

EZYLUG + COCONUT OIL



Melrose + Caps & Closures
EzyLug + Coconut Oil

Key Outcomes and Measurement

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| <ul style="list-style-type: none">• Ergonomic ribbed texture of lid.• Provides easier gripping & opening.• Enhances tactile interaction.• Improves user experience. | <ul style="list-style-type: none">• Reduces difficulty opening the jar.• EcoSeal liner offers an airtight lock to maintain product freshness & integrity. |
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Sustainable Packaging Guidelines



Product: EzyLug + Coconut Oil
Company: Melrose + Caps & Closures
Country: Australia

Caps & Closures is a pioneer in adopting eco-friendly packaging practices, with a strong focus on circular economy principles and the 2025 National Packaging Targets. The company’s portfolio includes a range of packaging solutions made from recyclable materials, lightweight designs, and customisable features tailored to specific market needs. Innovations like BioShield antimicrobial technology, ThermoShield temperature-sensitive packaging, and IDShield anti-counterfeiting technologies are testaments to the company’s leadership in developing packaging solutions that not only enhance product functionality but also address emerging consumer and regulatory demands.

✓ **Single-Motion Opening Mechanism**

One of EzyLug's standout features is its single-motion design, which allows users to open the cap with minimal effort and no need for twisting or applying excessive force. This easy-open feature is ideal for individuals with limited dexterity, arthritis, or reduced hand strength, ensuring that the cap can be operated by users of all abilities. Unlike traditional closures that require significant effort or complex manipulation, EzyLug makes accessing products quick and simple, improving overall user experience.

✓ **Ergonomic Grip Design**

The cap features an ergonomic, user-friendly grip that provides a secure and comfortable hold during operation. This design helps reduce strain on the hands and fingers, making it easier for users to open or close the cap even in challenging conditions, such as when the hands are wet or slippery. The ergonomic design is particularly beneficial for consumers with physical impairments or limited motor control, ensuring accessibility without compromising usability.

✓ **Lightweight Yet Durable Material**

EzyLug is crafted from high-quality plastic materials that are both lightweight and durable, offering a more sustainable and user-friendly alternative to traditional metal caps. The lighter weight reduces material usage, shipping costs, and carbon emissions, all while maintaining the strength and durability required to protect the product inside. This balance between strength and lightness is key to making EzyLug both functional and eco-friendly.

✓ **Fully Recyclable**

In alignment with sustainability goals, EzyLug is made from fully recyclable materials, contributing to the circular economy. The cap can be recycled through common recycling streams in Australia and New Zealand, making it easy for consumers to dispose of responsibly. Its design not only reduces waste but also supports the reduction of virgin plastic usage, aligning with global environmental initiatives, including Australia's 2025 National Packaging Targets.

✓ **Leak-Resistant Design**

EzyLug is engineered to work seamlessly with liner seals, providing a leak-resistant closure that ensures the integrity of the product inside. This feature is essential for liquid products or those sensitive to contamination, like oils, sauces, or beauty items. By preventing leaks and spills, EzyLug enhances both product safety and user confidence, making it suitable for a wide range of applications in food, health, beauty, and household products.

✓ **Optional Advanced Features:**

- **BioShield:** EzyLug can be enhanced with BioShield technology, which provides antimicrobial protection. This feature is particularly useful in the food and health industries, where hygiene is a top priority. By reducing the risk of bacterial contamination, BioShield ensures that products remain safe for use, especially in sensitive environments.
- **ThermoShield:** ThermoShield is another optional feature that allows EzyLug to change colour based on temperature fluctuations. This colour-changing property offers a visual indicator for temperature-sensitive products, providing consumers with important cues about product storage conditions.
- **IDSshield:** EzyLug can also be fitted with IDSshield technology, which integrates unique identification and anti-counterfeiting measures. This feature is particularly valuable for high-value or premium products, as it enhances brand protection by ensuring that the packaging cannot be easily duplicated or tampered with.



Please provide an overview on your packaging design and why it is unique and different.

The EzyLug cap is a revolutionary advancement in the field of accessible packaging, designed with both the end-user and the environment in mind. Its most defining feature is its single-motion opening mechanism, which simplifies the process of opening and closing products, eliminating the need for traditional twisting or the application of excessive force. This innovation makes EzyLug an ideal solution for users with physical limitations, including the elderly, those suffering from arthritis, or individuals with reduced dexterity. By addressing the needs of these consumers, EzyLug promotes inclusivity, ensuring that no one is excluded from engaging with everyday products due to packaging barriers.

What sets EzyLug apart from traditional metal closures is its lightweight yet durable construction. Unlike metal caps, which are prone to rust and contribute significantly to the overall weight of the product, EzyLug is made from fully recyclable plastic materials. This reduces the environmental footprint not only by facilitating recycling but also by decreasing transportation costs and associated carbon emissions. Lightweighting is a critical factor in modern packaging, and EzyLug manages to achieve this without compromising on strength or functionality. Its durability ensures that the product remains secure, while its recyclable composition supports global efforts to transition toward a circular economy, fully aligning with Australia's 2025 National Packaging Targets.

