Case Study

Detmold Packaging Pty Ltd

2018 Sustainable Packaging Excellence Award
Overview

A global innovator in sustainable paper and board packaging, Detmold Packaging Pty Ltd has been an active APCO Member since 2010. Winner of the 2018 APCO Sustainable Packaging Excellence Award, as well as the Packaging Manufacturer Industry Sector Award, Detmold lives up to these titles by taking a truly proactive approach to providing best practice in packaging outcomes. Through its strong emphasis on innovation and collaboration with both customers and industry partners, and by incorporating sustainable options for its customers, Detmold is truly championing the packaging sustainability goals of the Covenant.

2018 APCO Sustainable Packaging Excellence

Detmold has implemented and maintained strong internal policies which focus on reviewing 100% of its product designs using the Sustainable Packaging Guidelines (SPG). This assists Detmold in reviewing and optimising consumer packaging to make efficient use of resources and reduce environmental impact without compromising product quality and safety. Detmold’s review process is further integrated in policy and procedures of the Detmold LaunchPad; an innovative program for Detmold customers to design and create packaging items using best practice of products available, and provides a leading mechanism that incorporates sustainability for its customers. By having formal sustainability processes, Detmold sends a clear message to employees and stakeholders that packaging sustainability is a top priority. This also helps ensure that sustainability is reflected throughout all areas of the business and that all departments are working towards a common goal.

Key Achievements

Leadership

Proactive in its approach to providing best practice in packaging outcomes, Detmold leads a number of projects to address packaging sustainability. These include:

- Running a research and development (R&D) project which looks to develop sustainable packaging options for all services offered by Detmold. This ensures minimal environmental impacts through material sourcing (ethical, maximise recycled contact, certified), and optimised end of life usages (recycle, reuse, compost). Leading sustainable markets by utilising R&D findings and investigating potential projects can also increase competitive advantage as an additional benefit for organisations.

- Facilitation of significant closed-loop collaborative projects, such as the RecycleMe™ campaign. Organising a number of businesses to achieve a common goal of increasing packaging sustainability through new innovations is why Detmold continues to raise the bar on what can be achieved through collaboration.

- Using surveys to allow a platform for existing and potential customers to provide comment on their experience and satisfaction, with a particular focus on sustainability priorities of packaging. This includes measurable targets as an outcome from discussion and provides focus on areas for improvement.

“Detmold has led the RecycleMe™ initiative in Australia which features collaboration across the entire supply chain from raw material providers, technology owners, converters, recyclers and paper mills to coffee brands, consumers and not for profits.”
Outcomes

Detmold is committed to reducing material consumption and associated environmental impacts throughout the packaging life cycle. This is achieved by using the SPG to evaluate and improve packaging. Incorporating an abbreviated life cycle assessment (LCA) method also allows Detmold to produce transparent and measurable LCA comparisons between packaging designs via an Environmental Spider Graph.

By combining multiple packaging objectives in a single review process, Detmold can fully assess packaging materials used. Detailed packaging review processes translate to measurable outcomes by providing opportunities to investigate and optimise material efficiency, and can improve use of recycled and renewable content throughout all stages of the packaging design phase. This has also translated into an optimised and efficient freight delivery system.

Evolving the way it interacts and engages with consumers has improved Detmold’s understanding of packaging disposal requirements, widening the focus to encompass not only Brand Owners, but also end consumers, the recycling industry and other sustainability stakeholders. Detmold achieves this through consumer messages for the correct disposal of packaging.

The BlueBinMe.com coffee cup recycling trials conducted across three states provide explanations and evidence of the effectiveness of consumer messaging for the correct disposal of RecycleMe™ products.

A collaborative project with a major quick service restaurant resulted in more efficient catering pack design that uses 30% less material for the same product volume.
Operations

In FY 2016/17, Detmold successfully worked with its waste providers to increase recycling, achieving an 85-86% recycling rate. It also successfully implemented internal audits of its waste streams. This resulted in:

✓ A reduction in the amount of solid waste being sent to landfill.
✓ Achievement of specified targets as outlined in its five year commitment.
✓ Identification of areas for recycling improvements.

Supply Chain Influence

Detmold has a strong influence throughout its supply chain, particularly through communicating key sustainability initiatives in Quarterly Business Reviews that are conducted with key clients. By creating platforms to engage with partners throughout the supply chain, Detmold increases the support for and the capacity to achieve its packaging sustainability goals.

✓ Meetings allow for the development and communication of packaging sustainability goals and packaging guidelines to suppliers and downstream customers.
✓ Collaborative approach to communicating and supporting packaging sustainability goals provides a platform for measurable outcomes with all stakeholders throughout the supply chain.
✓ Allows for the development of improved materials and product offerings.
✓ Incorporating supplier audits as part of certification and qualification processes facilitates risk evaluation and provides a platform for Detmold to communicate its expected standards.
✓ Supplier agreements on expected packaging outcomes that all parties involved work towards and comply to.

An example of a successful Supply Chain outcome has been the achievement of FSC® and PEFC™ Chain of Custody Certification across the Detmold Group global manufacturing operations and sales and marketing companies. This is enabling customers to carry independently verified, sustainable sourcing claims onto their packaging.

Collaborative projects are how Detmold is actively seeking common interests and drivers across the entire supply chain to drive innovation and sustainable outcomes in Australia.
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