

WOOLWORTHS



2021 SUSTAINABLE PACKAGING DESIGN OF THE YEAR - RECYCLE SILVER WINNER



2022 WORLDSTAR SUSTAINABILITY SPECIAL AWARD SILVER WINNER



2022 WINNER WORLDSTAR

Woolworths Paper Seal Meat Tray



Key Outcomes and Measurement



Eliminates **114 tonnes** of plastics from 7 beef cuts ranges



Weight reduction is **9.7g per tray** which = **29 tonnes** per annum



Australasian Recycling Logo (ARL) on-pack and REDcycle approved



Moved from a non-recyclable laminated plastic tray



Uses **75%** less plastic in meat trays



FSC Certified with REDcycle compatible top & bottom films



Product: Paper Seal Meat Tray

Company: Woolworths

Country: Australia

Woolworths is the largest grocery retailer in Australia and New Zealand. At Woolworths, they are deeply committed to fulfilling their environmental and social responsibilities and meet their own aspiration to become Australia's most sustainable retailer. Since the removal of single-use plastic bags and the sales discontinuation of plastic straws at their stores nationally back in 2018, they have continued to evolve their business models to do the right thing and address the growing concern on packaging waste problem of their valued customers. As a testament to Woolworths unrelenting commitment over the past years and to reinforce their sustainability efforts to bring lasting positive changes to their People, their planet, and their Products, they have recently launched their 2025 Sustainability Plan that covers a wide range of sustainability initiatives – one of which is embracing a circular economy mindset and adapting best practices across their entire value chain to sustainably source and responsibly package their Own Brand products.

COORDINATED BY



ANZ REGIONAL AWARDS PROGRAM



INTERNATIONALLY ENDORSED BY



WORLD PACKAGING ORGANISATION

EXCLUSIVE ENTRY TO



WORLDSTAR PACKAGING AWARDS



2022 WINNER WORLDSTAR



2022 WORLDSTAR SUSTAINABILITY SPECIAL AWARD SILVER WINNER

- ✓ **Lighter Packaging and Less Plastic Usage.**
- ✓ **Recyclable fibre-based Vacuum Skin Packaging Tray.**
- ✓ **REDcycle-compliant Tray Liner and Lidding Film.**
- ✓ **Straightforward Recycling Instructions on Pack.**
- ✓ **Higher Potential for Recycling and Recovery Rate.**
- ✓ **Tray Design Towards Circular Economy.**

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

The concept of sustainability revolves around taking responsibility and it is also dynamic. From a packaging point of view, it means progressively doing better in choosing the appropriate format, right materials and usage, and suitable technology to deliver the required functions of the packaging in safeguarding the safety and quality of the product with the lowest possible environmental impact.

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

Woolworths likes to work with suppliers and trading partners with similar driving principles to create a Better Tomorrow - empowering their communities, caring for their environment, and delivering sustainable product and packaging options.

The innovative PaperSeal® Skin tray meat tray is a result of the extensive collaboration of team members, trading partners, and packaging suppliers to shift towards more sustainable alternatives across their entire portfolio. Through investing in mutually beneficial partnerships to utilise such innovative technologies, the launch of their new products in the paper meat tray brought them a step closer to achieving their packaging sustainability goals as a business and in creating an ecosystem that can foster a circular model for different types of packaging formats and substrates.

Woolworths will keep working on similar value-adding projects under its new Sustainability program with these vital driving principles at the forefront of their minds and in everything they do.



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

Using a breakthrough technology, the PaperSeal® Skin tray was intuitively designed with improved sustainability credentials versus previous plastic tray design whilst maintaining product freshness and quality.

1. Sustainable Choice and Usage of Packaging Materials.

The single-piece tray itself is produced from renewable fibres from sustainably managed forests with a barrier lining on the inside surface using a polyolefin-rich film to meet its required functionality and performance. This barrier-lined paper tray weighs 6.7g less than the previous rigid plastic tray and when all the packaging components that make up the previous and new packaging systems are accounted, the new format is still lighter (lower packaging to product ratio) by 9.7g or 29 tonnes of packaging materials per annum. With the PaperSeal® Skin tray format, its lightweight feature offers sustainability and operational benefits that cascades through our entire supply chain. The reduced weight also provides extra convenience to our valued customers when shopping in store.

