



**2020 SUSTAINABLE PACKAGING DESIGN  
SPECIAL AWARD - PRODUCT PROTECTION  
GOLD WINNER**

**Sealed Air**  
TempGuard™



## Key Outcomes and Measurement

**85%** recycled content  
and the filling is made from  
100% recycled paper

**14**  
Liner pads are only  
14mm thick



Recyclable via  
Australasian Recycling Logo (ARL)



Committed to 2025  
National Packaging Targets



**100%** Kerbside recyclable  
improving post-consumer  
recovery



Flat packed boxes enables  
space efficiency



Alternative to expanded  
polystyrene (EPS) boxes



Provides cushioning and  
protection



Designed for the shipping of  
pre-packaged, temperature  
sensitive goods



Opportunity to reduce  
secondary packaging

**Sealed Air®**

**Company:** Sealed Air

**Product:** Sealed Air brand TempGuard™ kerbside recyclable  
packaging for pre-packaged, temperature sensitive goods

**Country:** Australia

Growth in B2C 'door to door' food delivery services is on the rise. Contributing to this trend is the growth in the ready meal market which is expected to rise to AU\$184.3 million by 2023 at a compound annual growth rate of 10.6% during the forecast period (2016-2023). <sup>1</sup> The challenge for brand owners and processors, however, is maintaining temperature assurance throughout the distribution chain. Breakdowns in the cold chain will drive huge amounts of food and resource loss and compromise food safety and consumer health.

Sealed Air® Brand TempGuard™ is a fully curbside recyclable solution designed for the shipping and protection of pre-packaged, temperature sensitive goods. Comprising 100% paper, TempGuard™ provides excellent insulating properties.



- The global reach of Sealed Air enabled the adoption of TempGuard™ to support the expanding cold chain market across Australia and New Zealand.
- TempGuard™ supports the 'last mile' delivery of temperature sensitive products.
- TempGuard™ is recyclable and comprises a minimum of 85% recycled content.
- The product encouraged cross-team collaboration.
- Education, training, and policy will change the future of packaging.

## What is sustainable packaging to you?

Nicole Roy MAIP, Temperature Assurance Business Development Manager for Sealed Air says sustainable packaging is designed to reduce waste. *"It could be waste from damage, food waste, or wasted resources such as time."*

Nicole sums it up by saying, *"Sustainable packaging starts with sustainable design. It's about being as efficient with materials to ensure it provides adequate protection across the supply chain, all while ensuring we find sustainable ways to manage packaging disposal."*

## What is the story behind the design?

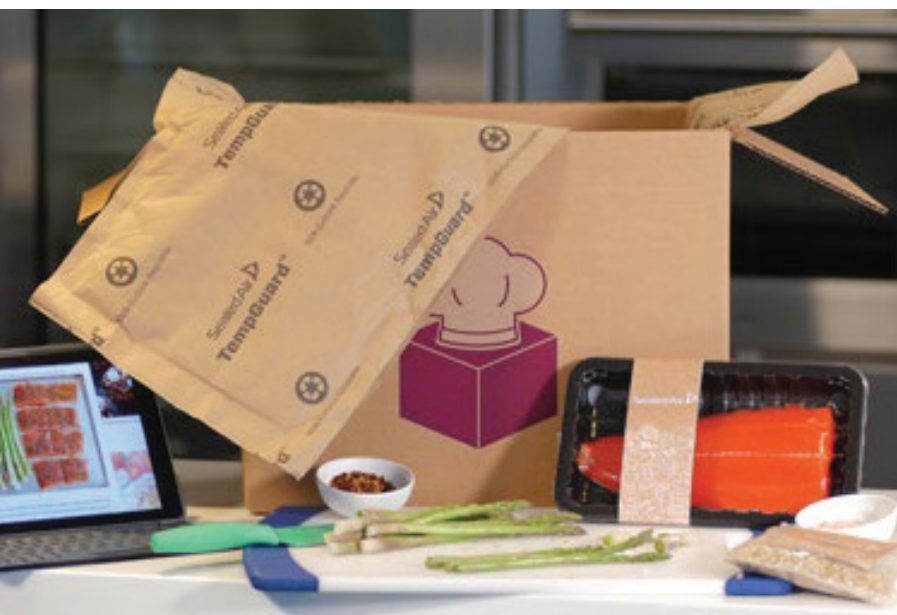
While sustainable packaging is at the forefront of the food industry, the call for sustainable cold chain solutions has escalated. *"Fortunately we were off to a running start as we leveraged Sealed Air's global experience in temperature assurance,"* explained Nicole.

*"Sealed Air's Jiffy padded paper bag has a lot to do with the birth of TempGuard™." Today, Jiffy padded bags are known for their cushioning and protective properties,*

*but Jiffy padded bags were traditionally used to provide temperature insulation for chilled dairy deliveries (like ice cream and milk).*

*By understanding the insulation performance of kraft paper, Sealed Air's innovation and design team, were fast to develop TempGuard™ for today's 'last mile' distribution cold chain."*

While expanded polystyrene (EPS) bins have been the industry go-to solution for cold chain management, EPS presents challenges for the supply chain - from transport and distribution, through to end of life recovery. *"The switch from traditional EPS bins to paper based insulation solutions requires a huge shift in mindset. When we presented our paper based solution for the transport of chilled proteins from processor to retailer, we met with a degree of uncertainty. We soon overcame this perception after many months of trialling and product validation. We were able to meet the temperature standards required of our food processors and retailers. It really is a good news story."*





## Making it local

All components of TempGuard™ (liner and the shredded paper) are made from raw materials sourced from Australia. *"We really depend on newsprint because of its insulation properties. We may need to look for this material in other markets in the future, but for now, it's Australian made."*

What's more, TempGuard™ is kerbside recyclable, which makes it easier for consumers to recycle. As consumer sentiment for recyclable packaging grows, TempGuard™ will help brand owners meet that need.

## The team

TempGuard™ is the perfect compliment to Sealed Air's CRYOVAC(R) food packaging brand which is also designed to deliver protection and sustainable value across our food supply chain.

*"The launch of TempGuard™ has been really exciting and we're discovering an unmet need in our food supply chain. The opportunities just keep growing because we all know what the product can do, and how it can help"* says Nicole.

## What about the future?

Nicole believes more awareness around the use of materials is needed to improve packaging design in the future. As a current student of the Diploma of Packaging Technology with the AIP, Nicole sees training as part of that awareness, also supporting and delivering consumer education that is easily understood. Policy is important, using Europe as the example – *"taxes and extended producer responsibility programs can be a strong motivator,"* she said.



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

*Nicole Roy MAIP, Temperature Assurance Business Development Manager for Sealed Air, reflected that the award, “validated the work that people had done in the background to adapt this product to the local market which was important.”*

*The award also proved there was an industry need for the product which Nicole says is growing daily.*

*“It helps people see Sealed Air in a different light. We are not just a plastic manufacturer; we can actually offer packaging that is paddock to plate. The PIDA helped promote that,” Nicole said.*



## Sealed Air Receives Global Recognition with WorldStar Packaging Award



Following the win at the PIDA awards Sealed Air was then awarded a WorldStar Packaging Award which provided global recognition for the design. The annual PIDA award program is the exclusive entry point for ANZ for the WorldStar Packaging Awards, which are run by the World Packaging Organisation (WPO).



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.

**Australian Institute of Packaging**  
Australasian Office: [info@aipack.com.au](mailto:info@aipack.com.au)  
For PIDA enquiries: [pida@aipack.com.au](mailto:pida@aipack.com.au)