

GREEN ACTION® DISHWASHING LIQUID 500ml



TrendPac

Green Action® Dishwashing Liquid 500ml

Key Outcomes and Measurement

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| <ul style="list-style-type: none">• 100% mono-material PCR rPET.• 25% reduction in bottle weight = 10g.• Saving 12 metric tonnes of plastic per year.• Cap is made from unpigmented plastic. | <ul style="list-style-type: none">• Reduction of 60 metric tonnes of CO₂ equivalent compared to virgin PET.• Label uses acrylic adhesive, which releases the label during the caustic washing process. |
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Sustainable Packaging Guidelines



1. DESIGN FOR RECOVERY



2. OPTIMISE MATERIAL EFFICIENCY



5. USE RECYCLED MATERIALS



10. PROVIDE CONSUMER INFORMATION ON SUSTAINABILITY

	Product: Green Action® Dishwashing Liquid 500ml
	Company: TrendPac
	Country: Australia

TrendPac has 60 years of experience in the manufacturing industry, delivering reliability and a commitment to treating their customers brands as if they were their own.

They provide a complete product creation service, taking a clients concept and transforming it into a private label or branded retail pack.

A great example of this is their work on the Green Action® Dishwashing Liquid bottle for Aldi. By integrating innovative packaging solutions with their customers vision, TrendPac ensure that every product not only meets high standards of quality but also contributes to sustainability. Their expertise spans concept development, manufacturing, and packaging, helping brands thrive in competitive markets.

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Bottle:

- ✓ **Australian Made**
- ✓ **Made from 100% PCR PET and fully recyclable.**
- ✓ **Clear, unpigmented design maximises material recovery and rPET value.**
- ✓ **10g weight reduction per bottle (-25%), saving 12 metric tonnes of plastic annually.**
- ✓ **PP cap is unpigmented, and without a wad for easier recyclability.**
- ✓ **Embossed Mobius loop (fern) promotes responsible recycling behaviour.**
- ✓ **Design enhancements like an embossed brand logo that doubles as an anti-slip feature.**

Label:

- ✓ **Made from 30% post-consumer recycled (PCR) content.**
- ✓ **Features acrylic adhesive to minimise residue in caustic wash process.**
- ✓ **5% reduction in label coverage (down to 15%), saving 16kg of material per year.**
- ✓ **Total label material reduction equates to 296m² annually, larger than a tennis court.**

Carton:

- ✓ **Made from 100% post-consumer recycled material.**
- ✓ **7% less material per unit, contributing to packaging efficiency.**

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?

Design for efficiency which include:

- Optimisation during manufacture & processing - the bottle footprint designed to reduce production changeover times.
- Transportation & Storage - Bottle footprint optimised to get 20% more product per pallet compared to previous design. Also 20% less pallet movements through the manufacture process, for manufacture of bottles to final transport to the point of sale.



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

TrendPac and their customer Aldi are both APCO members and have actively been ensuring that the ARL is included on the back of the pack to educate and encourage consumers to recycle correctly.

In addition, the design with the embossed mobius loop on the bottle front to reinforce sustainable messaging.

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

TrendPac is committed to ongoing innovation in sustainable packaging and product development.

Focusing on world leading criteria for sustainable packaging goals.

Further initiatives include:

Lightweighting: TrendPac aim to continue reducing the weight of their packaging without compromising strength or product protection, which will further reduce material use and carbon emissions.

Increased use of PCR: They will continue their journey to integrate higher levels of PCR materials across all packaging components, including bottle caps and labels to enhance circularity.

Moving to brownboard cartons as an alternative to bleached white lined will also be crucial.



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

“Winning a Gold Award in Sustainable Packaging Design - Recycled Content and Lightweighting and a Bronze Award for Domestic & Household Packaging Design, celebrates the heart of what we stand for at TrendPac, Innovate, Create and Deliver sustainably. This achievement highlights the progress we’ve made, including pioneering a 25% reduction in bottle weight and using 100% post-consumer rPET, which saves 12 metric tonnes of material each year. We have pushed boundaries by redesigning our bottles to enhance efficiency across handling, warehouse storage, and filling processes. This award not only recognises our efforts as a team, but reinforces our commitment to exceeding APCO 2025 targets and leading the way with sustainable, value driven packaging solutions that make a real impact in the retail space and beyond. It is a proud moment for our team, inspiring us to continue shaping the future of sustainable packaging,” says Kelly Taylor, Business Development Manager, TrendPac.



Green Action® Dishwashing Liquid recognised with WorldStar Packaging Award



**WORLDSTAR
GLOBAL
PACKAGING AWARDS
2025 WINNER**

“Winning a WorldStar 2025 Award celebrates the heart of what we stand for at TrendPac, Innovate, Create and Deliver sustainably. It is a truly inspiring and proud moment for our team, helping us to continue shaping the future of sustainable packaging,” says Kelly Taylor, Business Development Manager, TrendPac.



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.

Follow the PIDA 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.

