

Case Study

Plantic eco Plastic™ High Barrier Trays: Outback Spirit Sausages



Plantic Technologies Ltd
51 Burns Road, Altona, Vic 3018 Australia
Phone +61 3 9353 7900 Fax +61 3 9353 7901
Email info@plantic.com.au www.plantic.com.au

Background

Plantic eco Plastic™ High Barrier Trays are manufactured using state of the art technology and are distributed to consumers on a global scale. The Plantic eco Plastic™ High Barrier Tray range is very versatile and comes in a range of sizes and colours to suit customer requirements.

The Outback Spirit range chose Plantic eco Plastic™ High Barrier Trays because of the benefits for the environment compared to conventional trays and ability to tailor a specific colour (Outback Orange) to fit the brand strategy.

Types of Products

Plantic eco Plastic™ High Barrier Trays - Colour Development Outback Orange

Technical

1. Colour

Plantic Technologies Ltd. developed a colour to match with the Outback Spirit brand; the specific brief was a colour that represented outback Australia.

2. Tools & Techniques for Premade Trays

Plantic Technologies Ltd. has a wide range of tools and designs.

3. Product Quality and Shelf Life

New Plantic eco Plastic™ High Barrier Trays deliver superior performance to your current packaging technology, through an extension of shelf life by Plantic's outstanding gas barrier properties.

Quality

Plantic Technologies Ltd. focuses on achieving superior performance quality, thus its Plantic manufacturing location in Australia has received ISO 9001:2008 certification for Quality Management System and the thermoforming Plant in Germany has received BRC/loP certification for Global Standard for Packaging and Packaging Material.

Environmental Benefits and Brand Values

Plantic and the Environment

Plantic eco Plastic™ High Barrier Trays are designed to meet growing world demand for a sustainable approach to plastics technology. Created from up to 80% renewable material the environmental impact reduces carbon emissions yet delivers exceptional performance, as 1 tonne of Plantic eco Plastic™ produced is the equivalent of planting 149 trees & powering 2.61 homes.

Outback Spirit

The Outback Spirit Foundation (OSF), a non-profit institution, has committed to making a contribution by breaking the ongoing cycle of poor education, poor health, high unemployment, passive welfare dependence and poverty that typifies the majority of Indigenous Australians.

For every Outback Spirit Sausage pack sold in Coles supermarkets, 10 cents is donated in support of the OSF as a means to contribute to the welfare and future of the indigenous community.

Farmfoods Australia

Farmfoods Australia are a 'meat value adding company' based in Geelong, Victoria, selling quality meat nationwide and internationally.

Making high quality sausages, Farmfoods are the sole supplier of sausages for the Outback Spirit Sausage range.



This information is offered solely for your consideration, verification and should not be construed as a warranty of representation for which Plantic Technologies Pty assumes legal liability, except to the extent that such liability is imposed by legislation and cannot be excluded. Values quoted are the results of tests on representative samples and the product supplied may not conform in all respects. Plantic Technologies Ltd reserves the right to make any improvements or amendments to the composition or any grade or product without alteration to the code number. In using Plantic Technologies Ltd's products you must establish for yourself the most suitable formulation, production method and control tests to ensure the uniformity and quality of your product is in compliance with all laws.