

M&M'S DISPLAY READY PACKAGING



BIRDSTONE COLLECTIVE

M&M's Display Ready Packaging



Key Outcomes and Measurement

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| <ul style="list-style-type: none">• Reduce single-use, multi-material POS components.• Vertical columns provide top-load strength for full pack weights to be stacked.• Lacking tabs & slots allow cartons to lock together as a stable column. | <ul style="list-style-type: none">• Reduce multi-material, non-separable, single-use POS display components by 50%.• Reduce in-store labour for set-up, hand packing of display units & simplifying assembly of POS displays.• Represent a 28% reduction in the cost of a POS display. |
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Sustainable Packaging Guidelines



B I R D S T O N E	Product:	M&M's Display Ready Packaging
	Company:	Woolworths Food Co.
	Country:	Australia

Birdstone is a specialist packaging design agency with a proud history of designing award-winning sustainable packaging solutions. They work in many product areas including food & beverage, pet speciality, consumer electronics and automotive, and across a wide range of packaging materials. Their unique blend of structural design, brand & graphic design and material expertise enables us to design packaging that delivers positive brand, business and sustainability outcomes for their clients and their consumers. Birdstone's client for this project is MARS Wrigley, whose iconic confectionery brands M&M'S®, SNICKERS®, MALTESERS®, EXTRA® and SKITTLES® are enjoyed in more than 180 countries. The marketing of these brands includes regular in-store Point of Sale (POS) displays at the end of aisles in retail supermarkets around Australia. The installation, maintenance, disassembly and disposal of POS display units is costly and inefficient. Mars identified an opportunity to make significant sustainability and commercial improvements to their in-store POS displays and engaged Birdstone to design a new generation of POS.

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The design strategy was to extend the functionality of the existing mono-material Shelf Ready Packaging (SRP) to reduce the need for traditional single-use, multi-material POS components. To be successful, the new design had to maintain the functionality, manufacturability and disposal standards of the existing SRP carton, whilst also providing the strength, stability and shoppability of the display unit it replaced.

To work effectively in the supply chain, the design had to run at current speeds through the filling and palletisation equipment in the MARS factory without requiring any changes to equipment or run-speeds. In store, the design needed to be adaptable, stacking effectively as part of a larger display and also converting into the current SRP format to perform as a Shelf Ready Tray in a regular aisle.

The solution to this complex problem is Display Ready Packaging (DRP). Development of the DRP began with the corrugated SRP carton, exploring ways to stack, stabilise and add strength without diminishing existing functionality.

The MARS DRP offers significant improvements over the outgoing SRP design and complex POS display units it replaces.



Features that make it a great shipper:

- ✓ The design has the same top load and filling performance as the previous SRP.
- ✓ The design has improved graphics maximised for flexographic production.
- ✓ The design uses no more material than the previous SRP carton.
- ✓ The DRP replaces the SRP on MARS production lines with no impact on supply chain performance.

Features that make it a great display unit:

- ✓ Vertical columns provide top-load strength for full pack weights to be stacked.
- ✓ Locking tabs and slots allow cartons to lock together as a stable column.
- ✓ Multiple columns can be grouped with the addition of a display shroud.
- ✓ Intuitive opening instructions enable all staff, not just specialist merchandisers to convert the cartons and build display units.

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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?

Through the clever re-design of an existing component, the DRP improves the sustainability of POS displays. When used in display form, the DRP reduces the need for expensive and cumbersome display components to be manufactured, delivered to stores and disposed of at end of life.

Based on a comparison with the superseded POS system, the DRP;

Reduces multi-material, non-separable, single-use POS display components by 50% and will save around 60 tonnes of material annually at saturation.

Increased sales by 14% during the introductory trial periods compared to traditional displays, due to a number of factors including;

- Improved product presentation and accessibility.
- A higher stock weight and improved replenishment.

Reduces in-store labour for set-up, maintenance and disposal, saving as many as 6000 labour-hours annually at saturation due to:

- Reducing hand packing of display units.
- Simplifying assembly of POS displays.
- Streamlining the return of unsold units to the aisle at promotions end.
- Represents a 28% reduction in the cost of a POS display.

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

The MARS DRP is a B2B packaging item. MARS have completed a PREP report and applied an ARL to the packaging.

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

Birdstone is fortunate to have many pro-active clients, large and small, seeking to improve the performance of their packaging.

They are currently working on everything from the sustainability compliance of large packaging portfolios, to the design of new brands for small businesses. Each one of their projects has the kind of unique challenges that they enjoy solving.



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

"Since our inception in 2014, Birdstone has been fortunate enough to have won PIDA Awards for multiple projects. The recognition from our peers at AIP and the esteemed judges is valued deeply and confirms the value of design to the packaging industry."

In the market, awards such as PIDA validate our credentials and capabilities, providing a unique point of difference between ourselves and traditional agencies," says Grant Davis, Director of Design & Strategy, Birdstone Collective.



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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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.

