



2021 SUSTAINABLE PACKAGING DESIGN OF THE YEAR - INDUSTRIAL GOLD WINNER



2022 WINNER 3x WORLDSTAR PACKAGING AWARDS

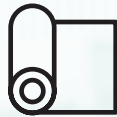
Omni Group

VentX Unico

Key Outcomes and Measurement



Allows air to flow freely through pallet



Decreases pallet wrapping costs by halving film usage



100% recyclable 15 um film



Prevents moisture build up



Increases load ventilation & allows to breathe



Requires fewer wrapping rotations



Ideal for fast cooling, aeration and controlled temperatures



Dispensed through ropers reducing stretch wrap by over 50%



Product: VentX Unico

Company: Omni Group

Country: Australia

Omni Group are an Australian family owned business, inspired by cutting-edge technology, innovation and a focus to reduce the environmental impacts of packaging products. As specialists in pallet load containment and end of line packaging for 30 years, they have engineered the 'Perfect Packaging Solution' for pallet wrapping and its whole product range. From pallet wrapping machines, stretch wrap film, a wide selection of adhesives to mailing bags, void fill, strapping and more. Their award-winning solutions have helped clients reduce their plastic consumption, waste and costs. They are relied on as the industrial packaging supplier with unparalleled commitment to their clients and 100% satisfaction.

COORDINATED BY



ANZ REGIONAL AWARDS PROGRAM



INTERNATIONALLY ENDORSED BY



EXCLUSIVE ENTRY TO



- ✓ **Omni Group saw an opportunity to improve the current practice of pallet load ventilation without compromising load containment.**
- ✓ **They addressed four main challenges when using regular ventilated film – adequate ventilation, optimal load containment, plastic wastage and high costs.**
- ✓ **This world-wide patent design is the first to revolutionise the way the industry applies pallet load ventilation.**
- ✓ **A sustainable initiative that is economical that will reduce plastic consumption, plastic waste & overall costs for the agriculture, logistics & supply chain sectors.**
- ✓ **They are committed to educating their clients & working towards the 2025 National Packaging Targets for tertiary packaging.**

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

Tim Salisbury, Managing Director, Omni Group says, "VentX Unico has been designed to assist the Agriculture and Supermarket sectors by protecting and prolonging perishable foods. To keep produce fresh, meats, dairy, beverages and hot fill products from damage during transit and storage, they need to be ventilated quickly and adequately to avoid condensation. To assist the cooling process, ventilated stretch wrap is used to extend the shelf life by allowing loads to breathe. We address three main areas that fall within sustainable packaging - material usage, design and best practice."

Material: VentX Unico film is 100% recyclable plastic, engineered for optimal performance in both ventilation and load containment. At 15 um, has an extremely high stretch yield, meaning less film is required to wrap a load.

Design: The VentX Unico system is fitted on Pallet wrapper machines; used in conjunction with VentX Unico film, separated on three mini rolls on the one continuous core. The film is dispensed through a roping mechanism and

pre-stretch carriage to allow flexibility to adjust film widths for maximum ventilation and load force required for different pallet load types.

Regular ventilated film at 23 um is fragile due to the structure of pre-cut holes. When stretched, it is prone to breakage. When wrapping a pallet, the holes are overlapped with plastic with wrapping cycles to tighten the load. It defeats the purpose of offering ventilation. Instead it acts as an insulation for the load, increasing cooling times and freezer temperatures required. This is not economical

Best practice: Omni Group are revolutionising the industry by addressing the current problems and challenges to provide the perfect ventilated pallet wrapping solution - optimal ventilation without compromising load containment, reduce plastic waste and overall costs. Often a green initiative can be very expensive to implement. The company has factored this into product research and development to deliver an economical and sustainable solution as well as meeting strict supermarket requirements for palletised loads.



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

The industry has always struggled to deliver both optimal ventilation and load containment. Ventilated stretch wrap is also very expensive to produce and sell. Supermarkets also introduced strict guidelines for accepting palletised loads (no loose tails hanging off a pallet load) to meet OH&S standards

Omni Group saw an opportunity to address the current problems. As product innovators, they invest in product design, research, development and technology to deliver local businesses sound solutions. VentX Unico an example of how Omni Group matches its robust machinery with environmentally conscious consumables as well as lower the overall environmental impacts.

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

Many people are environmentally conscious and want to be a part of the solution rather than contribute to the problem but do not know how. Here is where Omni Group comes in. The company is committed to working towards the 2025 National Packaging Targets within tertiary packaging.

