



Environmental solutions at the Packaging Council of Australia Awards

The winners of the 2011 Packaging Council of Australia Awards are proof the industry is taking the lead in producing sustainable, safe and innovative products. The winners were announced last night (Thursday, October 13). Many of them have developed ground breaking packaging which should see a reduction in the amount of materials needed to make the containers. "The Awards demonstrate that talent, energy and ideas exist in Australia in abundance" according to the CEO of the Council, Gavin Williams.

A crushable water bottle which is lighter than its predecessor and will reduce the amount of space needed to transport it to recycling centres has won the **Australian Packaging Covenant Sustainability Award**. Coca-Cola Amatil developed the Mount Franklin Easy-Crush bottle to be Australia's lightest 600ml water bottle. Consumers simply twist and crush the bottle when empty. The innovation has reduced the product's carbon footprint by 30%.

Nufarm Australia was a joint winner of the **Best of Show Award** for a new container which will improve safety for farmers using agrochemicals. All components of QuikPour™ are recyclable and the company has been able to reduce the amount of plastic used by more than 80%. The product has eliminated the glugging and splash associated with pouring from cartons, making it safer for those using it. QuikPour™ has also won the **Innovation Award**.

Australia's defence forces are also benefiting from ground-breaking packaging solutions. Niche packaging firm, Australian Inhibitor, has developed a military approved product which protects metals for short and long-term storage. The VCI Ferro Foil has won the **Packaging for Industry Award**.

The tertiary and schools categories have also shown there is no shortage of creativity and practicality in our young. The winners include a tissue box made only from recycled cardboard and a unique package for flour which includes cap dispenser with its own sieve. Mr Williams says "The awards help educate the wider community about the role and benefits of packaging".

All winners can be viewed online at – www.pca.org.au/pcaawards

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