



The Facts Behind Fibre-Based Composite Packs

Summary

Many of you will have seen Zipform Packaging's composite packs in the market. However, for newcomers to the use of fibre packaging as a primary pack there may be some questions in your mind about the use of this type of packaging in the market. This short document aims to dispel some of the myths out there and put your mind at ease as Zipform Packaging (ZP) bring more sustainable packaging to the market. Hopefully, we will have covered most if not all the queries/concerns but please feel free to reach out to the Zipform Packaging team.



Q&A

Q: Aren't fibre/paperboard packs less strong than plastic ?

A: ZP packs can withstand over 90kg of axial load and because of the construction with glue between each material layer do have a good level of wall strength. As part of any testing protocols transit trials will be undertaken in any case to develop empirical data. ZP are confident in the pack's transit performance as there are already customers transporting filled product into NZ, Asia and Europe, with no reported damage issues.

Q: How can paperboard/fibre packs protect our product ?

A: ZP packs are hermetically sealed and have excellent barrier properties due to the wall structure which contains alufoil (metal being the best barrier available). Shelf-life trials are to be undertaken but ZP anticipate that the packs will perform in an equivalent way if not better.

Q: Won't the packaging look significantly different ?

A: ZP packs sizing will be matched closely to the current formats. The ZP process allows multiple heights for different shapes so there is an opportunity to review pack heights/headspaces if required. The overcap will be fibre rather than plastic and will not be a screw cap but will fit well onto the pack pre and post opening providing a good reseal. The pack will have tamper evidence via a heat-sealed foil peel seal and this will be easy to open for the consumer.



Q: Won't paperboard/fibre packs get soggy in humid environments ?

A: As mentioned ZP have had experience of filled product in various markets; the packs do have an overvarnish which affords some protection and different moisture resistant papers are also available for further developments.

Q: Once opened won't the reseal be worse than the current plastic screw cap ?

A: Once a pack is opened and re-opened during consumption the consumer has allowed Oxygen ingress already so the ZP pack solution and closure solution is no different to the current format.

Q: How does the print/decoration compare to the current overlabel ?

A: ZP printed layer uses standard label paper and as such can be printed with any printing technology, there are several great examples of high quality print with ZP packs on the market e.g. Pana Drinking Chocolate (see image below).



Q: Can the product be easily counterfeited ?

A: Because the ZP printed layer is an integral part of the pack and not a post applied label it is not practical to copy the pack as this would be an obvious overlabel. ZP’s manufacturing process of linear forming is the only one of its kind in this region. Also, other security features could be applied such as security scratch panels or QR codes.

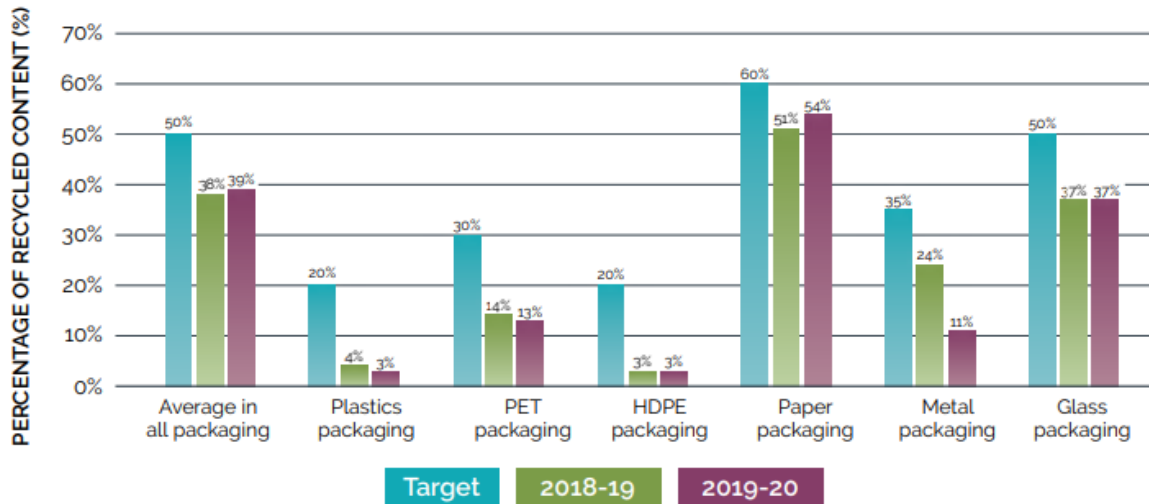
Q: Can the pack be easily recycled ?

A: The ZP packs are deemed curbside recyclable in Australia and New Zealand. As members of the Australian Packaging Covenant Organisation (APCO) then ZP are able to demonstrate through use of the PREP tool that due to the pack’s high fibre content > 90% a brand owner can apply a positive recycling message via the Australian Recycling Label (ARL). The foil seal can also be recycled if scrunched into a ball by the consumer meaning that the pack, lid and seal are all curbside recyclable. The APCO published figure below shows the current recycling rates of paper/paperboard at 68% v plastic at 16%.



Indeed, adoption of the ZP format will help brandowners meet the National Packaging targets for 2025, as the ZP pack also contains > 60% recycled content. This compares very favourably to other comparative packaging formats.





Q: Is the packaging more expensive ?

A: The ZP packs are commercially competitive with the current formats, therefore improved sustainability outcomes does not necessarily mean higher costs. The sealing process required for ZP packs will mean some differences to today’s operations but the equipment used is all industry standard technology.

Q: How many tonnes of plastic p.a. would a move to ZP packs reduce ?

A: Typically, an empty 380ml plastic tub and lid weighs 31g. An equivalent ZP pack, weighs only 17g and has only a small amount of PE in the lining weighing 0.6g. That means per million products a move to ZP packs would save >30 tonnes of plastic NB: plastics can take up to 500 years to break down in the environment.

Q: We hear a lot about compostable packaging, is the ZP pack compostable ?

A: The ZP packs are not home compostable in their current format but developments are under way to use a different lining to drive fibre content >95% and thus deliver home compostability. This could be the next generation but ZP’s current pack really supports a circular economy approach through recycling and use of recycled content.

Hopefully, this document has addressed many potential questions but please feel free to ask more via John Bigley johnb@zipformpackaging.com.au or Peter Boundy peterb@zipformpackaging.com.au

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