

Environmental Packaging Optimisation

Australians throw away around **1.9 million tonnes** of packaging each year.
Sustainability Victoria (2021)

Packaging waste is a growing issue within Australia; one that is only expected to get larger with the surge in eCommerce shopping. However, in the age of the eco-conscious consumer, business can no longer afford to sidestep the switch to becoming more sustainable.

Understanding the eco-friendly buzzwords

Look out for these icons on our website and catalogue



recyclable

Able to be converted into new materials or objects

Disposed via curbside recycling or specialist recycling centres.



biodegradable

Breaking down materials into their component parts

Dispose of in landfill



compostable

Certified to Australian standards for home and industrial composting

Dispose of in home compost (180 days) or commercial composting facilities (90 days)



made from recycled or renewable sources

Products that are made from recycled materials (i.e. cardboard, paper or PCR)
OR
renewable sources that are replenished to replace the portion depleted by usage (e.g. sustainably managed forests)



re-usable

Packaging that can be reused multiple times before requiring any disposal

What is PCR?

PCR or Post-Consumer Recycled plastics are made from used, recycled, or repurposed plastic products. All of Signet's PCR films are manufactured to meet APCO standards.



APCO 2025 targets

The Australian Packaging Covenant (APCO) are working toward reducing the impact of packaging on the environment with their 2025 National Packaging Targets, and as a signatory, so too are Signet. **Find out more**

Unpacking the Benefits of Sustainable Packaging



88% of consumers say they would like brands to help them be more environmentally friendly.
Futerra Survey, Forbes (2018)

74% of consumers are willing to pay more for a product with sustainable packaging.
Global Buying Green Report, Trivium Packaging (2020)

Don't believe us? See the success for yourself...



Adorn Cosmetics
Cut paper waste by **50%** and packaging costs by **54%** with Geami and Compostable Mailers.



Naked Harvest
Stopped **300kg** of plastic from entering the supply chain with FillPak.



Broth of Life
Cut packaging time by **25%** with the Geami WrapPak.



Winterwares
Cut packaging costs by **30%** and cardboard usage by **50%** with PadPak and Geami.



Mayde Tea
Eliminated **9,000m** of acrylic tape annually with Signet's Kraft Paper Tape.



Check out more of our sustainable customer successes

Where to start?

1 Reduce the packaging you use



Film Downgauging

Reduce your plastic usage by downgauging to a lower gauge film that will still maintain your load containment.



Eliminate unnecessary packaging

Use as little as possible while still keeping your product protected.

2 Make a swap to an eco-friendly alternative



Packaging Tape Kraft Water Activated Tape Signet's Own Paper Tape



Plastic Mailers Compostable Mailers Corrugated Mailers



Bubble Wrap Ranpak Geami



Plastic Bubble Mailers Jiffy Padded Mailers Honeycomb Padded Mailers



Plastic Voidfill Ranpak FillPak



Styrofoam/Foam Ranpak PadPak



Pallet Wrap PCR Pallet Wrap



Pallet Wrap Velcro Logistrap



Packing Peanuts BioFill

3 Head to our blog

Check out our library of eco-friendly content, or reach out to our sales team and get started on your sustainability journey today!



Get the latest packaging processes and industry insights and how to step up your packaging practices to help save time, costs, and the environment.

