

small steps to sustainability

It's the comment we get from clients most often – I want my packaging to be sustainable. But full sustainability isn't always achievable straight away.

We work closely with our clients on their journey to making better packaging choices and often small steps is all it takes...



minimising packaging

pouches instead of plastic in a carton, sleeves or labels instead of boxes. We believe less is more and will work with you to find a format that balances maximum standout with minimal wastage.



reducing single use components

Go-to Skincare's innovative refillable moisturiser jar means their moisturiser jar is a single purchase that's infinitely reusable. Consumers just need to order the lightweight refill pack that slots cleanly into the jar outer. Less plastic, less waste, and an actual cost saving for their business too.



paper & ink

Recycled vs Sustainably sourced paper? Synthetic or vegetable inks? There are a number of better ink options out there now. Bloomeffects have a strong focus on sustainability in all aspects of their business, right down to using vegetable inks on all their carton packaging.



IMAGE SOURCE: woolworths.com.au



changing formats

this often fits into the 'bigger steps' category because of the investment in equipment and training that can be required to move to new packaging. We love the investment Rosella made in packaging their soups in tetra. It gives them a great canvas for their retro design cues, and a strong sustainability story to tell to give them an edge in a commoditised market.

palettisation & delivery

sustainable packaging is no good if you're having to invest heavily in shipping it. Smart packing of your product for shipping saves money and energy. We work with technical pack consultants who can ensure your format is efficient both on its own, and in a bulk shipment.

MOST IMPORTANTLY

eliminate wastage

destroying printed packaging because it contains incorrect labelling, spelling or false information is bad for budgets and the environment. We work with pack labelling experts to ensure all your copy and claims follow regulatory guidelines. And our thorough proofreading, and quality control of the process ensures no mistakes and no waste.

make sure you share your steps

It's important to have a Sustainability mission and plan, and it's great to take your consumers on the journey with you.

Consumers are actively seeking brands with a clear sustainability message and they want to know you have positive intent, so tell them the plan: here's what we're doing now, here's what we plan to do longer term, will build loyalty and engagement.

ready to make some small steps toward sustainability?

We can help! Let's chat +61 3 9510 1603