





2022 SUSTAINABLE PACKAGING DESIGN OF THE YEAR - RECYCLE/RECOVER GOLD WINNER



MaCher Australia
Royal Australian Mint Coin Packaging

Key Outcomes and Measurement

 <p>Replace 8 layered material non recyclable box</p>	 <p>Meets 2025 National Packaging Targets & SPG's</p>	 <p>Mono material plant fibre (bamboo & bagasse) box</p>	 <p>Reduced weight from 148 grams to 49 grams</p>
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Sustainable Packaging Guidelines

 <p>Optimise Material Efficiency</p>	 <p>Design for Recovery</p>	 <p>Use of Renewable Materials</p>	 <p>Design for Transport Efficiency</p>	 <p>Provide Consumer Education</p>
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MaCher

Product: Royal Australian Mint Coin Packaging
Company: MaCher Australia
Country: Australia

MaCher Australia has over 35 years experience designing, developing, sourcing and manufacturing premium packaging for the liquor, health & beauty, cosmetic, travel and FMCG industries. They work with leading brands to deliver innovative packaging to the highest standards.

By trade, they custom design and manufacture premium packaging. By talent, they create solutions that are authentic to their client's brands. Strategically, they help clients increase sales, launch new products, gain and retain consumer loyalty and raise brand awareness. Increasingly, they consult, design, partner and work with brands to define and meet both short and long term sustainability targets.

By understanding their client's business needs, they are able to deliver sustainable and ethical sourcing combined with total cost of ownership through their supply chain strengths.

<p>COORDINATED BY</p> 	<p>ANZ REGIONAL AWARDS PROGRAM</p> 	<p>INTERNATIONALLY ENDORSED BY</p> 	<p>EXCLUSIVE ENTRY TO</p> 	
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- ✓ ***Our goal was to improve the overall environmental footprint of The Royal Australian Mint's Standard Proof Collectible Coin Box.***
- ✓ ***This required us to look at the end-to-end supply chain of the existing pack format, review the criteria for form, function and performance and then look to an innovative new design, materials and manufacturing processes to achieve the desired outcomes.***
- ✓ ***The original ABS (non MaCher) Single Coin Box weighed 148g and included 8 different materials ranging from ABS, synthetic textiles, aluminium, steel hinges and various adhesives to paper board.***
- ✓ ***The redesigned Moulded Fibre Box (MaCher) reduced the weight to 49g and is made from a single material - Moulded Fibre (bamboo / sugarcane Bagasse blend).***

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

Making the best material and design choices for the challenge at hand. Evaluating how a piece of packaging needs to perform for the brand, product and consumer and how the objectives of all of these can be met with the use of sustainable material sourcing & manufacturing, considered design and end of life disposal.

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

The Royal Australian Mint identified that their previous packaging solution utilised a combination of energy intensive materials that would require the box to be disposed of in landfill at the end of its life.

They requested that MaCher redesign the solution to be more sustainable, whilst still maintaining a quality experience for coin collectors.

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

The redesigned box produced by MaCher is made from a single material – moulded plant fibre - a blend of bamboo and Bagasse (sugarcane waste).

The blend of the two different fibre lengths of bamboo and Bagasse provides the box with flexibility and tensile strength. This means the lift off lid secures to the box without the need for hinges or hardware and the box internal firmly holds the coin cases in place without the need for glued foams or textiles.

The combination of strong design, raw material properties and innovative manufacturing technology provide a sustainable, high quality packaging solution for the Royal Australian Mint.

While entry-level moulded fibre packaging is currently used by the food and beverage industry in Australia, this is the first-time moulded fibre has been used to create high-end, premium, collectable packaging, a packaging category that is usually dominated by a heavy use of mixed materials, including lacquered timber, leather covered boxes and plastics.



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?

When compared to the previous packaging design, we eliminated the energy consumption and emissions that result from the production of the following materials: ABS plastic, EVA Foam, multiple synthetic textiles, adhesive glues, rigid paper board and metal components.

The new moulded fibre solution reduces the weight of the box from 149 grams to 49 grams.

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

To promote and educate the customer on the new packaging format an educational leaflet 'Thank you for your purchase' was included in the pack, communicating the Mint's focus on sustainability and highlighting the environmental benefits of the packaging.

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

Can you explain each of their roles?

The client was The Royal Australian Mint.

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

Communication and education with consumers about the priorities for packaging, why packaging needs to change, what to expect as focus areas and how to appropriately recycle. Current on-pack communication reaches engaged consumers, but wider messaging is needed to reach a wider, less engaged audience.

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

MaCher are constantly exploring new materials and methods of manufacturing to help our clients achieve their sustainability goals.



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

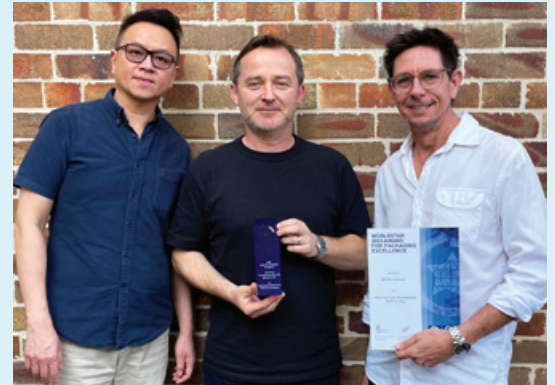
Nadia Klaczkiewicz, Sustainability & Impact Manager, MaCher Australia says, *"It's a huge honour to be recognised. We are extremely passionate about the work that we do, it's great to see the dedication of the team be awarded!"*



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



"Our team are so proud to be recognised on the international stage, alongside the best of the best in the global industry. We put a huge amount of dedication, creativity and work into solving our clients sustainability challenges, and are incredibly proud of this project. Thank you AIP and WorldStar for all your support!", says Nadia Klaczkiewicz, Sustainability & Impact Manager, MaCher Australia.



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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