



**2020 SUSTAINABLE PACKAGING DESIGN
SPECIAL AWARD
SPECIAL COMMENDATION**

Omni Group

PerformX Unbreakable Reinforced Stretch Wrap

Key Outcomes and Measurement

100%

Recyclable stretch wrap

50%

Less film than conventional stretch wrap



5 micron film with superior pallet load containment stretch – equivalent to 25 micron film



60% more load containment



Fibre reinforcement strips through the film



50% reduction in plastic wastage



Tear resistant, eliminating all breakages



20% savings on pallet wrap costs



Reinforced film requires fewer wrapping rotations



Committed to 2025 National Packaging Targets



Company: Omni Group

Product: For the PerformX Unbreakable Reinforced Stretch Wrap

Country: Australia

Omni Group has experienced rapid growth since 1992, becoming one of Australia’s leading industrial, or tertiary, packaging suppliers. Omni Group is contributing to the achievement of their vision – to provide ‘Perfect Pallet Wrapping Solutions’ – with the award winning PerformX 100% recyclable stretch wrap. PerformX is an innovative, effective and sustainable pallet wrapping film. PerformX Stretch Wrap is guaranteed to reduce plastic usage by over 50%. Reinforcement strips through the film make the PerformX tear resistant, eliminating all breakages and reducing plastic wastage. With regular stretch film, any small puncture will tear through the entire width of the film causing wrapping downtime and film wastage. Three reinforcement strips restrict splitting the width of the film if punctured, providing superior load containment. The stretch wrap roll is lighter so can be wrapped by hand without strain.



AUSTRALIAN INSTITUTE OF PACKAGING

INTERNATIONALLY ENDORSED BY



WORLD PACKAGING ORGANISATION



PIDA™
PACKAGING INNOVATION & DESIGN AWARDS

EXCLUSIVE ENTRY TO



WORLDSTAR PACKAGING AWARDS

- **PerformX is an innovative, effective and sustainable pallet wrapping film.**
- **Omni Group designers with first hand knowledge of tertiary packaging supply chains led the innovation.**
- **PerformX reduces plastic consumption by over 50%.**
- **Savings in plastic use equal significant cost savings.**
- **Attention paid to improving sustainability in tertiary packaging can deliver greater results in the future.**
- **Industry-wide education of the tertiary packaging sector can improve supply chain sustainability.**

What is sustainable packaging to you?

Charlotte Salisbury, Marketing Manager for Omni Group, places strong emphasis on reduction as the core principle of sustainable packaging. *"The less you use, the less environmental impact it's going to make,"* says Charlotte. She adds, *"At Omni Group, we are focused on developing products that reduce plastic consumption. Of course, there is the added benefit of cost savings for our customers, because we use less plastic."* The PerformX product cuts plastic use by at least 50%, and saves at least 20% in costs, reflecting Omni Group's commitment to this principle.

Charlotte also sees recyclability as important, evident in the 100% recyclability of PerformX.

What is the story behind the design?

The product was first developed in 2017 through a collaboration between Omni Group and the product

specialists at their Malaysian manufacturing plant. *"Our product development team, based in Melbourne is made up of people who have first-hand experience in warehousing. They know the challenges,"* explained Charlotte.

Opportunities to work out kinks in the supply chain resulting in PerformX and other plastic saving products have also evolved from regular conventions attended by the team. Charlotte says, *"It's a collaborative effort between our designers, our manufacturer, and our resin supplier."*

The challenges of film breakage and damage from rolls being dropped were two key issues that designers were looking to address in this product. There was also a goal to reduce plastic consumption. Charlotte says, *"The team worked on lower micron film, that also improves stretchability and puncture resistance."*



The benefits of design

The design provides two main benefits.

1. Reduction of plastic

Charlotte Salisbury, Marketing Manager for Omni Group explained that because PerformX is 5 UM thick, the amount of virgin resin used is significantly reduced in comparison to a standard 25 UM thick film. *“Because of the reinforcements through the film, the holding force of PerformX is equivalent to that of a much thicker film while requiring much less plastic. The reinforcements means that punctures are eliminated,”* Charlotte said. Overall, a 50% saving in plastic consumption can be achieved without losing product integrity and load containment by providing high stretch yield.

2. Cost savings

Also, a plastic saving is the rolled edge on the roll. Charlotte says, *“If rolls without a rolled edge (which is most stretch wraps) are dropped, the film on the roll is often nicked. Then, every time that section of the role is reached, it is weakened and often tears, so a lot of wastage is saved by having these drop proof rolled edges.”* Without the rolled edges, Charlotte says, traditional rolls often have to be thrown out, wasting plastic and money.

Overall, the cost savings from using PerformX represent at least 20% on total pallet wrapping costs. For one customer, stretch wrap film usage was reduced by 66% - consider what that value would be to your business.

Convincing the industry

Tertiary packaging such as stretch wrap is often overlooked as it sits behind the scenes, away from the customer-facing primary packaging. Charlotte says educating the industry about the innovations such as PerformX is critical to reducing the amount of plastic film used.

“You don’t have to use 25 UM film when there is a 5 UM film that offers superior pallet load containment force,” Charlotte says.

Like any new product, there’s always a transition period where customers need to build trust in the new concept.

Charlotte says there are many people whose response is ‘No, my current supplier is good. I don’t need to change.’ For these customers, visual demonstrations and savings are needed to build that trust.

“When we can demonstrate and present the numbers of what we can save them, they can’t argue against numbers and facts,” says Charlotte.

With PerformX being 100% recyclable, there is the benefit of recycling less – because of the 5 UM thickness.



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

Charlotte Salisbury, Marketing Manager for Omni Group, says that winning the PIDA reinforces the unique design of the film. “This is the first reinforced film for the tertiary packaging industry, so winning the award makes the design more credible,” said Charlotte.

The PIDA also provides benefits with new customers – “When we are presenting this product to new prospects, we can show that it has won the award for sustainable design. Another plus for Omni Group.” Charlotte explained.



What about the future?

Charlotte says, “the biggest thing I see in this industry is there is so much focus on reducing the amount of primary packaging, whereas stretch wrap is more of a tertiary packaging.” For the future, Charlotte suggests a wider vision is needed by brand owners - “What’s been achieved with primary packaging, such as lightweighting bottles, is excellent, but you can only reduce the thickness of a bottle by so much. But with secondary and tertiary packaging – this is where I see the most room for improvement.”

But there is also a need for education and influence. Charlotte sees the work of the AIP as key to making change. “The work these organisations are doing to educate the sector needs to continue. It can help influence decisions for alternatives.” she said.



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.



AUSTRALIAN INSTITUTE 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.

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