

MACRO HEALTH FOOD
BOX-BOTTOM PAPER BAGS



Woolworths Food Co.
Macro Health Food Box-Bottom Paper Bags

Key Outcomes and Measurement

- A first in the Australian market for retail own brand.
- Flat box-bottom stand up paper bag for dried fruits & nuts.
- Kerbside recyclable paper-based alternative.
- Incorporates advanced barrier technology for product freshness.
- Reduces plastic usage by an average of 86% across various bag sizes.
- 96 tonne annual reduction in plastic waste.

Sustainable Packaging Guidelines

1. DESIGN FOR RECOVERY

2. OPTIMISE MATERIAL EFFICIENCY

3. DESIGN TO REDUCE PRODUCT WASTE

4. PROVIDE CONSUMER INFORMATION ON SUSTAINABILITY



Product: Macro Health Food Box-Bottom Paper Bags
Company: Woolworths Food Co.
Country: Australia

Woolworths Group is one of the largest food and everyday needs retailers in Australia and New Zealand. The Group comprises food and everyday needs retail businesses enabled by a large and convenient store network, online shopping and complementary services, and retail platforms that serve millions of customers weekly, partnering with over 13,000 suppliers, supported by over 202,000 team members. They strive to have a positive impact on their team, the planet, their customers and the communities they serve – and in doing so create long-term stakeholder value and sustainable growth for our business. Sustainable packaging is a key component of this and they’re working towards transitioning their own brand ranges by reducing virgin plastic, increasing recycling content and influencing packaging innovations. As of July 2025, they have removed more than 20,000 tonnes of virgin plastic packaging from circulation since 2018.

ANZ REGIONAL AWARDS PROGRAM

COORDINATED BY

EXCLUSIVE ENTRY TO

WORLDSTAR GLOBAL PACKAGING AWARDS

INTERNATIONALLY ENDORSED BY

MACRO HEALTH FOOD BOX-BOTTOM PAPER BAGS

- ✓ **Launches Australia's First:** Introduces the nation's first high-barrier, paper-based bag that is 100% kerbside recyclable.
- ✓ **Replaces Plastic:** Eliminates problematic plastic packaging with a readily available, sustainable paper alternative.
- ✓ **Responsibly sourced:** Using FSC certified paper.
- ✓ **Meets National Targets:** Achieves Australia's 2025 National Packaging Targets for recycling and sustainability.
- ✓ **Answers Consumer Demand:** Meets consumer's desire for plastic-free packaging that is genuinely simple to recycle.
- ✓ **Empowers Shoppers:** Features the official Australasian Recycling Label (ARL) to give consumers clear, trusted instructions for disposal.

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?

Macro Box-Bottom Paper Bags have been strategically designed to make it easier for consumers to recycle. Paper-based material is the optimum choice as they can be kerbside recyclable. Consumers are already familiar with paper recycling hence more likely to recycle these bags correctly.

Beyond improved recyclability, the new packaging significantly reduces plastic usage. This shift has led to an average of 86% reduction across various bag sizes, resulting in a 96-tonne annual reduction in plastic waste. This was achieved by minimising the plastic content to the technically feasible extent whilst maintaining product's quality, shelf life and manufacturing efficiencies.



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

The packaging artworks feature a clear and concise message to consumers that the bag can now be kerbside recyclable. This message is prominently displayed on both the front and side panels. There is also an Australasian Recycling Label (ARL) logo printed on the back panel of the pack, providing an instruction on how to recycle the bag after consumers finished with the products. The clear recycling instructions and consumer education through ARL can help reduce littering through responsible consumer behaviour.

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

Woolworths Group is committed to advancing sustainable packaging across all Own Brand product categories through continuous innovation. While specific details of current confidential projects cannot be disclosed, they look forward to providing updates on their progress and achievements. These efforts underscore their dedication to minimising environmental impact and fostering a circular economy.



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

"We are very grateful for this esteemed recognition of our work. This project presented significant challenges from its inception. The team's persistence and courage in overcoming them proved invaluable to our success. I am particularly proud of the PIDA Award for our Macro paper packaging. This innovative solution, a first in the Australian retail market, was the result of a two-year development project that involved extensive testing, trials, and significant learning experiences. It not only improved product quality and consumer convenience through enhanced recyclability but also achieved a significant reduction in plastic use, directly contributing to our business sustainability targets. This accomplishment is a testament to strong team collaboration and robust supplier partnerships," says Fonny Chang, Packaging Specialist, Woolworths Food Co.



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.

