



**2021 SUSTAINABLE PACKAGING
DESIGN OF THE YEAR - GENERAL
SILVER WINNER**



BioPak

Kapiris Bros Tomato Punnet

Key Outcomes and Measurement



AS5810 AS4736
Certified Compostable



Renewable Bagasse &
Wheat straw pulp tray



Meets 2025 National
Packaging Targets

Certified



Corporation



Breakdown into
nutrient-rich
compost



Eliminates single
use plastics



Replaces
problematic
materials



Lidding - Return
to Store



Product: Kapiris Bros Tomato Punnet

Company: BioPak

Country: Australia

BioPak was founded in 2006 and specialises in designing, producing and distributing certified compostable carbon-neutral packaging made from rapidly renewable plant-based materials including bioplastics and bagasse pulp. Born out of an idea to eliminate problematic, unnecessary, and unrecyclable plastic packaging BioPak's focus has been on eliminating single use fossil based plastic used within the food and foodservice industry.

As more businesses seek to reduce their consumption of single-use plastic in order to meet government legislated targets and consumer demands, a new generation of fibre-based alternatives are the preferred choice where they provide the required functional performance along with the ability to be recycled in the paper or organic waste stream.

COORDINATED BY



ANZ REGIONAL AWARDS PROGRAM



INTERNATIONALLY ENDORSED BY



EXCLUSIVE ENTRY TO



- ✓ **BioPak solutions reduce the amount of single-use plastic used within the fresh food industry with a home compostable and recyclable pulp and fibre based alternative.**
- ✓ **The design was a result of a collaborative effort, and the support and input from consumers, retailers has been crucial in the development process of the product.**
- ✓ **Switching to pulp has avoided the use of 31.5 tonnes of plastic every year, and has helped Woolworths' transition to recyclable, compostable or reusable packaging by 2023.**

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

According to Richard Fine, Founder & Non-Executive Director of BioPak, *"Sustainability in packaging requires a holistic approach backed up by scientific-based evidence that takes into account the impact of a product at every stage in of its life cycle – it begins with responsibly sourced renewable raw materials, continues with environmentally certified and energy-efficient production processes, and ends with recovery and recycling of raw materials to ensure resources can be reused and returned back into the system"*.

While sustainable and environmentally friendly packaging are not considered to be one and the same, the use of sustainable materials in creating new packaging options do have a positive impact on the environment.

BioPak utilises agricultural residue generated in the production of sugar. This rapidly renewable and abundant material is given a second life when used to produce moulded pulp trays and containers. After disposal, the trays can be recovered and recycled in the paper recycling stream.

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

Consumers are becoming more vocal about how important it is for companies to have a sustainability focus to the products that they generate and sell in the marketplace. More consumers, especially Millennials and Generation Z, are willing to switch to different brands based on a given company's commitment to the environment.

A growing awareness regarding the environmental impact of plastics coupled with a demand from retailers and consumers for brand owners to reduce the amount of single-use plastic packaging are all drivers motivating companies to rethink their use of plastic within their supply chain.

Biopak worked closely with Kapiris Bros, to create a solution with the equivalent functional performance of plastic containers that were previously used for this application. It needed to protect the product, withstand the rigors of the cold chain, be easily integrated into the existing packaging process in addition to visually differentiating their offer from the competition.

Collaboration is key and the support, input, and feedback from consumers, retailers, packers and producers must be taken into account when developing new packaging solutions.

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

The benefits not only provide value to their customer, but more importantly to the end consumer. BioPak's customer's belief in preserving and protecting the environment has been a commitment to an expanding list of sustainable business practices. The implementation of this new tomato punnet design has empowered them to stay true to their sustainable business goals, and a perfect example of how a simple swap in material reduces the impact a business has on the environment. Sugarcane pulp is a great example of a versatile and innovative solution that can be applied across many applications within the industry.

This project has formed a valued cross functional relationship between BioPak, Kapiris Bros and Woolworths, driving shared values to work towards Woolworths' 2025 Sustainability Plan. Through this new tomato punnet design Kapiris Bros have replaced plastic trays with pulp trays which helps towards Woolworths' transition to recyclable, compostable or reusable packaging by 2023.

Consumers of fresh produce expect accountability in confirming that what is on their plate is grown and packaged in a manner that places the sustainability of their environment at the forefront of their collective concerns. Sugarcane tomato punnets are recyclable, home (AS5810) and industrially (AS4736) compostable to Australian Standards. Consumers are able to dispose of the packaging in either their paper recycling or home compost bin.

The new Kapiris Bros Tomato Punnet provides reduced consumption of single-use plastics whilst visually differentiating the brand from the competition.



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?

Switching to pulp is avoiding the use of 31.5 tonnes of plastic every year - at 75% (TBC) paper recycling rate they can expect that at least 75% of the pulp trays' 25,0000 kg of material is recycled.

Switching from single-use plastic packaging derived from finite fossil resources to sugarcane packaging makes a big difference: For every 10 million tomato punnets made from sugarcane over conventional plastic packaging, will avoid 280,000 kgs of fossil-fuel plastics, offset 744,155 kgs of carbon emissions. As it is a natural material it will not persist in the environment in the event that it escapes collection.

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

The trays have home compostable and recyclable logos embossed on the base to guide the end-users on the disposal options. The carton has the seedling, home compostable, recyclable and carbon neutral logos. Kapiris Bros regularly communicate the impact that the customers have made, with impact data statements sent out and the cumulative impact data stated on all invoices.

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

Can you explain each of their roles?

In-house industrial and graphic designers worked on the technical and aesthetic aspects from the start to finish. Throughout the development process, there was a close collaboration with the customer, Kapiris Bros, Woolworths, end-users, and several prototypes, to make sure there were no adverse functional or operational performance impacts. The retailer provided feedback to all parties during the process.

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

Packaging design will continue to improve as new production technologies, coupled with the development of new materials, offer improved functional performance and reduced environmental impact.

Michelle Sendus, Marketing Manager for BioPak says, "I believe it will continue to improve without any external drivers; however policy and legislation will speed up the process of eliminating unnecessary and problematic packaging. Recovery and recycling infrastructure will also play a part in driving change within the packaging industry as they are intrinsically linked."



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

Gary Smith, CEO, BioPak says, "It is a great honour to receive this prestigious award from the Australian/New Zealand Packaging industry. Co-ordinated by the Australian Institute for Packaging, these awards recognise businesses that are making a difference in their space and it is wonderful to be recognised by the packaging industry for sustainable packaging. These awards in particular are also a feeder into the WorldStar Packaging Awards, for which BioPak won global recognition for the Blue Harvest Oyster Tray in 2021."



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