

OASIS & qDESIGN ENTERPRISES



2021 SUSTAINABLE PACKAGING DESIGN OF THE YEAR - CLOSED LOOP GOLD WINNER



2021 MARKETING DESIGN OF THE YEAR GOLD WINNER

Oasis & qDesign Enterprises Oasis Spice Shaker



Key Outcomes and Measurement



Australasian Recycling Label (ARL) on-pack



Pouches Return to Store REDcycle recyclable



Committed to 2025 National Packaging Targets



Designed for consumer re-use and refill



Mono material **100%** recyclable in kerbside



Rigid + Pouch Reusable Solution



Integrated in-store collection for shakers & refill pouches



Durable for multiple uses



Product: Oasis Spice Shaker
Company: Oasis & qDesign Enterprises
Country: Australia

Oasis is a family run business that operates across the retail food and hospitality industries. They have two stores in Melbourne (Oasis branded) and another in Sydney (Heartland Market Grocer branded).

The business' origins are founded in the manufacture and sale of Middle Eastern foods, but over time, their focus widened to include the manufacture of all kinds of food products and the sale of retail products from all over the Australia and from all over the world.

COORDINATED BY



ANZ REGIONAL AWARDS PROGRAM



INTERNATIONALLY ENDORSED BY



EXCLUSIVE ENTRY TO



- ✓ *There was a desire to get the stories back onto the containers and create a container with better presentation, functionality and sustainable credentials.*
- ✓ *The design grew iteratively and the container developed more sustainable credentials as the design developed, from an initial reduction in material used to make it, to allowing for the container to be refilled multiple times to reduce packaging waste, to developing a returns program to allow the container to be cleaned, refilled and resold to reduce the number of virgin containers being used.*

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

Ely Makool, General Manager, Oasis says, "Two aspects to sustainable packaging - 1) reuse of the packaging as many times as possible and 2) being able to recycle the packaging at the end of its life to enable the full recovery of the materials going into it."

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

For the last 14 years we have written stories on the labels for the herbs and spices that for the most part have no real relevance to the products contained within the containers. Oasis re-branded around 2016 and as a result had to forego the stories from the containers - there just was not enough space to have them on the labels.

We knew that with off-the-shelf packaging formats it would be very difficult to get the result desired in having the stories back on the containers whilst having a good looking functional container.

So the idea was to create a bespoke container for our herbs and spices that 1) was a canvas to get the stories back and 2) was functional as a container for dispensing herbs and spices and 3) looked great objectively and 4) maximised the numbers of containers we could display on shelf and 5) provided a more sustainable packaging format than the generic plastic tubs we had been using (sustainable by way of: using less material to deliver the same amount of product; allowing the consumer to reuse the container through purchasing a refill pouch of herbs or spices; allowing for the return of the used container for us to clean and reuse through a returns program that we have launched alongside the container ['OASIS loop' program]; and ensuring that the container can be fully recycled at the end of its life).

Overall though, it was the desire to get the stories back onto the packs that drove the initial concept, and then it was consideration of the other factors around performance and sustainability that drove the development of the concept.



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

For the business, Oasis have seen a 50% increase in sales of herbs and spices since the launch of the new container. Oasis believe this is a result of the containers displaying a lot better than the previously used generic round tubs that did not show off the contents of the container at all as the labels covered most of its surface.

For the consumers, it is a unique offer for them to be able to refill and reuse a container with the same product that originally filled it. Sure, consumers do this already by keeping empty jars and containers and decanting into them other products. But for a company to give the consumer a container that can be reused for the same purpose as it was originally made for, especially in the category of herbs and spices, is quite novel. The new containers display well from both the front and the side, so allow consumers to clearly find what they are looking for. Oasis believes this is a big plus allowing them to store them at home in various ways that allow for easy inventory management.

The container, and the associated communication around it relating to the OASIS loop program (launched to explain the reusability/returnability/recyclability of the container) has given the consumers an understanding around the positive steps we are taking to being more sustainable.

- The container is more sustainable because it can be returned, cleaned, refilled and resold by Oasis, thereby minimising the need to use a new container.
- The container is more sustainable because their consumers can purchase a refill pouch to refill and reuse it at home, refilling it just ten times saves the use of almost 200g of virgin plastic.
- The container is more sustainable as it uses less material than the original container that it replaces.

Oasis are lucky that by being a manufacturer and retailer, they control over the environment in which the product is sold, and being at the relatively small scale that they are at, they are able to get feedback quickly and directly from their consumers and then act quickly and decisively in response.



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?

There is a 2 to 3 gram saving in material in the new container versus the old container that it replaces. This saving is the result of the reducing the overall container volume (without reducing the amount product in the container).

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

On pack and off pack we provide details on the OASIS loop program. On pack we also detail the steps required to recycle the container.

Oasis launched this new container in the middle of corona virus lock-down in 2020. With the anxiety and fear around corona virus still very much a factor today, they postponed the introduction of the returns program for the container and are looking to launch this later in 2022, or as soon as anxieties around corona virus dissipate. This messaging around the returnability of the container for a refund will be detailed on pack once they launch this aspect of the OASIS loop program.

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

Can you explain each of their roles?

Michael Grima of qDesign Enterprises was contacted at the inception of the project to undertake the technical design of the container and inform the design process around materiality, recyclability, functionality and performance.

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

It needs to start with brand owner investment to close the loop on packaging reusability and recyclability.

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

Oasis are constantly looking at ways to improve their sustainability credentials through using packaging formats that can be refilled/reused/recycled.



As a winner of two PIDA awards, how valuable are the awards to your organisation?

Ely Makool, General Manager, Oasis says "It's nice (and surprising) to have industry recognition."



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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