

Environment – New Developments

Generating lateral thinking

Gold

Name: B&Q Worktop Carrierpac

Entrant: B&Q

User: B&Q

“This excellent example of lateral thinking offers significant reductions in the use of valuable resources” – judges’ comment

The B&Q Carrierpac is a returnable and reusable system for kitchen worktops which in recent trials has proven to be successful for up to 18



trips. Five hundred Carrierpacs were used in the trial and were uniquely numbered to enable careful monitoring.

It is manufactured from plastic materials supplied by Storsack Dorton and Kayserberg Plastics. The packs are manufactured from Kayserberg's black Correx® sheets made from 100% reprocessed polypropylene and Storsack supplies the woven polypropylene 'outers' and assembles the two-piece Carrierpac for delivery to B&Q. The pack is fully recyclable at the end of its life.

Its robustness was tested during a trial that involved two logistics contractors (TNT and Christian Salvesen).

The B&Q Worktop Carrierpac was considered by the judges to be an excellent example of a pack that enhances the protection of the product, improves ease of handling, and provides a substantial reduction in product damage and packaging wastage.

If adopted by B&Q for all kitchen worktops, Carrierpacs could reduce

packaging by 1,100 tonnes/year and if used by all manufacturers and retailers of kitchens, 5,000 tonnes less packaging would be generated annually.



See also winner of Gold Transit Business to Consumer – sponsored by Alcan Packaging

WRAP's special adviser Mark Barthel, commented:

“The imagination and technical ingenuity on show in this category provides heartening evidence that the packaging industry is willing to think outside the box in order to meet its environmental commitments. As entrants have shown, when the traditional way of doing things is challenged, it can lead to highly impressive commercial and environmental advantages.”

Silver

Name: Tesco FormShrink™ Whole Chicken Pack

Entrant: 2 Sisters Food Group

User: Tesco

Packaging Supplier: Kerhalon UK

“Another piece of thinking from outside the box led to this great environmental initiative which offers a significant 68% reduction in packaging weight”

– judges’ comment

The Tesco FormShrink™ concept extends the product's life by up to four days when compared with traditional packaging.

The secret to its success, and the technical challenge, was to create a pack that eliminated the need for a rigid PP tray which has been used traditionally for chicken packs.

By eliminating the need for the tray the pack weight is 68% less than the original Tesco pack.

This not only reduces the amount of packaging materials going into the domestic waste stream, but also reduces the carbon emissions associated with the production and conversion of PP trays. Additional environmental benefits include the use of less fuel and fewer vehicles due to the increased number of products per pallet. The projected annualised weight reduction is 100 tonnes/year.

The pack's wrinkle free appearance is created by a combination of shaped cutting on a specially adapted Multivac top and bottom R550 thermoformer, and a special Kerhalon puncture-resistant FormShrink™ film.

The easy-open pack includes a clear message to consumers outlining its environmental benefits. The technical challenge and the attention to detail were particularly praised by the judges.

See also winner of Silver Star – Technical Development sponsored by the PPMA Show