2. Optimised Use of Plastic in Packaging

In response to the growing concern on the use of plastics in packaging, the transition to the PaperSeal® Skin tray format across 7 popular beef cuts in the Woolworths Specially Selected and Grass Fed beef range enabled our business to further reduce our plastic usage by 114 tonnes per annum. This milestone is achieved because the new packaging system uses 75% less plastic than previous.

3. Separating Components Made Possible and Easy for Proper Recycling

Woolworths understands the complexities and challenges that surround recycling packaging. For one, choosing packaging materials that are technically recyclable does not necessarily indicate the packaging will be recycled. Another key aspect to consider is the possibility to separate the components which is another desirable feature of the PaperSeal® Skin tray. Not only are the tray components separable, but they can also be separated easily without needing any tool which allows consumers to then recycle the plastic-free paper tray at kerbside whilst the barrier lining can be returned to a Woolworths store after rinsing to remove any meat residue. In partnership with the RED Group, the returned soft plastics are recycled through the REDcycle Program.

In addition to improving material usage and overall recyclability outcome of the packaging system, the recycling instructions are also made straightforward and easy to follow to drive correct consumer behaviour and achieve the highest potential material recovery rate.

4. What benefits does this new design offer your business?

The launching of PaperSeal® Skin tray marked yet another milestone in their bid to reduce the amount of plastic packaging they use in their products. This significant achievement is important to their business as it strengthens and highlights our position when it comes to tackling packaging waste. The successful launching of PaperSeal® Skin tray across several of our meat products acts as another catalyst towards meeting their packaging sustainability goals and commitments and their aim is fundamentally not just about limiting negative impacts but rather pushing the boundaries to collaboratively create positive benefits.



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?

Data analysis of empirical data to compare the two formats is summarily presented below to demonstrate the claims made in Q4.

Previous Format:

- Plastic Tray with laminated Plastic Barrier Film + Plastic Lidding Film + Plastic D-wrap

New Format:

- Paper Tray with peelable Plastic Barrier Film + Plastic Lidding Film + Plastic D-wrap + Plastic Flash Label ('New')

% Plastic Reduction per Unit:

- Weight of Plastic in Previous Format = 37.57g
- Weight of Plastic in New Format = 8.00015g
- Plastic Reduction per Unit = 29.56985g
- % Plastic Reduction per Unit (raw) = 78.71%
- % Plastic Reduction per Unit (claimed) = 75%

Tray Weight Reduction per Unit:

- Tare Weight of Film-laminated Plastic Tray = 23.84g
- Tare Weight of Film-lined Paper Tray = 30.57g
- Tray Weight Reduction per Unit = 6.73g

Total Packaging Weight Reduction per Unit and per Annum:

- Tare Weight of Previous Format = 37.57g
- Tare Weight of New Format = 27.84g
- Weight Reduction per Unit = 9.73g
- Sales Units per Annum = 3,056,456
- Total Packaging Weight Reduction per Annum (tonnage) = 29.74 tonnes

% Paperboard from Sustainable Source (FSC-certified):

- Quantity of Sustainable Paper in new Format = 19.84g
- % Sustainable Paper in new Format = 71.26%



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

Woolworths is the first retailer to sign up to the APCO membership back in 2007 and rolled out their first Australian Recycling Label (ARL) on their Own Brand Products in November 2017. Since its inception, Woolworths have rolled out ARL's on over 2,500 Own Brand products and has publicly committed to actively promoting proper recycling, including displaying the ARL on 100% of Own Brand product packaging by the end of 2023.

Continuing their longstanding advocacy on proper recycling to increase recovery rate and reduce landfill waste, the Woolworths Own Brand Packaging team, in conjunction with the Design and Marketing teams, ensured that the correct ARL icons and instructions were added and clearly stated on the PaperSeal® Skin trays.

Two sets of instructions were printed on pack, one on the top side and the other on the back side of the tray, such that consumers can conveniently read through the instructions without causing a mess from flipping the emptied packaging. In addition to this, the stepwise instructions come with visual illustrations for a more effective communication across diverse customers.

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

Can you explain each of their roles?

The successful launching of their Specially Selected and Grass Fed beef product lines in PaperSeal® Skin tray is the result of the successful involvement and collaboration of different key stakeholders.

PaperSeal® Skin Tray Supplier – Responsible for the design and development of the fibre-based tray including the verification and validation of the design and testing protocols to qualify this innovative Vacuum Skin Packaging Tray.

