

# EDGE LL SUPER CRUNCH & SIMPLOT AUSTRALIA












**2021 SAVE FOOD PACKAGING DESIGN OF THE YEAR - FOOD SERVICE SILVER WINNER**




## Edgell Super Crunch & Simplot Australia Edgell Supa Crunch

### Key Outcomes and Measurement

 Reduce the risk of spoilage and soggy chips	 Instructions on how to extend shelf life at home	 Utilises stack effect where air is drawn into the carton at the base and then vents at the top
 Increases shelf life	 Allows steam condensate to escape retaining heat	 Raised and ventilated floor
 Tamper evidence	 Just the right amount of ventilation on the sides and top	 Maintains crunch during delivery

### Save Food Packaging Guidelines

 Contain & protect	 Extend shelf life/preserve	 Household convenience	 Consumer education	 Balance environmental impacts
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**Product:** Edgell Supa Crunch  
**Company:** Edgell Super Crunch & Simplot Australia  
**Country:** Australia

Simplot Australia is an agricultural and food manufacturing business, employing almost 2,000 people across Australia and New Zealand and operates six manufacturing facilities. They are trusted as a leading provider of quality, sustainable and nourishing food for the ever-changing needs of consumers and customers in Australia, New Zealand and chosen growth markets.

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?

Jigisha Shukla MAIP, Packaging Technologist, Simplot Australia says, *"Simplot are very much focused on food loss & waste. We are also partnering with Foodbank for any of the support that they require when we have any rejections. We donate all of our food to rescue organisations so it doesn't go to waste. Also, we are continuously working on reducing food loss & waste through improving our facilities to enable better storage of raw materials, while also improving our processes so that we do not reject any food."*

*"This is shown through our use of camera inspection and laser trimming of our chips which will reduce food waste through extending the shelf life. Added to that the design and effective use of packaging and processing to make sure that the product is getting to the customer. Simplot also have four goals for sustainability with the main one being zero waste to landfill. We are very focussed on food loss & waste; particularly being a larger food business."*

### What prompted your organisation to consider packaging design or redesign that aims to minimise food loss & waste?

This was not a redesign – it was a new design for a New Product Innovation. Simplot were launching a chip which was focused on home deliveries for the foodservice market. The team received a brief from marketing asking to design a pack which would suit the delivery process of chips and would not allow the chips to get soggy or wasted. The customers needed to enjoy the crunch and taste of the chips even after leaving the restaurant and being delivered to the doors within 30 to 40 minutes later. The aim of this design initially was specifically for the delivery chain. As the design was developed it moved into the award-winning features which enables minimal food waste, consumer convenience of eating crunchy warm chips at home.

The final design gradually shifted focus from just the delivery to best customer experience and minimising food loss.

At the end of the process the team decided to put in the reheat feature as a message on the box so when it reaches the customer, it's still crunchier. If the chips don't arrive as how as the customer expected then they can be reheated. The pack has been designed to be reheated in the microwave for 20 seconds which means they can enjoy a warmer chip. The team wanted to ensure that through the packaging design there would be no chips wasted and that the consumers receive the best experience possible.

As a company, Simplot are always looking for ways to improve with every project that they do. While this project was designed to be innovative and new, in terms of delivery chips, the entire solution has developed into something innovative and unique.





## What was the packaging like before the new design?

This was a fresh design for a new product that Simplot were launching into food service. The thoughts were to go with a simple cardboard box with no vents, or a grease proof paper bag, as neither served the purpose. The team soon realised that for the delivery of chips they didn't want a 'fake', simple cardboard carton, or the 'greaseproof paper bag' doesn't serve the purpose. So if the team had decided to go with that sort of packaging, it was not going to give the end user that sort of experience of eating that crunchy chip, and the chips would have definitely gone to waste. The design evolved to have holes, microwaving instructions and tamper evident tabs.

