APCO CASE STUDY: **Zipform Packaging**

ZIPFORM PACKAGING

Introduction

As Australia transitions to a circular economy for packaging and achievement of the 2025 National Packaging Targets (2025 Targets), packaging experts and businesses are increasingly working together to develop sustainable packaging solutions for identified problematic and unnecessary single-use plastic packaging. When redesigning packaging, it is important to consider reuse models to achieve the highest environmental benefit.

A great example of this is from APCO Member Zipform Packaging, a packaging manufacturer who, in collaboration with one of their customers, designed a reusable pump pack in the form of its rPump.

The problem

Pumps and trigger packs have been classified as one of the item currently 'on-notice' for further action in APCO's Action Plan for Problematic and Unnecessary Single-Use Plastic Packaging. The metal components used in pumps or trigger packs can cause significant infrastructure damage to plastics reprocessing equipment.

Finding a solution

Zipform Packaging worked to design the rPump that incorporates a reusable pump and connector The reusable connector and pump assembly means that additional assembly processes are not required to utilise recyclable refill packs, whilst the removal of the pump assembly reduces carton sizing and weight for distribution. In addition to this, the wide aperture of the pack can reduce end of use product waste with the consumer having easy access to any product not dispensed through the pump fitting, supporting 'Principle 3 – Design to Reduce Product Waste' of the Sustainable Packaging Guidelines (SPGs).

The rPump addresses two of the outcomes of Our Packaging Future. These are 'packaging design for circularity' and 'expanded markets for used packaging', which are critical to achieving the 2025 Targets of:

- 100% reusable, recyclable or compostable packaging, and
- phase out of problematic and unnecessary single-use plastic packaging.

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Reusable packaging

The waste hierarchy is an important framework to keep in mind when looking to achieve the highest potential environmental value for packaging. Following avoidance or reduction of packaging materials, the waste hierarchy places reuse as the best recovery pathway.

Research has shown that reusable packaging models can help deliver cost savings, logistic efficiencies, improve brand image and reputation, facilitate greater user insight, as well as minimising CO2 emissions, energy consumption and waste production.[1]

Reusable packaging provides a more circular solution by keeping packaging in use for a longer period before it reaches end-of-life. To enable multiple use cycles, the design must allow for sufficient durability, safety and hygiene.[2]

Considering reuse?

If you're considering reusable packaging options, refer to APCO's Scaling Up Reusable Packaging resource.

Contact APCO

Have a story to tell?
Contact **APCO** to determine if your story may support other APCO Members on their packaging sustainability journey.

More information

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

For more information on Sancell visit **www.zipformpackaging.com.au**

[1] Zero Waste Europe, 2020. Reusable Vs Single-Use Packaging. A review of environmental impacts. Available at: https://zerowasteeurope.eu/wp-content/uploads/2020/12/zwe_reloop_report_reusable-vs-single-use-packaging-a-review-of-environmental-impact_en.pdf.pdf_v2.pdf

[2] Australian Packaging Covenant Organisation, 2022. Scaling up Reusable Packaging. Available at: https://documents.packagingcovenant.org.au/public-documents/Scaling%20Up%20Reusable%20Packaging