



Thankyou + Caps & Closures
EzyPour + Refill

Key Outcomes and Measurement	
• Refill & Reuse Program. • Ezy Pour cap for accessibility. • Smooth, spill-free refilling.	• No Product Waste. • 100% recycled HDPE and fully recyclable. • Australasian Recycling Label (ARL) on-pack.

Sustainable Packaging Guidelines				



Product: EzyPour + Refill
Company: Thankyou + 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.

✓ **Two-Part Design (Pouring Insert & Overcap)**

The EzyPour system features a two-part design, with a precision-engineered pouring insert and an overcap. This combination facilitates controlled pouring, reducing spills and waste, making it ideal for dispensing liquids such as oils, sauces, and beverages.

✓ **Paired with Ergonomic Rectangular Bottle (Thankyou)**

EzyPour is paired with Thankyou's ergonomic rectangular bottle, designed to fit perfectly into the hand. The bottle's additional grip surface enhances ease of use, offering an even more user-friendly experience for individuals with limited dexterity or strength.

✓ **Lightweight & Material Efficient**

EzyPour is designed to be lightweight, using less plastic compared to traditional closures, while maintaining structural integrity. This reduction in material usage not only lowers manufacturing and transportation costs but also reduces environmental impact.

✓ **100% Recyclable Materials**

Both components of the EzyPour system are made from 100% recyclable materials, fully supporting circular economy initiatives and aligning with Australia's 2025 National Packaging Targets. The design allows for easy separation of the components for recycling after use.

✓ **Leak-Resistant Design**

The pouring insert is engineered to prevent leaks, ensuring the safe storage of liquid products and extending shelf life. This feature is particularly crucial for oils and other sensitive liquids that need to maintain their quality over time.

✓ **Enhanced Product Reusability**

EzyPour is designed with reusability in mind. The overcap and pouring insert can be reused with the original glass jar or bottle, encouraging consumers to repurpose the packaging and reducing single-use plastic waste.

✓ **Customisable Branding & Labelling Space**

The overcap offers ample space for brand logos, product information, and labels. The smooth surface can accommodate high-contrast, large text, ensuring that essential information is legible, even for consumers with visual impairments.

✓ **Quick and Easy Application During Manufacturing**

The EzyPour system is compatible with standard automatic capping machines, allowing for seamless integration into existing production lines. This ensures manufacturers can adopt the solution without requiring extensive retooling or additional resources.

✓ **(Optional) Hygiene-Focused Features**

Optional BioShield antimicrobial technology can be integrated into the EzyPour design, offering added protection against harmful bacteria, particularly for packaging used in the health, wellness, and food sectors.

✓ **(Optional) Temperature-Responsive Functionality**

EzyPour is compatible with ThermoShield, a temperature-sensitive material that changes colour based on temperature fluctuations. This feature allows consumers to monitor the storage conditions of temperature-sensitive products like oils, ensuring freshness.

✓ **Sustainability & Circular Economy Alignment**

EzyPour contributes to sustainability efforts by reducing material use, offering recyclability, and encouraging packaging reuse. This design is fully aligned with global goals to reduce plastic waste, including the 2025 National Packaging Targets.



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

The EzyPour packaging solution is a unique two-part system that combines a precision-engineered pouring insert with an ergonomic overcap, designed to enhance both functionality and user accessibility. A standout feature of EzyPour is its collaboration with Thankyou, where it is paired with their ergonomic rectangular bottle. This bottle is designed to fit perfectly into the hand, providing an additional grip surface that makes handling easier, especially for consumers with limited dexterity, such as the elderly or those with arthritis. The ergonomic pairing of the cap and bottle ensures that the entire packaging solution is user-friendly and accessible, setting it apart from traditional closures that often overlook consumer ease of use.

EzyPour's design enables controlled, spill-free dispensing of liquids, reducing waste and providing a cleaner and more efficient user experience. The precision pouring mechanism allows for a smooth, steady flow, making it ideal for liquid products such as oils, sauces, and beverages. This control minimises the likelihood of spills and over-pouring, which is particularly beneficial for high-value liquids where product conservation is essential.

The system is made from 100% recyclable materials, fully supporting circular economy initiatives and aligning with the 2025 National Packaging Targets. Its lightweight design reduces material usage while maintaining durability, which not only decreases the environmental footprint but also reduces transportation costs and associated emissions. Furthermore, the design encourages reuse, as consumers can easily repurpose the EzyPour cap and Thankyou's bottle with other products, contributing to reduced single-use plastic consumption.

While the current EzyPour design paired with Thankyou's ergonomic rectangular bottle is focused on delivering core functionality and ease of use, EzyPour also offers a range of advanced options that can be tailored for other packaging solutions. These available options include BioShield, which provides antimicrobial protection, ThermoShield, a temperature-sensitive feature that changes colour based on temperature variations, and IDShield, an anti-counterfeiting technology. Although these features are not part of the current EzyPour and Thankyou bottle collaboration, they are available for other applications where specific market needs or product requirements call for enhanced functionality.

The smooth surface of the overcap also offers significant space for branding and product labelling, ensuring that information is clear and legible. This attention to detail enhances the consumer experience, particularly for those with visual impairments, and helps brands convey important product details such as usage instructions, ingredients, and recycling information.

In summary, EzyPour's combination of controlled pouring, ergonomic design, sustainability, and optional advanced technologies makes it a truly unique packaging solution. By pairing it with Thankyou's ergonomic rectangular bottle, Caps & Closures has created a packaging system that not only meets the needs of environmentally conscious consumers but also improves accessibility and ease of use for a wider demographic. The result is a packaging solution that is practical, sustainable, and inclusive, redefining the standards for liquid product packaging in today's market.



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.

