

# IMPACT INTERNATIONAL



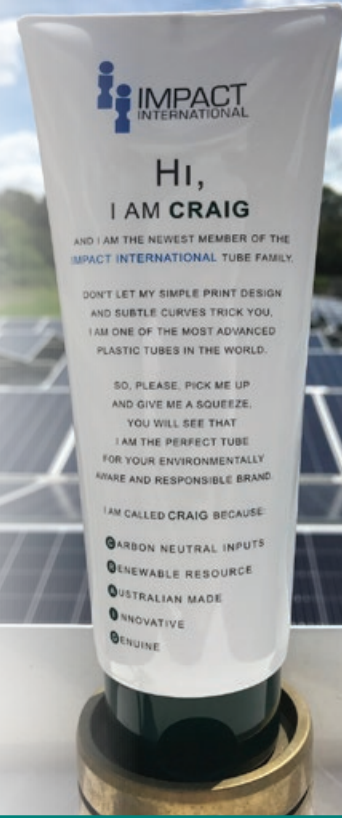
**2019 DESIGN INNOVATION OF THE YEAR  
SPECIAL AWARD - HEALTH, BEAUTY**

**GOLD WINNER**



**2019 SUSTAINABLE PACKAGING DESIGN  
SPECIAL AWARD - MATERIALS**

**BRONZE WINNER**



## Impact International

Fossil fuel replacement plastic tubes

### Key Outcomes and Measurement

**90%**

Tubes can be made with up to 90% recycled material



All 3 tubes are recyclable



**AUS**

Tubes locally made in Sydney, Australia



Committed to 2025 National Packaging Targets



Reduced virgin materials



Recycled PE resin sourced from Australia/New Zealand



QR codes communicate directly with the end user



Impact are an approved collection dropoff point for recycling the tubes



Replaces fossil-fuel based tubes



EOVH barrier layer remains unchanged



**Company:** Impact International

**Product:** Replace fossil-fuel plastic tube packaging with the Sarah, Craig and Margorie range that contain recycled PE and sugar cane PE tubes.

**Country:** Australia

For more than 60 years, the Lajovic family-owned Impact International has been supplying tubes to a range of international-recognised brands. Packaging experience within the family stretches back a further 30 years, offering almost 90 years of tube manufacture expertise.

Their winning entry comprises a range of three named tube designs – Margorie, containing between 20% and 90% recycled low-density polyethylene (LDPE); Craig, containing between 25% and 85% sugarcane derived PE resin; and Sarah, containing 41% sugar cane PE; 41% recycled LDPE, and 18% virgin LDPE resins.



- Impact International is an award-winning, family-owned business, supplying tubes from Australia for over 60 years.
- Their winning entry was a range of recycled content and sugar-cane based tubes to support customer goals.
- With a range of both local and international customers, there are different realities for end of life.
- Government is key in changing the future of packaging.

## What is sustainable packaging to you?

Aleks Lajovic AAIP, Managing Director of Impact International says *“sustainable packaging is being able to produce a package with a minimal footprint on the environment that is fit for purpose.”*

Aleks is a firm believer in packaging being fit for purpose and says, *“I don’t see the benefit of replacing an unsustainable package with a more sustainable package which diminishes the quality of the end user product.”* It is important, says Aleks, to understand what the customer wants the product to do, and then making that in the most sustainable, yet simple manner.

Aleks also recognises there is a very different meaning between sustainability and recyclability – both very important, but quite different. He asks, *“what’s more sustainable? A recyclable package that takes large amounts of energy to produce or its non-recyclable comparison version?”*

The cost to switch to recyclable packaging in testing alone can challenge the sustainability of a package. Aleks says, *“There’s no one simple solution or finish line for sustainability.”*



## What is the story behind the design?

The winning entry is a range of tube packaging, named Margorie, Sarah, and Craig. They contain various percentages of recycled content PE, sugar cane based PE resin, and virgin PE.

No, they are not the names of Aleks’ children. Instead they contribute to the sustainability that Impact is achieving in their business. For example, S for Sarah, represents the company’s investment in their solar farm.

Aleks says they knew that customers wanted to use packaging that was more environmentally friendly. After asking how they could support these customers in their sustainability goals, Impact developed the three options. With a range of customer needs, Impact needed to combine a lot of different factors. For example, for customers looking to reduce their virgin plastic footprint but were not willing to go to recycled content, Impact designed the ‘Craig’ tube, made from sugar cane PE; for those happy with recycled content, the ‘Margorie’ tube offers between 20 and 90% recycled PE; and for those looking to preserve tube strength but also reduce their virgin plastic footprint, ‘Sarah’ offers a mix of virgin PE, sugar-cane PE and recycled PE.

Aleks says, *“We can offer the market a tube with zero or very small carbon footprint; but for others recyclability is a big factor, and we can support that too. We are also supporting the recycling industry in Australia by preventing landfill and creating demand for recycled content in the tubes.”*





## Taking responsibility

Impact is unique in that it manufactures and prints the packaging. Aleks says, *“we do our best at the design and supply end to deliver sustainable, fit for purpose tubes, but we have no control of the packaging once it’s in market.”* Thinking about what happens with their packaging once the product has been used is the one thing that keeps Aleks and his team up at night.

*“We function in global village; we have some good solutions in different parts of the world of how we can recycle products. But for others, there are none. Export is a large part of our business, so we need to work with our customers to understand whether they are looking for sustainability or recyclability.”*

Aleks says, *“This is a global problem – we need a global framework.”*

## Changing market demands

In his 20 years at the company, Aleks has observed transitions in market demands. *“Five or ten years ago, people wanted to have photographic style printing, they wanted to have bells and whistle-style packaging. Over the last three or four years, more and more of the questions that we are asked seem to focus around sustainability, and recyclability,”* says Aleks.

Impact needed to look at what were the products they were making. Questions like – who is buying these products? Who are our customers customer’s the end users of this packaging? – needed to be answered.

*“We then started to work with product designs that could actually be making their packaging more sustainable, but also not having to ask our customers to spend a fortune on retesting their products,”* he explained.

In his experience, Aleks has seen customers spend 18-24 months in design and testing before a pack is able to be brought to market with a changed pack design. *“There is a lot of money and a lot of time invested in that process,”* he says.

## What about the future?

Aleks suggests Government take a role in motivating companies to take action, *“Placing pressure on big brands, and providing incentives to invest in projects,”* are two examples.

Industry leaders are also using the carbon footprinting of packaging to raise consciousness of packaging, and training designers to think sustainably, can also help.



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

*Aleks Lajovic AAIP, Managing Director of Impact International says, "It was a fantastic achievement for our company. All of our 90-strong team were involved in some aspect of tube development. The validation and recognition from this preeminent award confirms we are creating packaging that's going to serve the future well – it's a wonderful thing."*



## Impact Receives Global Recognition with WorldStar Packaging Award



Following the win at the PIDA awards Impact International was then awarded a WorldStar Packaging Award which provided global recognition for the design.



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.

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