## What factors prompted you to enter the PIDA awards?

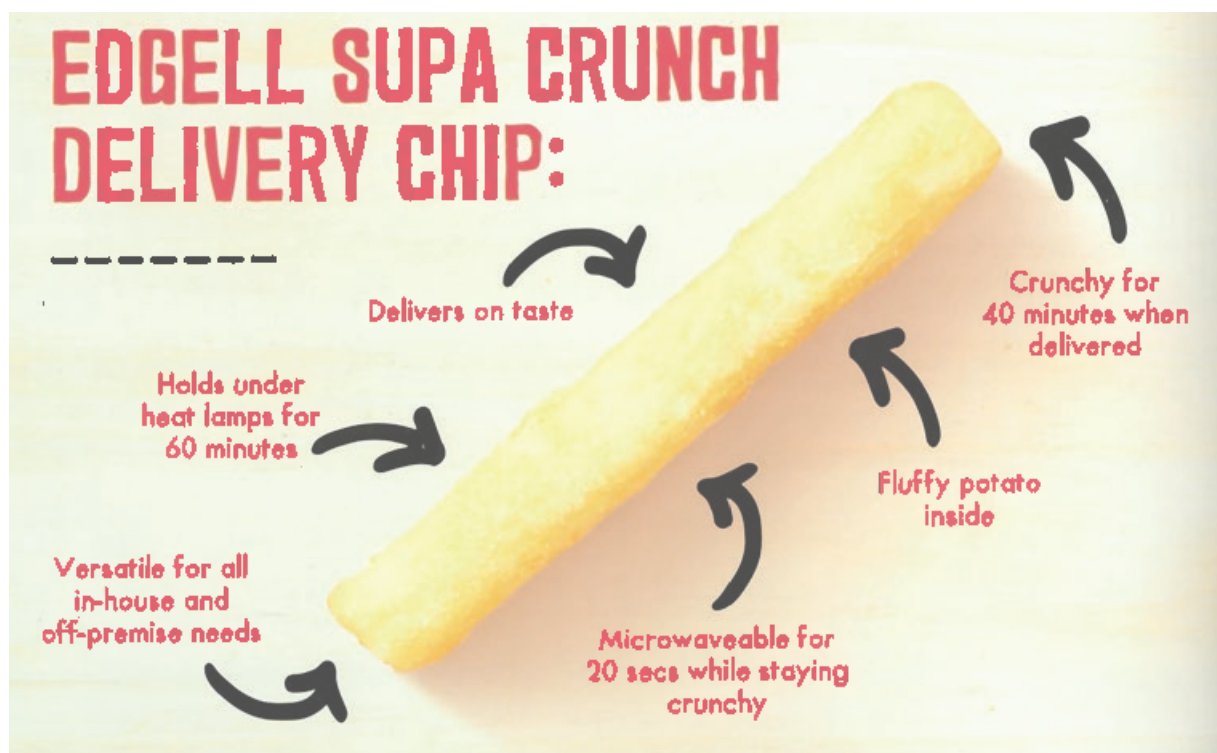
The PIDA awards allow Simplot to show the industry that they are looking to be innovative, not only in terms of minimising food loss & waste, but also through the packaging. Simplot are looking to be leaders and early adopters for new and innovative packaging. Whether it is something that they can bring into their packaging or something that they can develop, and work with suppliers to launch into the market; which is where this one fits in nicely. Detpak had a huge role in this, but the team at Simplot, really led the way.

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

The team were looking to increase the time for the chip to be crunchier so they developed a new batter that was suitable for the delivery process of the chip. From the packaging perspective, the team designed the pack to complement the delivery process through having the ventilation to keep the chip crunchier and allow the reheating in the microwave. The consumer can reheat and enjoy the chip crunchier and warmer as well. The brief given was, the chip should be crunchier and throughout the process, it should be reheated and microwaved so the material should be suitable for microwave as well.

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

All of the products at Simplot go through a fairly strict Stage Gate process. A full skill team with all different areas of expertise come together and bring their experience to get the best product that they possibly can. Of course, while leveraging the skills of suppliers, where possible. All new product developments have that underlying food saving consideration. This is implemented in lots of ways, which could be extending shelf life, resealable packaging so that people can easily reuse later on and better barrier technology wherever possible. Simplot protects the food as best they can in all areas of the supply chain so that the food gets to the customer in a good state and is eaten. The team are always considering every aspect they can and this was a great example of that happening.



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

Simplot track how much waste they have across production, factories and then they aim to reduce this wastage. In terms of what the customer is throwing out, Simplot have not been able to do a full lifecycle assessment on the products.

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

There are repeat orders or repeat sales for this design from some customers who are buying their chips. This design was mainly sold as a combo offer, along with the chips for promotional purpose at the start. Then the idea was that they will do repeat orders through Detpak for the packaging, and Simplot can supply the chips.

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

The normal packaging the team were initially thinking of was a simple cargo box or greaseproof barrier bag, and the award-winning packaging is twice expensive than those options. Because it has vents and there is more of a paper cutting and wastage, therefore it was twice the price of normal packaging that usually goes into foodservice takeaway containers.

### 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?

Every new packaging product should have Save Food Packaging considerations built in and that can be done in many ways. Through increasing shelf life, extending the life after opening and making it easier to use the product and protecting the food in better ways when new technologies become available. You need to make little steps to save food waste and packaging waste; and the wasted food is the biggest contributor to the environment that we see. If Simplot can reduce food loss & waste then every little bit makes a big environmental impact. **So every single packaging design development project should have save food at its core.**

The world has predicted that by 2050, there will be more people hungry out there. So the more food they can rescue and save, the less people will go to bed on empty stomachs.

It is always encouraging to save food, not only through organisations, but through consumers, customers and everyone in the supply chain should be focused on saving food or minimising food loss.





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

*Michael Van Dord MAIP, Packaging Technologist, Simplot Australia says, "Simplot is obviously very proud of its accomplishments. This being one of them, we are always pushing to have a fully rounded and world leading product. This pack shows our company's ability to be world leaders and we are very proud of that. It is a way for Simplot to be a voice in the packaging world as well."*

*Jigisha Shukla MAIP, Packaging Technologist, Simplot Australia adds, "Simplot is an innovative company focused on innovation always, every day. It is a great thing that we won this award. Being a food manufacturer, people don't usually think that we are experts in the packaging. However, this award shows that we are also focused on packaging innovation."*



## How is winning a Save Food Special Award and a general WorldStar Award valuable to your organisation?



**2022 WINNER  
WORLDSTAR  
SAVE FOOD  
SPECIAL AWARD**



**2022 WINNER  
WORLDSTAR**

*Michael Van Dord MAIP, and Jigisha Shukla MAIP, Packaging Technologists, Simplot Australia, said "Simplot Australia and Detpak worked closely to design a new carton that reduces food waste and has addressed customer and consumer concerns regarding home delivery chips losing their heat and crunch. With the combination of the Edgell Super Crunch Chip and Detpak's novel carton design, we have achieved a new benchmark, which now sees these chips hold their crunch for 40 minutes, and they can be easily reheated at home by the consumer. We are delighted to be recognised in 2022 by the WPO with a WorldStar Packaging Award for this unique innovation."*



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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