detpak says, "We had been working on this for years to find the right development partners, the right lining technology to enable recycling, and the right collection infrastructure."*

*"To achieve this recognition with an Australasian Packaging Innovation & Design (PIDA) Award reaffirms that we are doing the right thing. It publicly sets us apart from our competitors."*



## What about the future?

Felicity says to improve packaging in the future, innovation, including robotics and smart technology will be incredibly important.

She also says education and awareness of both their customers and then the consumers will ensure materials will end up in the right place.

And policy – "people won't move unless they are given real incentives."



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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