

PUNCHBOWL PACKAGING



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



Punchbowl Packaging

Kaituna Blueberries Fibre Punnet

Key Outcomes and Measurement

95%↓

Less plastic than a standard plastic clamshell

10%↓

Weight reduction per package



Recyclable via NZ soft plastics & ANZ REDCycle



Made from renewable unbleached wheat straw



Reduces virgin plastic content (only 2% of overall package)



Home compostable AS5810
Commercial compostable AS4736



QR Code used on lidding to engage and educate consumers



Committed to 2025 National Packaging Targets



Reusable for micro green planting or seedling trays



Company: Punchbowl Packaging

Product: For the Kaituna Blueberries peelable, tamper-proof top seal fibre punnets

Country: New Zealand

Punchbowl Packaging is renowned for exceptional service and world-leading packaging solutions. Increasingly, they are being asked to find environmentally considerate packaging alternatives. At Punchbowl Packaging, they follow their own unique philosophy of 4R's when developing sustainable packaging alternatives – reduce, recycle, reuse, RETHINK.

Their winning Kaituna Blueberries fibre punnet entry is one example of the 25 years' experience and authentic innovative spirit present in the team at Punchbowl to rethink fruit and vegetable packaging. This product replaces the plastic clamshell with a renewable, unbleached wheat straw punnet. The wheat straw is a byproduct of existing agricultural practices.



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- Punchbowl Packaging developed a bagasse punnet as a plastic alternative.
- With a history in kiwifruit growing, the company understands the needs of their customers while seeking to educate on life cycle impacts.
- Collaboration was key to the design, across the supply chain.
- Engaging with customers helped to determine the final result while also educating on sustainable packaging.
- To create change, system thinking and policy is needed.

What is sustainable packaging to you?

Shane Craig, General Manager, Punchbowl Packaging says to achieve sustainability in packaging is to first understand your customer and in turn help them understand the supply chain and the lifecycle of the packaging. *“Just taking the simple principle of reducing what goes to waste, but also the renewability of resources and end of life options; we work with our customers to help them make conscious decisions around the impacts their packaging might have,”* Shane explained.

Nicole White, Marketing Manager, Punchbowl Packaging says, the best way to describe sustainable packaging is, *“that the packaging itself becomes a resource that can be renewed, or recycled or composted.”* Nicole sees a lot of people say they want 100% sustainable or 100% compostable *“but if you can reduce the amount of plastic or man made product that goes into that packaging item, that is still a success in itself.”*

What is the story behind the design?

Punchbowl has supplied the horticultural industry in New Zealand for over 30 years with a many products, some of which are plastic based. Shane explained, *“As a business, we thought about how we can change the game, how we can focus on sustainable pathways for a lot of our products.”*

This is where this PIDA award-winning unbleached wheat straw punnet and its matching tamper-proof top seal comes in. *“We have been working on this design for more than three years, with a focus to design something different that also reduced plastic waste. We also wanted something that had a point of difference on the shelf for our customers,”* says Shane. He recognises that for some customers PET clamshells may deliver the most appropriate package for some products, but he says *“we can all take little steps.”*



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Collaborative innovation

Innovation is a key pillar for Punchbowl Packaging. Shane says, *“as much as sustainability is key, so is innovation and they are just intrinsically linked.”*

Punchbowl Packaging sat down with Kaituna Blueberries to discuss doing something different using innovative materials. *“Kaituna wanted a point of difference with a focus on sustainability, so we had this symbiotic goal to achieve sustainability and embrace these points of difference,”* said Shane. *“When we have brand owners that understand what sustainability means and they appreciate that value, it goes really, really well.”*

Punchbowl developed the design in-house and worked with Kaituna and their manufacturer to create the package over years of trial and error to create the winning entry.

Important relationships

For Punchbowl Packaging, relationships are critical. Shane says, *“It is about establishing long-term relationships that benefit both parties.”*

More than business to business, Punchbowl takes responsibility for connecting with the end-user as well. *“There is very clear messaging for compostability moulded into the tray itself which helps consumers,”* Shane explained.

With Kaituna, Punchbowl also used QR codes to engage with consumers, for both feedback and education.

What about the future?

Nicole says the future needs to adopt the rethink model. *“Everyone thinks about reduce, reuse, recycle, but the whole thing needs rethinking - it’s not just looking at one component.”*

Shane sees change being driven by government with penalties where appropriate, but more so, by encouraging with innovation plans and funding.



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

Shane Craig, General Manager, Punchbowl Packaging says, “The Australasian Packaging Innovation & Design (PIDA) Award was very much a team award. The team decided to submit the application without my knowledge. When your people believe in the product, you have to support them.”

“When I look back, it was a massive win for us, the recognition was super humbling. Everyone was so proud.” Shane Craig said.



Punchbowl Packaging Receives Global Recognition with WorldStar Packaging Award



WORLDSTAR WINNER 2020

Following the win at the PIDA awards Punchbowl Packaging was then awarded two WorldStar Packaging Awards 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
- Accessible & Inclusive Packaging Design
- Save Food 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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