Product Manufacturer – Working alongside PaperSeal® Skin Tray to conduct production trials and transit tests. In addition to this, coordinate with Woolworths Team for the microbiological and sensory testing.

Woolworths Food Company Internal Teams – Vertical and horizontal integration enabled the onboarding and formulation of a workstream that was responsible for validating test results and claims and ensure all regulatory and non-regulatory requirements in relation to tray performance and product labelling are satisfied, guaranteeing product safety and quality for consumption.

- Quality Team.
- Group Commercial Team.
- Policy and Regulatory Team.
- Artwork Design Team.
- Packaging and Sustainability Team.

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

To achieve a sustainable ecosystem that foster circular economy, each aspect in this ecosystem must be on board and should advance at a similar rate as others. By keeping the front and back ends of the system with support from several enabling bodies, the chain is not broken, and that chain shifts from linear to circular.

Technology and Investment – Government and Private sectors must continue to support pilot research projects and capital expenditures such as building additional new and recycling infrastructures to scale-up new and emerging technologies and increase accessibility for a higher rate of recycling.

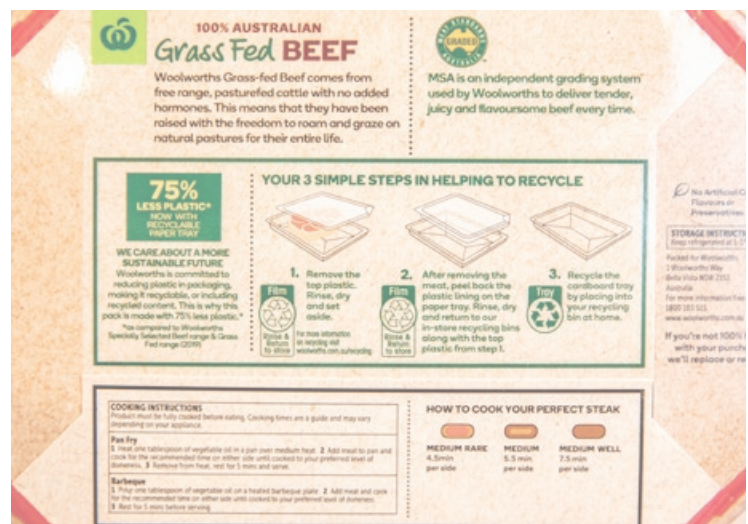
Policy and Legislation – Provide the necessary legislative framework (Research Grants, Capital Investments) to accelerate the shift towards the use of renewable materials and resources and work towards a circular system where packaging waste is viewed as a resource.

Education – Getting everyone in our community to get on board requires clear, constant, and consistent communication around their roles and responsibilities and how essential their involvements are. The participation of consumers is as critical as the packaging design in the circular loop.

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

At Woolworths, they are continuing the work they have started in line with their customer commitments and the 2025 Sustainability Plan:

- 2025 National Packaging Targets.
- Working with partners to create ecosystem.
- 50% reduction in virgin plastic by 2024.
- 60% recycled content by 2025.
- Refillable and reusable packaging.
- Phase out hard problematic materials by 2023.
- Australasian Recycling Label on 100% of products by 2023.
- 100% of Own Brands packaging widely recyclable, reusable, or compostable by 2023.
- Develop a problematic materials list for brands (completed).



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

“Being able to make an entry and have it recognised in the Australasian Packaging Innovation and Design (PIDA) give the Woolworths Team and our partners a sense of accomplishment and a proof that we are doing the right thing for our community and the environment. Winning such prestigious award fuels our drive and passion for Sustainability and we are even more determined to take the lead on creating positive changes and to lead by example,” says Mark Saturnino MAIP, Packaging Specialist, Woolworths.



How is winning WorldStar Packaging Awards valuable to your organisation?

Mark Saturnino MAIP, Packaging Specialist, Woolworths says “We are incredibly proud of this additional recognition for our PaperSeal Skin meat trays which have helped us reduce the amount of plastic used by 75%. To receive a WorldStar Packaging Award and then find out we also won a silver in the coveted Sustainability Special Award, is a testament to the work of our packaging teams and external partners to deliver a practical and sustainable design. Our innovative paper meat tray is further proof that we can do right for our environment and deliver for our customers by working together for a better tomorrow.”



2022 WINNER
WORLDSTAR



2022 WORLDSTAR
SUSTAINABILITY
SPECIAL AWARD
SILVER WINNER



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