Their award-winning solution can be demonstrated through a 'Cut and Weigh' Analysis; showing a before and after comparison of what clients are currently using vs. the VentX Unico solution. Omni Group can measure the amount of plastic consumption, waste and cost per pallet on an annual basis and reveal how much clients could save by making a switch.

Once clients see the significant benefits, they have an awareness and a moral obligation to shift their mindsets from cost per roll to the overall cost-savings, whilst helping the environment. It is a win-win situation.

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?

The results for the Cut and Weigh Analysis for a typical Australian Food Distribution Centre ascertain the average film usage, waste and costs are in a year. Based on wrapping 3000 pallets per month, we compared regular ventilated stretch wrap with their VentX Unico solution.

Film used per pallet: 124g vs. 72g

Annual film usage: 4464kg vs. 2592kg

Annual film cost: \$44,494 vs. \$18,000

Omni Group were able to reduce plastic consumption by 42%. Equivalent to 10 skip bins per year and reduce wrapping costs by 60%.

Due to smart engineering and design, the pre-slit three bands of film offer flexibility for the user to control the amount of ventilation required for different load types. The high-performance stretch film is reinforced with roped edges to secure the load, eliminating film breakages. Less plastic is used therefore reducing waste. The film is 100% recyclable. Additional savings can be found in productivity, energy consumption and electricity costs in chill rooms as freezer temperature (-20°C) is not required to be as low.



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

Omni Group provides a free on-site consultation to assess the client's needs, current problems/challenges to determine the right packaging solution. For hand or machine pallet wrapping, they undergo a Full Cut and Weigh Analysis so the client is aware of their current plastic consumption, waste and costs.

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

Can you explain each of their roles?

Jonathan Salisbury (Supply Chain Manager) and Tim Salisbury (Managing Director).

As a team, everyone was involved with the product development of VentX Unico from Ideation, Research, Concept Development, reaching out to the manufacturers for prototyping and assessment to then refine the design to take out to market. This solution was a 5-year project that has been successfully launched and is transforming the way the industry applies pallet load ventilation.

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

Tertiary packaging is often overlooked as a component for sustainability. It begins with educating their clients with relevant FAQs and presenting the bigger picture to

decision makers, showing them they can have an ethical, economical and sustainable approach to their packaging problems.

Tim Salisbury, Managing Director, Omni Group says, "Often we face a 'me too' attitude. I have always done it this way and they have too, why is there a need for change? So the initial challenge requires a shift in mindset and a behavioural change in our industry. Once they see the overall savings to their business and environmental impact, there is an obligation for them to implement new sustainable practices."

What has been great is the joint collaboration of community groups and organisations such as AIP who have initiated the PIDA Awards to encourage and embrace the community to be involved by taking action towards a circular economy.

The more exposure of information and programs available to the public, the more business owners can become aware of the problem, making it easier to have that conversation and implement change.

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

Tim Salisbury says, "To continue to play our part in the community and deliver the right message to our clients so they can make an informed decision to implement change and better sustainable practices. If we can lead by example, whether it is a large or small contribution, we hope that it plays a significant impact in the long haul."



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

“It is a tremendous win for our team to be acknowledged by the Australian Institute of Packaging recognising our contribution to sustainability through innovative design in protecting and prolonging our farmer’s and supermarket’s perishable foods. VentX Unico is one of many sustainable solutions Omni has to offer to the supply chain sector. We hope the community can see how tertiary packaging can play a vital role in plastic reduction and lowering our carbon footprint in order to achieve 2025 targets along with improving warehouse efficiency,” says Tim Salisbury, Managing Director, Omni Group.



How is winning WorldStar Packaging Awards valuable to your organisation?

Tim Salisbury, Managing Director, Omni Group says, “To win three WorldStar Packaging Awards is a high achievement for the Omni Group family as we are always striving for innovation and plastic reduction with our integrated solutions. We ensure safety remains at the forefront of all new concepts. To win such an internationally recognised award brings us great honour. As a family-owned Australian business, we were pleased to see Australia and New Zealand awarded 27 global awards.

We responded to our farmers and supermarkets’ request for a stretch film that would reduce plastic usage and costs while allowing the load to breathe and regulate temperate control in chill rooms and in transport. We managed to design a solution that would reduce plastic usage by over 50%.”



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

Australasian Office: info@aipack.com.au For PIDA enquiries: pida@aipack.com.au