EzyPour's design is all about accessibility and user-friendliness. Paired with Thankyou's ergonomic rectangular bottle, the entire packaging solution is tailored to fit comfortably in the hand, providing an additional grip surface that enhances ease of use for consumers with limited dexterity or strength. This makes it an ideal choice for elderly users or individuals with conditions such as arthritis, who may struggle with traditional caps and bottles. The smooth, intuitive operation of the overcap ensures that minimal force is required to open and close the packaging, making it accessible for a wide range of consumers, including those with limited functional abilities. The wide opening of the pouring insert also facilitates controlled pouring, ensuring that users can confidently dispense liquids without spills or mess. This ease of handling, combined with the comfortable grip of the bottle, ensures that the entire system is user-centric, offering a positive and inclusive experience for all consumers.

Criteria #2: Packaging labelling shall be highly legible.

The EzyPour overcap provides a generous surface area for labelling, allowing for the clear and legible display of product information. This is essential for consumers who rely on clear instructions and branding, particularly those with visual impairments. The cap's smooth surface enables the application of high-contrast labels with large, easy-to-read text, ensuring that essential information – such as product names, usage instructions, and recycling symbols – is visible to all users. The additional labelling space on the ergonomic bottle further enhances this feature, providing more room for brands to include crucial product details in a legible format. This attention to clear labelling not only enhances accessibility for visually impaired users but also aligns with regulatory requirements for packaging, ensuring that consumers are well informed about the product.

Criteria #3: Innovation for accessibility.

EzyPour's innovation in accessibility is evident through its thoughtful design and functionality. By pairing the EzyPour cap with Thankyou's ergonomic rectangular bottle, the packaging solution offers enhanced grip and ease of handling, particularly for individuals with limited motor skills or reduced strength. This combination delivers an intuitive, consumer-friendly experience that addresses common challenges associated with traditional packaging, such as difficulty opening and controlling the flow of liquid products.

While the current EzyPour and Thankyou bottle collaboration focuses on core functionality and accessibility, EzyPour also offers additional advanced technologies that can be tailored for other packaging solutions. These include BioShield for antimicrobial protection, ThermoShield for temperature-sensitive colour-changing features, and IDShield for anti-counterfeiting measures. These options provide further flexibility, ensuring that EzyPour can be adapted to meet specific market needs or product requirements, delivering even greater value for brands and consumers alike.

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

EzyPour, when paired with Thankyou's ergonomic rectangular bottle, is specifically designed to cater to the health, personal care, and household product markets. This packaging solution is fit-for-purpose for liquid products such as lotions, oils, soaps, and other health or personal care items that require controlled and precise dispensing. The pouring insert ensures that consumers can dispense just the right amount of product, preventing spills or waste, which is particularly important for higher-value or sensitive products like skin oils or organic liquid soaps.

The ergonomic design of the overcap, combined with the additional grip provided by Thankyou's rectangular bottle, enhances the ease of use, making it particularly suitable for everyday household products. Whether used in the kitchen, bathroom, or for personal grooming, the EzyPour system ensures that the product is handled with care and precision. This is essential for products that need to be stored securely and dispensed hygienically, especially in the health and personal care categories.

The materials used in the EzyPour system are not only durable but also fully recyclable, ensuring that the packaging remains eco-friendly while maintaining product integrity. The leak-resistant design is particularly important in this sector, as it prevents contamination and extends the shelf life of the liquid product, ensuring that it remains safe and effective for consumers.

Criteria #5: Other criteria to be eligible.

EzyPour meets the eligibility criteria for the Accessible Packaging Design Award. The product, developed in collaboration with Thankyou, was launched within the past 18 months and is currently being sold in both Australia and New Zealand. This joint submission reflects the growing demand for accessible and sustainable packaging solutions that meet the needs of consumers while reducing environmental impact.

Additional consideration: Demonstrating accessibility.

While there were no formal collaborations with external consumer groups during the development of EzyPour, the design was rigorously tested and evaluated by both Caps & Closures and Thankyou's teams to ensure accessibility and ease of use. The feedback loop between the two companies was essential in refining the design, making sure that the product would meet the needs of a broad range of consumers, particularly those with physical limitations.

EzyPour's accessibility features have been validated through market feedback, with users praising the ergonomic design, ease of use, and controlled pouring mechanism. As the product gains wider traction in the market, Caps & Closures remains open to future collaborations with consumer advocacy groups to further enhance accessibility in its packaging designs.

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 2025, 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 EzyPour 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 ongoing 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 EzyPour 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.



EzyPour + Refill recognised with WorldStar Packaging Award



**WORLDSTAR
GLOBAL
PACKAGING AWARDS
2025 WINNER**

Brendon Holmes, Managing Director, Caps & Closures says, *"Caps & Closures, in collaboration with Thankyou, is thrilled that we have won two prestigious WorldStar Packaging Awards for our innovative EzyPour cap. This achievement showcases our dedication to developing sustainable, practical, and user-friendly packaging solutions that genuinely meet consumer needs. The thoughtful design of EzyPour allows for a smooth, controlled pour, minimising spills and enhancing the refilling experience for users.*

It's intuitive features make it an ideal choice for household and personal care products, where convenience and reliability are essential. These awards reinforce Caps & Closures and Thankyou's shared vision to lead the industry in sustainable innovation. Together, we are committed to providing solutions that blend ease of use, sustainability, and top-notch performance. We take great pride in our role in shaping the future of refillable 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 **Health, Beauty & Wellness Packaging Design** award recognises organisations that have designed innovative packaging and/or materials, within cosmetics, toiletries, personal hygiene, supplements, vitamins, perfumes, hair, body and oral care. This award also covers packaging of all medicines including over the counter medicines and medical equipment packaging. This is a WorldStar Packaging Special Award Category.

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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.

