



BUNDABERG BREWED DRINKS ELIMINATE TRANSIT DAMAGES AND REDUCE PLASTIC USAGE BY 30%

Through Signet's Tertiary Packaging Optimisation program Bundaberg Brewed Drinks eliminates transit damages, increases per roll usage by 37% and reduce plastic waste by 30%.

Great Australian success story, Bundaberg Brewed Drinks, began manufacturing premium beverages from their family-owned brewery in 1968. Fast forward 50 years, Bundaberg has become a loved brand within Australia and around the world, exporting 75,000 pallets of product a year in over 3,000km of Signet's Stretch Film to 60 countries.

"One of the reasons we have achieved global growth within recent years is because we are a naturally brewed non-alcoholic beverage. We are locally made and owned and source a lot of our products here in Bundaberg."

Ronnie Curteis, Bundaberg Brewed Drinks Production Manager

An increase in overseas exporting volumes was the catalyst for the team at Bundaberg to review their load containment process. The company wanted to find a solution that would successfully deliver their products in perfect condition, no matter the transport location or delivery method. At the time, Bundaberg Brewed Drinks were experiencing movement in transit and cosmetic corner crush, which was affecting the packaging quality of their ready-to-sell products.

The company's incumbent supplier suggested more consumables to fix this problem, including cardboard corners and strapping. This would not only have been an increase in consumable expenses but also in labour costs associated with the extra packing time.

Signet took a different approach by supplying Bundaberg with a better performing film and adjusting their pallet wrap machinery to ensure the right amount of tension was applied. Through machinery optimisation, Bundaberg was able to eliminate pallet corner crush and reduce transit damages.

“We had the right machinery, but we weren’t utilising it properly to get the best results. Signet brought a wealth of knowledge and technology to identify the areas of improvement within our supply chain process.”



Sustainably growing their supply chain was an important goal for Bundaberg. Through Tertiary Packaging Optimisation, Signet helped downgrade Bundaberg’s film to both improve load containment and reduce plastic usage.

Signet supplied three different gauged stretch films and conducted transport trials of palletised Bundaberg products around Australia and internationally, using a variety of transport methods. To ensure the highest quality product was delivered, photos were taken once the pallets arrived at their destination to compare the pallets’ conditions and stability.

Signet switched Bundaberg from a 20um competitor film to their 17um Platinum Film. Using Signet’s film, the company was able to go from wrapping 40 pallets per roll to 55, cutting costs and reducing plastic waste by 30%.

“We are literally stretching our money by wrapping an extra 15 pallets per roll and reducing the amount of wrap we are using in the process, so it is an all-round win-win!”

By optimising their tertiary packaging, Bundaberg reduced consumable costs, pallet wrap usage and increased their load containment to improve the quality of the product being delivered to customers.

“We specialise in ginger beer; we don’t make stretch wrap. So, we really rely on our suppliers to help us achieve the best possible outcome for our customers, and that is the reason why we enjoy working with Signet.”

If you would like to speak with a Signet team member about optimising your Stretch Film, contact our Sales Team on 13 7446, email sales@signet.net.au, Live Chat with us by visiting www.signet.net.au or get in touch by completing the form below.

Signet is proud to support Bundaberg Brewed Drinks and over 60,000 Aussie ventures.

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