

Curve Magazine Issue 21, 2007 - It's a Wrap!

It's a wrap!

The Australian Packaging Awards were awarded to an interesting range of small to large businesses this year. Their prize-winning packaging designs showed a focus on sustainability with re-use, recyclability and reduction in material usage at the forefront.

Reschke wines were awarded with gold, for the design of their re-usable wine bottle. Taking advantage of the popular re-use of wine bottles for water bottles in restaurants, the Reschke bottle comes with a resealable glass stopper. The stopper is sealed under the normal wine bottle neck seal. When the label is removed, a ghosted version of the logo is revealed – helping to extend brand awareness far beyond the date of original consumption.

Dulux Easy Roll from Orica Consumer Products won gold and best of show for its innovative paint container with built-in roller tray. The rectangular lid flips back to accommodate a paint roller, preventing spills and making it unnecessary to pour paint into another container.

Cheviot Bridge wines won silver for its export-ready Thirsty Lizard B-Pak. The pack is lightweight, unbreakable and easy to recycle.

Yarra Valley Snack Foods were presented with a bronze award for their potato chip bags that replicate hessian sacks of potatoes, lending a home-style, nostalgic air. The bags have a matte finish that feels like paper.

Coopers Brewery and Amcor joined forces to develop the award-winning Versatal polymer-coated steel can. This allows naturally conditioned ales to be better packaged. The polymer coating gives a high-quality barrier that encourages ongoing fermentation in the can. This technology can be applied to a wide variety of foods and beverages. The can is lightweight, energy efficient and recyclable.

Nestlé's clever steam-venting valve located within the walls of a gravy pouch was also a winner. The vent opens at a controlled point of rupture, so that heat is released automatically during microwave cooking once the pressure within has reached a critical level. This saves cooking time, as the sealed

pack heats the contents faster. It also avoids scalding and spills.

Rebul Packaging won gold for their Rebul Pack, which is re-usable until it has seen so much wear that it must be retired to recycling – and that happens with minimal impact due to its 100 per cent paper construction. The pack is suitable for transporting both the most delicate and the heaviest of goods. The thick walls are easy to assemble, using a simple cardboard dowel and tube joining system, and the pack is labelled with directions for effortless construction. It is lightweight despite its bulk, disassembles to pack flat, and needs no tools, taping or fumigation, unlike conventional wooden crates, thereby cutting costs and handling. Judges noted that the addition of shrink-wrapping, where appropriate, could further enhance its moisture resistance as well. It is a low-maintenance, high-performance, lightweight, tough, reliable and inexpensive alternative to crates.

The Sustainability Award was won by Amcor for Surefresh. This simple fruit tray is covered with laminated paper that replaces wax-coated trays with an easily recyclable alternative. It is also a highly efficient replacement for the multiple-use plastic trays, because it needs no return transportation, and eliminates the use of water and detergent for cleaning. The high-gloss paper and film laminate is moisture resistant and offers excellent protection against scuffing, tearing and sagging. The tray is easily collapsible and is recyclable through the standard paper and cardboard recycling stream.

opposite
Rebul Pack, Rebul Packaging; Dulux Easy Roll, Orica Consumer Products; re-usable wine bottle, Reschke wines