

# EARTHWISE IN PARTNERSHIP WITH PACT GROUP



**2020 SUSTAINABLE PACKAGING DESIGN  
SPECIAL AWARD - RETAIL PACK  
SILVER WINNER**

## Earthwise and Pact Group

75% rHDPE household cleaning range



### Key Outcomes and Measurement

**75%**

Bottles made from  
post-consumer recycle (PCR)

**51** Tonnes

of solid waste saved  
per year

**22 SKU's PCR**

Transition to PCR recycled  
content across all 22 SKU's

**2025**

Committed to 2025  
National Packaging Targets



Reduced virgin materials



Previously a milk, juice or  
water bottle



7 Olympic pools of water  
reduction



Clear on-pack recycling  
communication



Bottles locally made in NZ



CO2 emission savings equal  
to planting 549 trees per year



**Company:** Earthwise and Pact Group

**Product:** For New Zealand's Earthwise brand of PCR 75% rHDPE household cleaning range

**Countries:** Australia & New Zealand

Earthwise, a pioneer in environmentally friendly cleaning products and one of New Zealand's most trusted natural brands, has forged a path from its beginnings in 1967 to become the number one natural eco-friendly cleaning brand in New Zealand supermarkets. The brand recently demonstrated its leadership with the launch of 75% recycled HDPE bottles across its household cleaning range. Committed to reducing virgin resin in its product lines, the Earthwise partnership with Pact Group took home the 2020 Australasian Packaging Innovation & Design (PIDA) Silver Award for Sustainable Packaging Design - Retail Pack, recognising innovation and leadership in sustainable packaging.



- Pact Group partnered with Earthwise to deliver 75% rHDPE bottles for the Earthwise range of plant-based cleaning products.
- Earthwise invested in extensive stability and strength testing in-house.
- Communicating the change in a consumer friendly way was key.
- Challenges in sourcing consistent rHDPE supply at a reasonable cost was part of being innovative.
- The future of packaging will benefit from technology and regional and national policy.

### What is sustainable packaging to you?

For this winning group entry, Dr Gillian Worth, R&D Manager, Earthwise says, *"sustainable packaging is designed not to deplete the environment, but to cycle resources back around in a closed loop, not ending up with waste."*

Kevin Murphy, Account Manager, Pact Group agrees, and says *"this closed loop is a key objective for the Pact Group, between now and 2025, to have the majority of our products contain 30% recycled content."*

Kerry Tomane, Marketing Manager, Earthwise, explains *"the increase in recycled content for Earthwise has reused and diverted over 500 tonnes of virgin plastic from landfill since October 2018 with our move to bottles made from at least 75% recycled plastic (rHPDE and rPET). This result is an excellent contribution to reducing landfill and material recycling."*

### What is the story behind the design?

Gillian explained that *"consumer consciousness around plastic was a key driver in the decision to try rHDPE in their products, At the time, New Zealand was starting to phase out plastic bags, so that plus the NZ Packaging Directive, the Ellen MacArthur Foundation work – it was all raising awareness with consumers."*

For the team at Earthwise, they wanted to see how much recycled content could be used in the packaging and *"be confident the bottle still did its job,"* said Gillian.

Kevin explained that Pact Group supported Earthwise as they completed 8 months of testing, arriving at 75% rHDPE, and 25% virgin HDPE mix. *"We tried a lot of material mixes, to see how each reacted under extreme pressure, especially around stress cracking,"* he said.

Kerry explained how groundbreaking it was for supermarkets to adopt recycled plastic, *"We were doing something at large scale, and for the first time, and that has got its challenges, but we really did believe in it."*



L-R: Earthwise Managing Director Jamie Peters, Kerry Tomane, and Dr Gillian Worth





### Getting consumers on board

The promotion of responsible behaviour by consumers and effective on-pack consumer communication for end of life options forms one of six criteria for the PIDAs.

Pact Group and Earthwise excelled in this criteria, developing their 'I used to be a milk bottle' marketing campaign to promote their rHDPE transition in an easy to understand format.

*"Consumers don't know what rHDPE is. 'This campaign communicated in a way that resonated with consumers and drove brand awareness,'" said Kerry.*

### Factoring in raw material supply

Recycled material quality is improving, says Kevin, *"Even from the material that we received 3 years ago, there have been improvements every year in the quality of material."*

When designing this product, some of the material received by Pact Group blocked up machines due to low spec and contamination. *"You have to pay for quality, but the rest of the world is also looking for rHDPE. We need investment to increase supply,"* said Kevin.

### What about the future?

To improve packaging in the future, Kevin says, *"For us as a processor, technology is key. We have to ensure each batch is tested thoroughly to ensure consistency in quality."*

Gillian says policy has a role, *"because we need drivers – regulation and incentives. Supporting and working in conjunction with existing regional and national recycling schemes is key."*





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

Kevin Murphy, Account Manager, Pact Group says *"it gives a greater profile in the market, and a chance to highlight our leading work in recycled packaging"*.

Kerry Tomane, Marketing Manager, Earthwise, says *"Given our company ethos, this recognition is a massive deal for us. As a NZ owned company, we are always looking for ways to improve our sustainability footprint; we're not standing still."*



## Earthwise Receives Global Recognition with WorldStar Packaging Award



On winning the World Star Packaging Award, Jamie Peters, Managing Director, Earthwise Group Ltd said, *"We were thrilled to be globally recognised at the 2021 World Star Packaging Awards in the Household Category with this innovation. It is just one example of our Earthwise commitment to sustainability and our continual search for new ways to reduce our environmental impact."*



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.



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OF PACKAGING

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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