

SCA GLOBES AND BULBS



Supercheap Auto SCA Globes and Bulbs

Key Outcomes and Measurement

- Supercheap Auto is Australia and New Zealand’s specialty automotive parts and accessories retail business.
- Eliminated PVC Blister packs & diverts 5.2 tonnes of rigid PVC.
- Category first FSC certified mono material recyclable cardboard box, with a recyclable cardboard tray.
- Consumer is directed to bottom of pack for opening - not touching the globe surface.
- ANZ Australasian Recycling Labelling (ARL) on pack for correct disposal.
- Maintains the visual product appeal on pack.

Sustainable Packaging Guidelines



Product: SCA Globes and Bulbs
Company: Supercheap Auto
Country: Australia

Supercheap Auto is Australia and New Zealand’s favourite specialty automotive parts and accessories retail business. With 352 stores, they provide a wide range of service parts, tools and accessories, as well as products for the garage, travel, touring and outdoors. The company is actively involved in motorsport sponsorships and community initiatives, aligning itself with the automotive culture in the regions it operates. Supercheap Auto prioritises sustainability through waste reduction and recycling programs for batteries and oils. Optimising private branded packaging for circularity through customer focused solutions has been a pivotal priority for merchants in recent years.

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- ✓ Mono-material packaging is recycled and recyclable as per the current 2025 National Packaging Targets, and complies with proposed Mandated National Packaging Design Standards.
- ✓ Box has been designed to avoid closure stickers through a double folded base.
- ✓ Interior trays are lightweight, simple, fit for purpose.
- ✓ Customer is directed to bottom of pack for opening, hence not touching the globe surface.
- ✓ On pack communication includes true-to-size representation of the globe from side and base for product matching and identification, as well as ARL, and FSC for the packaging,
- ✓ Moving globes from blister pack to card will remove 5.2 tonnes of PVC blister material from their supply chain in the first year.

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?

Outgoing blister packs (Enduralight) would use 3.39 tonnes of paper from unknown source, presumed virgin paper stock, and 5.2 tonnes of PVC blister panels. Outgoing packaging range had an average weight of 5.73g per retail pack.

This SCA branded range averages 10.48 grams, however this new range is recycled and recyclable, and diverts 5.2 tonnes of rigid PVC from entering our supply chain. The box has been designed to include the hanger as part of the dyeline, to support minimal packaging elements. The width and height fit the largest globe in the range snugly.

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

FSC Recycled, ARL for Australia and New Zealand, and a direction to their sustainability page.

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

They are currently working on something very big and cannot wait to share it with everyone closer to range launch!



SCA GLOBES AND BULBS

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

"This award is a great honour to receive. It is motivational to the wider Merchandise Team as the sustainability space is not historically a key area of influence for Supercheap Auto or the private brands.

It has strengthened our key messaging that good packaging initiatives don't have to add cost to landed goods, and they don't have to be extremely complex. Making a better choice for our customers and team through more easily accessible packaging whilst contributing to our APCO and circularity commitments has made this a packaging project for FY25 that we are very proud of," says Carmen McLean, Sustainable Packaging Manager, Supercheap Auto.



Australasian Institute
of 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 **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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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.

