

SANCELL

Shaping sustainable packaging

Backed with over 30 years of experience, Sancell has become one of Australia's most trusted brands in sustainably produced and 100% recyclable protective packaging solutions. The company's product range includes bubble and foam rolls, cold chain solutions, armour padded mailer bags, reflective insulation and other custom protective packaging solutions.

Sancell strives to build strong and enduring, collaborative relationships with customers and suppliers, along with delivering custom packaging solutions where they are needed, with a focus on sustainability. Sancell is committed to keeping waste reduction and waste minimisation at the front of manufacturing and product development processes.

Combining sustainability and innovation

With an uncompromising focus on the environment and delivering quality in service and product, Sancell is an industry leader in plastics manufacturing and innovation. The company understands the importance of protective packaging and the role it plays to reduce damage in transit while staying environmentally conscious.



Sancell's efforts to include more sustainable practices include:

- ensuring products arrive to customers as expected, making use of 100% recycled cores and returnable, recyclable cartons,
- making packaging products with recycled material using in-house recycling machinery,
- creating packaging with bags containing a minimum of 50% recycled materials, and
- transporting products using returnable pallets.

Recycled materials

As an organisation that manufactures using recycled material, Sancell's biggest challenge is gaining access to quality recycled resin. In their case, external suppliers are unable to sustainably provide enough resin for more than 50-60% recycled material in Sancell's outer bags.

“Ultimately, minimisation and elimination of our packaging without compromising the quality of our product is a priority to us,” says Sancell CEO Doug Parkinson.

“We won't sacrifice meeting the APCO 2025 National Packaging Targets because of the challenges we may face. Our end goal is to find packaging substitutes that have less environmental impact, yet still perform to their purposes.”

Driving packaging forward

Sancell's packaging sustainability strategy commits to using the [Sustainable Packaging Guidelines](#) which are integrated into their practices through their environmental and quality management systems.

“To overcome our existing challenges, we've implemented numerous internal processes to minimise, and where possible, eliminate single-use packaging from our products,” says Doug.

“Processes such as returnable pallets, returnable coreflute cartons, returnable pallet covers, optimised self-adhesive labels and we return cores to suppliers for reuse.”

The company has processes in place to monitor and collect data on the amount of packaging they are sending to customers, a crucial guide to identifying where packaging can be reduced. Further, Sancell's Memberships with APCO and ANZPAC, and

partnership with REDcycle allow them to educate engaged consumers and collaborate with like-minded businesses to work towards the 2025 National Packaging Targets.

Consumers are onboard

Sustainable packaging is an important issue to Sancell's customers, who understand that protecting the environment comes at a cost. The company uses multiple channels to keep customers and suppliers informed about sustainability and updates to packaging.

“The biggest advantage of manufacturing protective packaging is that our customers have the same quality and environmental expectations when it comes to our products,” says Doug.

Packaging experts at Sancell recommend businesses ensure their packaging solutions are authentic, fit-for-purpose, achieve real and measurable benefits for the environment and avoid greenwashing. In short, sustainable packaging is good for business and good for the environment.



Key recommendations

- Try to see past the initial commitment of time and the associated costs.
- Encourage someone in your business or take it upon yourself to drive sustainable packaging initiatives.
- Identify and work with suppliers that use materials that can be recycled to drive valuable end markets for packaging materials.
- Work with your wider supply chain to understand the impact of your packaging across its whole lifecycle.
- Review your packaging against the Sustainable Packaging Guidelines to implement the ten principles that drive sustainable packaging.
- Leverage your engagement in packaging sustainability to strengthen your brand.

More information

For more information about joining the APCO community visit www.apco.org.au

For more information on Sancell visit <https://sancell.com.au>

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