



Bunzl Safety and Lifting
Mack Workwear



Key Outcomes and Measurement

- Moved entire range to paper.
- Eliminated Single Use plastic.
- Smaller & Lighter Paper Sleeves.
- Renewable Cotton cord swift tag.
- Uncoated lightweight Paper single swing tag (3 to 1).
- Secondary packs now water-soluble inks.
- Over 2000 SKUs were redesigned.

Sustainable Packaging Guidelines



Product: Mack Workwear
Company: Bunzl Safety and Lifting
Country: Australia

Bunzl is the largest value-added distributor of consumables and equipment in the world in its chosen market sectors, with global operations in 38 different countries.

Finalised in 2024, 95% of all Bunzl Safety & Lifting’s exclusive branded work wear has been converted to zero plastic packaging which has prevented over 200 tonnes of plastic waste going to land fill in the last 12 months.

- ✓ *Bunzl Safety & Lifting's innovative approach included removing plastic packaging from 95% of its clothing ranges, in particular the Mack Workwear shirts.*
- ✓ *Bunzl Safety & Lifting upgraded all outer carton packaging with water-soluble dyes, making recycling much easier for customers and partners alike.*

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?

95% of all Bunzl exclusive branded work wear has been converted to zero plastic packaging which has prevented over 200 tonnes of plastic waste going to land fill in the last 12 months.

All individual garment plastic packaging was removed and replaced with sustainable alternatives. Polyester soft plastic bags were removed from each item and replaced with cardboard pack bands. Plastic bullets to attach swing tags were replaced with cotton cord and all current wet weather jackets and jumpers using polyester fabric and fleece have been transitioned to using recycled polyester.



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

All ticketing and packaging includes the recycled content of either the packaging or the garments, which is the same as all our data sheets and promotional information.

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

There are many new innovations in play across all Bunzl's categories.

Workwear - Continues to drive innovation through the use of sustainable fibres in clothing and is also introducing the end of life recycling of clothing through their customers. All used cotton clothing can be recycled and converted to new products via shredding or converted to a cellulose clay used in agricultural programs.

Any by-products unable to go through this process are turned into processed engineered fuel.

Footwear - New boot boxes are being implemented. These use recycled board and water soluble inks, improving their sustainable footprint whilst maintaining the brand presence; illustrating that sustainable doesn't have to be a compromise, which is an important message to other categories.

Their footwear category is also starting to introduce recyclable materials into the boot manufacturing, beginning with laces and material linings.

PPE - Gloves in vendor units are now wrapped in paper wrap bands removing the need for plastic with high volume users.



What does winning an Australasian Packaging Innovation & Design (PIDA) Award mean to you and your team?

"To be recognised for the award made the whole team so proud it was truly wonderful to have all the hard work formally acknowledged. However, the most important thing to recognise is that we all play a part in the sustainability journey. Every effort, however small, adds up.

Crucially, this award raises the profile of the clothing teams efforts in this important initiative, which is driving increased commitment from our other categories," says Robyn Gower, Category Manager, Bunzl Safety and Lifting.



You are now eligible to enter the WorldStar Packaging Awards with this design. What are your thoughts on now being able to represent Australia and New Zealand in the prestigious global awards program?



**WORLDSTAR
GLOBAL
PACKAGING
AWARDS**

Robyn Gower, Category Manager, Bunzl Safety and Lifting says, *"Bunzl drives sustainability as a key pillar of it's global strategy. Sustainability practices now have a strong in may divisions across the world. By the winning the PIDA award in Australia and qualifying for the WorldStar Packaging Awards we can stand proud, rightly claiming our place as a sustainability leader within the Bunzl family. Importantly, our inclusion in the awards illustrates to the rest of our team that the barriers are not insurmountable, encouraging greater engagement to create a more sustainable future. It would be an absolute honour to be recognised world wide for the small part we have played in stopping plastic going to landfill."*



The Australasian Packaging Innovation & Design (PIDA) Awards are an Australia and New Zealand program that is coordinated by the Australasian 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
- Domestic & Household
- Beverage
- Labelling & Decoration
- Health, Beauty & Wellness
- Outside of the Box

There are four special awards available:

- Sustainable Packaging Design
- Accessible & Inclusive Packaging Design
- Save Food 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.

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Awards on LinkedIn



Australasian Institute
of Packaging

The Australasian 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.

