

FRESH TECHNOLOGIES & SEALED AIR



**2017 SAVE FOOD PACKAGING DESIGN
OF THE YEAR - SPECIAL AWARD
GOLD WINNER**



**2018 WINNER
WORLDSTAR
SAVE FOOD
SPECIAL AWARD**



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WORLDSTAR**



Fresh Technologies & Sealed Air

Cryovac® Freshness Plus® Active Barrier Packaging

Key Outcomes and Measurement



Extends Freshness &
Flavour



On-Pack
Communication

90 days

90 Day Shelf
Life



Avocados saved from
landfill



Farm to Plate



Design to Preserve,
Promote & Protect



Reduces Product
Spoilage



Extension of
shelf life

Save Food Packaging Guidelines



Contain & protect



Extend shelf life/
preserve



Household
convenience



Consumer
education



Balance environmental
impacts

Sealed Air®

Product: Cryovac® Freshness Plus® Active Barrier Packaging

Company: Fresh Technologies & Sealed Air

Country: New Zealand

Sealed Air partners with its customers to solve their most pressing resource challenges by delivering new solutions derived from its unmatched industry knowledge and expertise. These solutions create a more efficient, secure and less wasteful global food supply chain, and enhance e-commerce through fulfillment and packaging solutions to protect the worldwide movement of goods.

COORDINATED BY



ANZ REGIONAL AWARDS PROGRAM



INTERNATIONALLY ENDORSED BY



EXCLUSIVE ENTRY TO



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When considering your services and products within the supply chain through to the end consumer, what is your organisation's understanding of food loss & waste?

According to Alan Adams MAIP, Sustainability Director - APAC region, Sealed Air, "Food losses is food we lose through the supply chain due to factors like damage while food waste is edible quality food that successfully gets through the supply chain but is still not consumed. A lot of food waste is within consumer homes.

In this case, the avocado spread program was about tackling food loss, because it enabled recovery of fruit that otherwise would have been lost at the farm level. The result was generating a stable product from avocados that were not able to be exported or a sold as a whole fruit. The new packaging enabled a very long shelf life giving them access to a wider processing window and new markets, which in turn meant that more of the crop is sold at value that otherwise would have been lost."

Sophie Sumner, Sealed Air added that, "Fresh Technologies had an existing spread in the marketplace, which had a limited shelf life of 30 days. They were getting a couple of customer complaints and the pack at the time was a passive barrier versus an active barrier in the new packaging technology."

What was the packaging like before the new design?

The previous pack was a thermoformed high barrier pack. Like the majority of barrier films used today, it performs as a passive barrier - reducing the rate of transmission of oxygen through the pack. With avocado being so sensitive to oxygen, the maximum shelf life achieved was 30 days.

What factors prompted you to enter the PIDA awards?

The step change in shelf-life made it a perfect fit for the PIDA Awards Save Food Packaging Category. The annual PIDA Awards programs is a great way to drive industry awareness, help the supply chain understand the value of packaging and last (but certainly not least) celebrate the great outcomes.

When thinking about developing your award-winning packaging, what was the design considerations for minimising food loss & waste and why?

Avocado is so sensitive to oxygen, so the use of active barrier materials in conjunction with in-house processing of the avocado was critical to maximising its shelf life and the desired product characteristics like colour, texture and freshness.

Are these considerations implemented in your NPD process every single time?

Absolutely. Protecting hard earned harvests is priority and underpins the CRYOVAC® food packaging brand. Packaging must deliver a series of sustainable outcomes, but reducing waste is a key priority.



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How do you measure the impact in your product packaging design has on food loss & waste levels?

From farm to fork, stakeholders across the supply chain are monitoring this data. For Sealed Air, the impact is measured by assessing how the pack design performs during the packaging process and ensuring the package integrity is fit for use across the entire supply chain.

What do you believe is the most successful outcome/benefit from this design?

It was about the transformation of shelf life from 30 days to 90 days as a result of packaging design and processing optimisation initiatives. It means significantly less wasted avocado and less wasted resources and demonstrates how we make our world better than we find it.

Is Save Food Packaging design comparatively more expensive than standard packaging? If so, could you estimate in percentage how much more?

Ultimately, Sealed Air are helping their customers win through reducing food loss and waste, extending shelf life, driving operational efficiency and helping customers to build their brands. There is a whole lot of value in this and as such, unit pack costs become less relevant.

As an award winner and a best practice leader, would you recommend/promote to other organisations the Save Food Packaging design benefits? If so, what would these be?

Yes absolutely. Step back and have a look at the whole problem and see if you can design solutions that can tackle end-to-end full lifecycle approach thinking. In this case, Sealed Air developed a solution that offered the customer great benefits as well as addressing food waste challenges.



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

Alan Adams MAIP, Sustainability Director - APAC region, Sealed Air says, "This award is in recognition of Sealed Air's collaboration with Fresh Technologies where the outcome has truly delivered benefits across the entire supply chain - and that something we are all proud to be a part of."



How is winning a Packaging that Saves Food Special Award and a general WorldStar Award valuable to your organisation?

Alan Adams MAIP, Sustainability Director - APAC region, Sealed Air says, "It is always great to recognise the talent and teams behind these awards, but this WorldStar recognition is celebrating the best of the best. It goes to show just what is possible across the industry when food manufacturers and their suppliers have aligned sustainability goals."



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SPECIAL AWARD



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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 **Save Food Packaging Design Special Award** is designed to recognise companies that are working to minimise or prevent food waste from paddock to plate using innovative and intuitive design features that can contain & protect, preserve and extend shelf life; all the while meeting global sustainable packaging targets. This is a WorldStar Packaging Award 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

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