Ergonomics play a vital role in EzyLug's design. The cap features a textured surface that offers a secure and comfortable grip, reducing strain during operation. This ergonomic approach enhances the user experience for everyone, but it is especially beneficial for those with motor impairments or limited strength.

The combination of the easy-open functionality and the ergonomic design makes EzyLug a standout in the market, redefining what accessible packaging should be.

Another key feature of EzyLug is its leak-resistant design. When paired with a liner seal, the cap ensures the product remains securely sealed, preventing leaks and contamination. This is particularly important for liquid products or sensitive goods that require airtight packaging to maintain freshness, such as oils, sauces, or beauty products. EzyLug's reliability in this area has proven invaluable for brands looking to protect product integrity and extend shelf life.

In terms of customisation, EzyLug offers a range of advanced features that can be tailored to specific market needs. These include BioShield, an antimicrobial technology that provides a protective layer against harmful bacteria, making the cap ideal for health, wellness, and personal care products where hygiene is paramount. ThermoShield is another innovative option that allows the cap to change colour based on temperature variations, giving consumers a visual indication of temperature sensitivity, which is particularly useful for products that need to be stored under specific conditions. IDShield offers anti-counterfeiting and identification technology, adding an extra layer of security and authenticity, especially for premium products that are at risk of being counterfeited.

EzyLug also addresses the need for clear, legible labelling. The cap's smooth surface is specifically designed to accommodate large, high-contrast labels, ensuring that important product information is easy to read. This is crucial for visually impaired consumers who rely on clearly printed instructions and product details. By prioritising both legibility and accessibility,



Please provide details on as many of the criteria below that your packaging design met.

Criteria #1: Packaging must be easy to open and use for those with limited functional abilities.

The EzyLug cap was specifically designed to address the needs of users with limited mobility, dexterity, or strength. The single-motion opening mechanism eliminates the need for complex twisting or excessive force, allowing users to open and reseal the product with minimal effort. This design is especially beneficial for individuals suffering from arthritis, the elderly, or people with conditions that reduce hand strength or coordination. By simplifying the opening process, EzyLug ensures inclusivity and usability for all consumers. Additionally, the ergonomic grip enhances control and reduces the risk of slippage, offering a more secure and comfortable experience.

Criteria #2: Packaging labelling shall be highly legible.

EzyLug's design incorporates a smooth, ample surface specifically intended for clear, high-contrast labelling. The space provided allows for the use of larger font sizes and bold text, improving the legibility of product information such as usage instructions, ingredients, and expiration dates. This is crucial for visually impaired consumers, who often struggle with reading small or cluttered labels. Furthermore, the cap can be customised with colour schemes that increase contrast, making the labels more readable even in low-light conditions. EzyLug's focus on legibility aligns with accessibility standards and ensures that important information is easily understood by all users.

Criteria #3: Innovation for accessibility.

EzyLug is at the forefront of innovation when it comes to accessible packaging. Its single-motion, easy-open design is the product of extensive research into consumer needs, particularly for those with functional limitations. EzyLug not only simplifies opening but also provides an intuitive, ergonomic experience that sets it apart from traditional closures. Additionally, the cap's optional features, such as BioShield, ThermoShield, and IDShield, introduce new layers of functionality tailored to specific markets, further enhancing its accessibility. The combination of user-friendly mechanics, advanced materials, and optional enhancements showcases EzyLug's dedication to inclusive, future-proof packaging solutions.

Criteria #4: Packaging shall be fit-for-purpose.

EzyLug is designed to meet the diverse needs of various industries, including food, health, beauty, and household products. It provides a reliable, leak-resistant seal when used with a liner, ensuring that products remain fresh and uncontaminated.

Its durable yet lightweight construction ensures that the cap can withstand daily use without compromising performance. EzyLug's fit-for-purpose design makes it an ideal solution for both domestic and commercial applications, offering flexibility without sacrificing functionality. Whether it is being used for liquids, oils, or viscous products, EzyLug performs reliably, preventing spillage and protecting product integrity.

Criteria #5: Other criteria to be eligible.

EzyLug is a recently developed solution, launched within the last 12 months in partnership with Melrose for their Coconut Oil product. The cap was designed as an innovative, accessible alternative to traditional metal closures, reflecting modern consumer needs for sustainability and ease of use. Available across Australia and New Zealand, EzyLug has been well-received in the market for its user-friendly design and sustainable credentials. Its launch within the past year demonstrates its relevance in addressing current packaging challenges while providing a fresh approach to inclusive design.

Additional consideration: Demonstrating accessibility.

While EzyLug's design has been primarily driven by internal testing and feedback from the Caps & Closures and Melrose teams, it is built on a deep understanding of consumer needs. The design process was guided by insights from various user groups, particularly those with limited mobility, and it reflects an on-going commitment to improving accessibility in packaging. Although no formal collaborations with external consumer groups were conducted, future efforts will focus on validating EzyLug's accessibility features through consumer testing and research. The company remains committed to working closely with stakeholders to continually refine and enhance the accessibility of its packaging solutions.



