



**2019 SUSTAINABLE PACKAGING DESIGN
SPECIAL AWARD - MATERIALS
HIGH COMMENDATION**

Ranpak
WrapPak® Protector



Key Outcomes and Measurement

 **100%** recyclable



Committed to 2025
National Packaging Targets



100% renewable



50% of all raw materials
are recycled content



Eliminates Plastic



Green solution for insulated
box market



Kerbside recyclable
(where available)



Converts paper on-site
on-demand

Ranpak®

Company: Ranpak

Product: Ranpak's packaging is biodegradable, recyclable and renewable and using the Ranpak equipment it provides companies with flexibility to generate packaging as required, pre-sized and pre-cut.

Country: Australia

Since launching in 1972, Ranpak has grown to deliver sustainable paper-based box packaging solutions to a global market. Ranpak solutions are more sustainable than plastic-based alternatives, delivering packaging that is renewable, biodegradable, and in many locations, curbside recyclable.

The PIDA winning WrapPak® Protector product creates waved paper pads to solve challenges across many different packaging environments and applications. The product can replace a wide range of existing packaging materials and is dispensed using a custom converter which is highly programmable to match evolving needs, and small enough to use at a pack table, in-line or as a stand alone unit. This entry reflects Ranpak's goals to deliver sustainable packaging to the Australian and New Zealand markets.



AUSTRALIAN INSTITUTE
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PIDA
PACKAGING
INNOVATION & DESIGN
AWARDS

EXCLUSIVE
ENTRY TO



WORLDSTAR
PACKAGING
AWARDS

- Ranpak innovated an existing product used in the US market to support the increasing food service market in the Australian region, delivering thermal insulation as well as protection.
- WrapPak® offers space saving solutions, delivering energy benefits by reducing space in warehouses.
- Ranpak offers recyclable packaging, but being paper, end of life impacts are limited.
- The future will be influenced by customer opinion but also by policy.

What is sustainable packaging to you?

Peter Forsyth, General Manager APAC, Ranpak, says *“Sustainable packaging is made from 100% renewable resources, is 100% reusable and 100% recyclable. These are very relatable points for customers, but we also recognise that each customer has different needs.”*

Ranpak's WrapPak® Protector addresses each of these elements. Peter added, "We use recycled paper in a lot of our products, but for those who need more strength, the the WrapPak® protector uses virgin kraft paper which is FSC certified, so we know its being sustainability sourced." Being a kraft paper product, the WrapPak® protector is easily recyclable by end users in their recycling bins which is a key benefit. Ranpak customers seeking sustainable products appreciate these key elements of the WrapPak® Protector design.

What is the story behind the design?

The winning PIDA entry is an adaptation of box lining technology developed by Ranpak in the US. The adapted design supports the exploding food service and home delivery market, among others, with superior thermal protection. Peter says, *"We saw that this growing industry needed thermal protection for between 1 and 8 hours, and at a temperature below 8 degrees Celsius, not zero."* Peter says this was a turning point for the design, "We saw our product compared incredibly well to the competition and that gave us a lot of confidence to expand the product range. That, plus rigorous temperature control testing and customer feedback – we know the product works well."

Ranpak have adapted the use of the WrapPak® Protector to pouches, as well as the traditional use as a thermal liner for boxes. *"We are always looking to develop new products to support the market,"* says Peter.



Space and energy saving benefits

Ranpak sees the push to sustainable packaging results in benefits in many areas – including space savings. *“There is a strong push to get rid of polystyrene boxes and they are looking for sustainable alternatives – not just from an environmental point of view, but the storage perspective as well,”* explained Peter.

“So if you imagine a truck full of polystyrene boxes being shipped, it’s an enormous amount of space being used to deliver and forklift the boxes to, and in, the warehouse. WrapPak® is produced on site, by the customer using our equipment, on demand for the customer whenever they need it,” says Peter.

Warehouse space (and energy) savings are immense with 1 pallet of Ranpak box solution requiring the same space as around 17 to 21 pallets of polystyrene.

Taking responsibility

By using kraft paper for the winning entry, Ranpak promotes the recyclability of the product. But they know that end of life can sometimes mean disposal. *“If our product does end up in the landfill, because it is paper, we know it will decompose. Of course we encourage recycling, but the end of life options selected by the end consumer are difficult to control,”* Peter explained.

Ranpak chooses not to print on the WrapPak®, adding to the recyclability of the product.



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

Peter Forsyth, General Manager APAC, Ranpak, says, "As a company, it was actually the first time we had ever been really given an award here in Australia for any innovation. It was nice to get that recognition. It also helped to promote the product."

"We received enquiries from New Zealand thanks to the promotion. It was a nice feeling to receive the PIDA Award."



What about the future?

To improve packaging in the future, Peter sees the increasing environmental wave as pushing companies to innovate for sustainability. **"With the increase in social media, customers have a very strong, loud voice and it's forcing companies to react,"** he says. Peter also sees both government and corporate policies as excellent opportunities to generate change.



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.



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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