



**2021 SAVE FOOD PACKAGING DESIGN OF THE YEAR CERTIFICATE OF MERIT - RETAIL**



## True Foods & Result Group Simson's Pantry Wraps

### Key Outcomes and Measurement



Return to Store  
Recyclable with ARL



Easy-openable features with  
directional arrows for pull visibility



Resealable Feature  
extends shelf life



Tape strip presses back  
down for reuse



Tamper evidence  
resealable



Maintains freshness  
& quality



Less product  
waste & spoilage



Finger Lift Pull Tab  
allowing for easier grip

### Save Food Packaging Guidelines



Contain & protect



Extend shelf life/  
preserve



Household  
convenience



Consumer  
education



Balance environmental  
impacts



**Product:** Simson's Pantry Wraps  
**Company:** True Foods & Result Group  
**Country:** Australia

True Foods is proudly an 100% Australian owned and operated family business that was established in 2001 as a specialist manufacturer of flat bread products. From humble beginnings, they have grown to become the largest Australian owned manufacturer of Tortilla Wraps, Naan and Roti breads. Supporting this is a supply chain that distributes significant volumes of shelf stable, ambient and frozen products nation-wide to all major customers including Coles, Woolworths, Aldi, Metcash, KFC, Subway, PFD and Bidfood.

Result Group is a supplier of innovative equipment & materials that help businesses achieve better efficiency in their manufacturing and distribution processes.

COORDINATED BY



ANZ REGIONAL AWARDS PROGRAM



INTERNATIONALLY ENDORSED BY



EXCLUSIVE ENTRY TO



## 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 Michael Dossor MAIP, Managing Director, Result Group, "I would like to think it is a strong 'understanding'; stronger than most in our industry. We have worked in the space of re-sealable packaging for many years, and our inference is around controlling food loss & waste, particularly in the home, making the packaging functional. It is the DNA of our business."

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

It is difficult to pinpoint the exact timeline. As a partner in the AIP Save Food Packaging Project within the Fight Food Waste CRC Result Group started seeing the data of food loss & waste in Australia. Whilst that was only four years ago, it has always been ingrained in the DNA of the business.

So making packaging functional, either through the controlled measures or keeping products fresh, stopping freezer burn are things the team at Result always consider.

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

From a functionality point of view the pack was not that much was different. The previous pack was a flow wrap, horizontal flow wrapper, but it had a zip-lock system in it, so it had a mechanical closure. That mechanical closure was causing the brand owner quite a bit of grief on their production line and slowing it down. It was hard to run, was not performing the re-seal function and we started talking to them about other alternatives that could still maintain the shelf life of the product, but also possibly reduce the amount of plastic used. Whilst it did already have a re-seal function in the pack Result re-designed it to be a better version, with a lower carbon footprint.

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

Winning an Australasian Packaging Innovation & Design (PIDA) Award allowed True Foods and Result to be able to showcase innovative and intuitive solutions to a much broader market. The PIDA's are a great vehicle for wider exposure and credibility.

**60%**  
less plastic



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

In the case of the Simson's Pantry bakery based product, it is very fragile and when exposed to the environment and it will go hard very quickly. So, barrier properties are paramount. The team were able to design the pack utilising the innovative seal strip.

Result needed to ensure pack stability through manufacture and also increase manufacturing efficiencies in the plant.

Another consideration was to ensure that the product and the surrounding packaging were fit-for-purpose. It needed to preserve and protect the product through distribution channels, retail stores, inside the household and pantries.

It was critical that there was no loss of barrier at any part of the value chain and that the pack is easy to use, open and re-seal. When people think about re-sealable solutions they tend to think 'ziplock' designs. They will often say that 'ziplock' style concepts are difficult to line up and hard to re-seal. By moving to an innovative seal strip, this issue has been overcome. A seal strip is a lot easier for consumers to use, open and re-seal.

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

One hundred percent, absolutely. We are talking about the need to ensure that the product is preserved and protected and that is paramount.

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

True Foods have an extremely forward-thinking mindset when it comes to environmental considerations in their product. The plant is one of the first-of-its-kind and it is supported by solar energy. True Foods have undertaken many changes and improvements in their manufacturing processes to reduce any impact on the environment.

## Was the award-winning Save Food Packaging design comparatively more expensive than standard packaging? If so, could you estimate in percentage how much more?

No, it was not more expensive than the standard packaging that they had. The new design has delivered considerable savings.

## 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?

Given Result's DNA; whether the team are recognised as an award-winner or not, Save Food Packaging design is something the team are talking about everyday. What Result are trying to do though is something outside of the box; unique, intuitive and innovative. For the team it isn't just about food loss & waste considerations. It is also about the sustainability of the packaging, reducing the amount of plastics used if possible, and ensuring that they can help a company to lower their overall environmental impacts.

An area that is also extremely important is developing cost-savings across all areas of the value chain. Finding a balanced approach is a part of the communication. That is part of Result's communication pieces; not just with this product but with a range of other products, that are all targeted towards saving food.



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

*“Being awarded a PIDA Award is absolutely huge to everyone across the organisation. The new pack re-design we created with true Foods is not just about the concept of the development, but also the adaption of capital equipment into their current production lines, the supply chain management of the consumables. Everyone within our business is extremely glad and proud of the outcome of being an award winner with the PIDA’s, one hundred percent,” Michael Dossor MAIP, Managing Director, Result Group.*



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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