

ADVANTAGE 9um PALLET WRAP



Bunzl Australia & New Zealand Advantage 9um Pallet Wrap

Key Outcomes and Measurement

- New 9 um Advantage LLDPE pallet wrap.
- 385% more stretch than other wrap.
- Enables more pallets to be wrapped with a single roll.
- Average use a year is 20 tonnes. 9um wrap reduces to 12 tonnes or 66% less plastic.
- Fully recyclable in soft plastics programs.

Sustainable Packaging Guidelines



Product: Advantage 9um Pallet Wrap
Company: Bunzl Australia & New Zealand
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 landfill in the last 12 months.

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- ✓ **Thickness** - 9um, reducing plastic usage while maintaining performance.
- ✓ **High quality and stretch** - meets market demand for durability and functionality. Proven to outperform competition.
- ✓ **Reliability** - ensures load containment with zero rejections over a 12-month trial period.
- ✓ **Less packaging/cardboard waste** - the reduced thickness results in fewer rolls, minimising waste from cores and outer cardboard packaging.
- ✓ **Recyclability** - fully recyclable mono-material (LLDPE), compatible with existing industrial recycling systems. Cardboard packaging is also recyclable.
- ✓ **Market differentiation** - outperformed compostable and recycled wraps by offering reliable, consistent performance without brittleness or premature degradation.
- ✓ **Logistic efficiency** - lighter rolls reduce transportation emissions and storage requirements, optimising freight and warehouse operations.
- ✓ **Cost-effectiveness** - reduces material usage and waste, resulting in lower product costs and decreased waste management expenses for customers.

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?

Their trial with one customer shows a comparison between Advantage's own 15um and its new 9um innovation. Results show an improved load containment for the exact same number of revolutions, 3,179 less rolls used per annum, 3,179 less cardboard cores to dispose, 3,179 less cardboard boxes to dispose of.



Fully recyclable in industrial recycling facilities, made from mono-material (LLDPE).

No inner packaging is used.

Cardboard box is recyclable.



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

Product packaging/box has ARL logo and it is recyclable.

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

They are continuing to expand their sustainable product portfolio with a strong focus on three key areas:

Reusable Solutions: Bunzl is working closely with their customers to co-design and implement reusable products packaging that reduce reliance on single-use options.

Compostable Products: Bunzl is growing the range of certified compostable products available across their business, giving customers practical options that align with their sustainability goal and state-based single-use plastic bans.

Recycled content: Bunzl is increasing the amount of recycled materials in their products and packaging offerings.



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

“Winning a PIDA Award is an incredible recognition of the collective effort and commitment of our team. It validates the work we have put into developing innovative, practical, and truly sustainable packaging solutions. For us, it’s not just about receiving an award, it’s about having industry peers acknowledge that our approach to circular design and local capability is making a tangible impact.

It also energises our team, reminding us why we push boundaries in packaging design: to reduce waste, close the loop, and create better outcomes for customers and the environment.

This recognition reinforces that we are on the right path and motivates us to continue collaborating, innovating, and scaling solutions that can transform the way packaging is designed, used, and reused,” Nasim Aflatoon, Sustainability Manager, Bunzl APAC.



Advantage 9um Pallet Wrap recognised with WorldStar Packaging Award



**WORLDSTAR
GLOBAL
PACKAGING AWARDS
2026 WINNER**

Nasim Aflatoon, Sustainability Manager, Bunzl APAC says, *“We are thrilled to see Advantage 9um Pallet Wrap recognised beyond the Australasian stage. This design proves that significant plastic reduction can be achieved without compromising performance or safety, a solution that resonates globally. Being part of such a global program is a great chance to share the innovation and teamwork behind Advantage Pallet Wrap, from working closely with suppliers to the detailed testing, and to show how smart source-reduction like this can make a real impact across supply chains.”*



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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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.

