

Plant Fibre Pulp Hot & Cold Lids

WINS 2023 WORLDSTAR SUSTAINABLE PACKAGING SPECIAL AWARD



★ 2023 WORLDSTAR
SUSTAINABILITY
SPECIAL AWARD ★
GOLD WINNER



Plant Fibre Pulp Hot & Cold Lids BioPak

KEY FEATURES

- ★ Meets 2025 National Packaging Targets & Sustainable Packaging Design Principles
- ★ Eliminate Hazardous Materials
- ★ Design for Recovery
- ★ Provide Consumer Information on Sustainability
- ★ Hot & Cold Lids
- ★ Home & Commercially Compostable
- ★ AS4736 certifications (Commercial) & AS5810 (Home)
- ★ Plant-based renewable materials
- ★ No Added PFA's
- ★ Snap feel to hold the lid firmly
- ★ Unique lid design

BioPak
It doesn't cost the earth

Based in Sydney, BioPak specialises in designing, producing and distributing packaging made from rapidly renewable plant-based materials. They are committed to adopting and promoting best practices aligned with the triple bottom line: People, Planet, Profit.



REGIONAL AWARDS PROGRAM



COORDINATED BY



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In the context of your award-winning packaging innovation, what do you see as Sustainable Packaging?

In a word – regenerative. For Richard Fine, Founder & Non-Executive Director of BioPak, sustainability must take into account every stage in the lifecycle of the packaging – including raw material extraction, converting and finally, recovery and recycling resources. Richard says that in 2005, after a 15-year career in plastic packaging, his perspective and approach was forever changed after reading the book *Cradle to Cradle: Remaking the way we make things*. The book offers a holistic, economic, industrial, and social framework that seeks to create both efficient and waste-free systems. This framework, now evident in the ‘circular economy’, is found in the award-winning product design for sugar cane pulp moulded foodservice products. For Richard, “reducing the amount of disposable single-use packaging made from fossil fuel-based plastic and replacing it with sustainably sourced, rapidly renewable, or recycled materials is a priority.

What would you say were the decision-making drivers (Internal and External) influencing your packaging design?

As a business with a mission to reduce the environmental impact of plastic packaging, BioPak set out to replace as many unnecessary and unrecyclable plastic single-use disposables with sustainable and environmentally friendly alternatives. BioPak’s focus is food packaging and over the years they have expanded their portfolio of compostable materials and refined and improved their pulp moulding capability. As single-use plastic bans come in place across the country, food service businesses are looking for sustainable alternatives to conventional plastic takeaway packaging. While environmentally friendly hot and cold paper cups (BioCups) were a packaging product already developed, there was a requirement to complete the story by creating matching, fitting lids for coffee roasters, cafes and QSR (quick service restaurants) situations, like, Slurpees and milkshakes. Staying ahead of single-use plastic bans and creating new, requested products for our customers, BioPak used bagasse, also known as sugarcane pulp, a fibrous material left behind in the sugarcane harvesting process to create their new hot and cold cup lids.

What benefit does this new design offer your business and your consumers? Why is the pack more sustainable?

With the same, functionality as conventional plastic lids, BioPak’s new cold and hot cup lids are plastic-free and made from sugarcane pulp, also known as bagasse, which is a rapidly renewable resource and a by-product of the sugar refining industry, which would otherwise go to waste. Unlike plastic or polystyrene products, bagasse products are industrially and home compostable. Under composting conditions, bagasse will break down into a nutrient-rich compost that can be used as fertiliser and soil conditioner which in return sequesters more carbon from the atmosphere, helping to reverse climate change.



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What volumes of materials, packaging and waste have you saved by designing this new packaging?

BioPak is the leader in planet-friendly packaging and has made a commitment to removing any plastic products from its range by 2023. Any new products are designed with the planet front of mind. BioPak is constantly investing in R&D to make the most sustainable option available to customers. Consequently, redesigning our lids using sugarcane was the natural next step.

Switching from single-use plastic packaging derived from finite fossil resources to sugarcane packaging makes a big difference: if a large QSR swapped out 10 million conventional plastic lids to sugarcane pulp BioCane alternative they could avoid 37,400 kgs of fossil-fuel plastics, offset 83,478 kgs of carbon emissions and if all were composted at home, the organic waste would create 25,900 kgs of nutrient-rich soil which in return sequesters even more carbon from the atmosphere, helping to reverse climate change.

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

The packaging BioPak products come in detail on the products in the box, as well the certifications they hold like industrial and/or home compostable logos, etc. The product code on the box can be searched on the website www.biopak.com.au to find a complete list of specifications.

BioPak is working hard to print the compost certifications directly onto the products to make end-of-life disposal easier for the end consumer and their sugarcane lids have 'Compostable' written on them.

What do you feel will be needed to further improve packaging design in the future? (e.g. education, investment, policy/legislation, tech, etc?)

One of BioPak's main goals is to be a part of the bigger education piece for end-of-life disposal of food service packaging, composting and recycling. Despite the numerous industrial composters across the country, and councils offering residential compost (FOGO) bins, there is still room for improvement to keep organics out of landfill and

instead recover them to create rich composting soil. BioPak launched its first Compost Service in 2017 to help make composting more accessible for its customers and has since evolved into a not-for-profit, government-backed composting network called Compost Connect. Compost Connect aims to connect foodservice businesses with industrial composters to divert compostable packaging and food waste from landfill. BioPak has dedicated team members who are constantly working on strategies to re-educate the masses on food recovery and connect their new and existing customers with Compost Connect so they can start composting from the get-go.

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

Richard Fine, Founder, BioPak says, *"At BioPak, we continue to grow and expand our range and reach – including Europe, the UK and Singapore. As we grow, we take an active role in engaging with consumers, brand owners, industry and government to share our knowledge and vision for a world without waste."* Richard says he is optimistic about the future – the pace of change and growing awareness of what is needed to coexist in harmony with all living things is accelerating rapidly. *"We have the capability and capacity to change the path to a circular economy."*





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What does winning the Gold Sustainability Special Award mean to your business?

Gary Smith, Chief Executive Officer, BioPak who was on a jetlag high during the evening added that, "Each day we come into BioPak with a passion for change and a passion for sustainable improvement in our industry. There is little focus on anything else. Working at a screen all day, working in a closed environment not understanding the impact of what we take for granted as our day-to-day, has a danger of stuffing passion. Attending the WorldStar Awards and being surrounded by so many innovators and change makers was humbling and a boost to make me excite all at our business into working harder and smarter at continual improvement and sustainable developments! We were humbled to be singled out in an evening to receive the coveted Gold for the Sustainability special award, where there is so much good in overcoming mediocrity and bad practices. Seeing so many new developments and innovations, and meeting so many talented people was a privilege!"



WorldStar Packaging Awards

Owned & Operated by the World Packaging Organisation the WorldStar Packaging Awards is the preeminent awards program in the world.

Only packaging that has won recognition in a recognised national or regional competition, either in the present year or the previous year is eligible to apply for WorldStar Competition. Currently, 73 competitions from 39 countries and regions are recognised by WPO as qualifying for entry to the WorldStar Packaging Awards program.

There are 18 General award categories and 5 special awards including Accessible Packaging Design, Marketing, Sustainable Packaging Design, Packaging that Saves Food and the President's Award.

WorldStar Special Award - Sustainability

The **WorldStar 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.
www.worldstar.org

About The World Packaging Organisation

The World Packaging Organisation is a non-profit, non-governmental, international federation of national packaging institutes and associations, regional packaging federations and other interested parties including corporations and trade associations.

www.worldpackaging.org



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