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

At Caps & Closures, innovation is deeply embedded in the company's DNA, driving everything they do, from thought processes to practical applications. They continually evolve their approach to packaging by prioritising sustainability, accessibility, and food safety. Their goal is to deliver packaging solutions that not only meet today's needs but also anticipate future challenges.

Looking ahead, Caps & Closures have two groundbreaking innovations scheduled for launch in 2025. These projects, while under NDA and not yet publicly disclosed, promise to set new standards in sustainable and accessible packaging. They represent their ongoing commitment to delivering packaging that balances high performance with reduced environmental impact, while also making products easier to use for a diverse range of consumers. More details will be revealed as they approach their launch early next year, and they are confident these innovations will have a significant impact on the packaging industry.

Alongside these innovations, Caps & Closures expanded their operational capabilities with the commissioning of 11 new moulding machines in August 2024. This significant plant extension enhances their production efficiency and ensures they can meet increasing global demand for their products. By investing in cutting-edge European technology and increased capacity, they are better positioned to scale their solutions and continue providing high-quality, sustainable packaging to their customers worldwide.

Caps & Closures future plans reflect a continual process of improvement and innovation, always guided by the changing needs of consumers, clients, and the planet. They look forward to revealing more about their upcoming projects and demonstrating how Caps & Closures continues to lead the industry in innovative, sustainable, and accessible packaging solutions.



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

"Winning a PIDA Award is a profound honour for Caps & Closures and our partner Thankyou. This recognition underscores our collective commitment to driving innovation in packaging design, particularly in the areas of accessibility, sustainability, and consumer-focused solutions. For our team, it represents a validation of the countless hours dedicated to developing products that not only meet but exceed the expectations of modern consumers and the demands of the marketplace"

This award is particularly meaningful as it acknowledges our focus on inclusivity, an area that is often overlooked in packaging. We believe that everyone, regardless of age or ability, should have access to products that are easy to use and interact with. The recognition of EzyLug as an accessible packaging solution demonstrates the importance of considering all consumers in the design process and reinforces our belief that accessibility is an essential element of product innovation.

Moreover, the award also serves as a testament to our on-going dedication to sustainability. As the industry continues to shift toward more environmentally friendly practices, this recognition reflects our alignment with the 2025 National Packaging Targets and our commitment to supporting a circular economy. The lightweight, fully recyclable design of EzyLug exemplifies how we can meet the functional needs of packaging while also reducing environmental impact.

For the entire team at Caps & Closures, this award reaffirms our place as industry leaders in packaging innovation. It motivates us to continue pushing the boundaries of what is possible in packaging design, ensuring that we remain at the forefront of the industry by creating solutions that are practical, sustainable, and inclusive. This recognition also strengthens our partnership with Thankyou, a brand that shares our vision for creating a positive impact through innovative products. Together, we are inspired to continue delivering solutions that improve consumers' lives while safeguarding the planet," says Ivan Hong, Art Director, Caps & Closures.



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**

Ivan Hong, Art Director, Caps & Closures says, "Being eligible to represent Australia and New Zealand in the WorldStar Packaging Awards is an incredible achievement for our team at Caps & Closures. It is not only a recognition of our innovative EzyLug cap but also of the successful partnership we have fostered with Melrose, who paired EzyLug with their Coconut Oil product. This collaboration demonstrates how thoughtful packaging design can elevate a product, improving both usability and sustainability for consumers.

The opportunity to present EzyLug on a global stage is a reflection of our commitment to creating accessible, user-friendly packaging that meets the diverse needs of the modern market. EzyLug's single-motion opening mechanism, combined with its ergonomic design and fully recyclable material, offers a solution that enhances the consumer experience, particularly for those with limited dexterity. The partnership with Melrose underscores how this innovative packaging is not only fit-for-purpose but also enhances product integrity and shelf life.

Representing Australia and New Zealand at the WorldStar Packaging Awards allows us to share this success story with the international community. It is a privilege to showcase how packaging, when designed with inclusivity and sustainability in mind, can make a real difference in people's lives. Competing at this prestigious level encourages us to continue pushing the boundaries of innovation while highlighting the strength of our collaboration with leading brands like Melrose.

This recognition also motivates us to learn from other global leaders in packaging, inspiring new developments and fostering innovation. We are honoured to represent our region alongside Melrose, and we look forward to sharing the EzyLug success story with a worldwide audience, demonstrating how a well-executed partnership can deliver exceptional results in both product and packaging."



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 **Accessible & Inclusive Packaging Design Special Award** is designed to recognise packaging that is accessible, intuitive, easy-to-open and innovative. Accessible & Inclusive Packaging Design needs to include measuring techniques, understanding injuries caused by packaging and consumer satisfaction levels with packaging accessibility. This is a WorldStar Packaging Special Award Category.

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AIP
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.

