

PAPACKS® Refill Caps

WINS 2022 WORLDSTAR SUSTAINABLE PACKAGING SPECIAL AWARD



★ 2022 WORLDSTAR
SUSTAINABLE PACKAGING
SPECIAL AWARD ★
SILVER WINNER



PAPACKS® Refill Caps
PAPACKS® Sales GmbH.

KEY FEATURES

- ★ Refillable & Reusable Design
- ★ Reduces Single Use Plastics
- ★ Moulded Fiber Renewable Material
- ★ Minimises Product Waste
- ★ Closed Loop Collection Program
- ★ Recyclable Tubs
- ★ Eliminates Problematic Materials



PAPACKS®
PACKAGING BY NATURE

PAPACKS® is a sustainable packaging company specialising in environmentally friendly moulded fiber packaging solutions made from virgin fiber. With its current know-how, PAPACKS® is pioneering as the innovator of the moulded fiber industry, introducing renewable raw materials, plant-based coatings and unique solutions which are directly applicable in modern circular economy concepts.

REGIONAL AWARDS PROGRAM

COORDINATED BY



dvi DEUTSCHES
VERPACKUNGS
INSTITUT



**WORLD
PACKAGING
ORGANISATION**



**WORLDSTAR
PACKAGING
AWARDS**



★ 2022 WORLDSTAR
SUSTAINABLE PACKAGING
SPECIAL AWARD ★
SILVER WINNER

PAPACKS® Refill Caps

In the context of your award-winning packaging innovation, what do you see as Sustainable Packaging? How does this pack stand out?

First and foremost, sustainable packaging must fulfill its main purpose: They must protect the product. After all, product losses due to damage have the greatest impact on the CO² footprint.

In addition, sustainable packaging takes the entire value chain they pass through into account. Starting with renewable raw materials, efficient as well as low CO² production processes all the way to the recycling and reutilisation of the packaging materials used.

The keyword here is the closed loop concept of packaging. Accordingly, the packaging has fulfilled this circular economy concept with the PAPACKS® Refill Caps by implementing a refill system.

After the product contents have been used, the PAPACKS® Refill Caps, which are made of recyclable and compostable fibers, can simply be replaced, so that the cream jar can be reused, and the disposed Refill Cap can be recycled in waste paper or completely composted.

This maximises the life of the packaging materials involved, minimises packaging waste, and reduces environmental impact.

What would you say were the decision-making drivers (Internal and External) influencing this award-winning packaging design? Did your client or the consumers request the changes?

Simple, understandable, and circular. Three words that guided the packaging design of the PAPACKS® Refill Caps.

On the one hand, the PAPACKS® Refill Caps had to be easy and efficient to integrate into existing production processes and economic chains to allow cosmetics companies to switch easily and to minimise the CO² footprint of the packaging products.

On the other hand, the packaging design should be intuitive, so consumers directly understand the refill concept of Refill Caps. Thus, cosmetic companies can offer a transparent and comprehensible concept for creams.

Finally, the reusability of the packaging materials was the foundation for the packaging design.



PAPACKS® Refill Caps

**What benefits does this new design offer your business/your client's business and the end consumers?
Why is the pack more sustainable?**

The PAPACKS® Refill Caps are moulded fiber containers made from renewable raw materials, such as cellulose or tree fiber (pure paper fiber), and are recyclable, recyclable and compostable. The advantage of the moulded fiber is that it can be made from a wide variety of cellulose materials. In this way, the current problem of excessive plastic consumption for packaging can be solved, and extensive deforestation for paper-based packaging can be avoided as a preventive measure.

For consumers, the refill concept offers the same convenience as conventional cream jars - at the same time, a positive contribution to environmental protection can easily be made by replacing the refill cap after use and continuing to use the cream jar.

Companies therefore benefit from an understandable and sustainable concept that results in greater customer satisfaction and customer loyalty.

**What volumes of materials, packaging and waste have you saved by designing this new packaging?
Did you do this through changing materials, light weighting, recycled content, making the packs recyclable, compostable or reusable?**

The PAPACKS® Refill Caps achieves significant CO² savings and packaging waste generated by the disposal of conventional cream jars is strongly reduced, as the lifespan of the cream jar is maximised by the refill concept. A refill application alone saves more CO² than any other solution after the first replacement and multiplies by 4 times with each subsequent replacement.

Furthermore, in contrast to conventional cream jars, product contents can be packed lighter and more space-saving by the Refill Caps. This reduces the transport weight and, due to the smaller packaging volume, proportionally more product contents can be transported and stored.



PAPACKS® Refill Caps

How much on-pack and off-pack information do you provide the consumers? e.g.: QR/2d codes, recycling logos, certifications, links to websites, labelling on pack, how to correctly dispose of the packaging/components?

As a company, PAPACKS® have a special responsibility for the preservation of the global natural basis of life and the careful use of resources through our actions. PAPACKS® therefore want to avoid harming the environment and ecosystems and preserve biodiversity. In doing so, they rely on natural resources and renewable raw materials and take the entire value chain into account. Even after the end of their useful life, the goal is to reuse raw materials from packaging in cycles. Continuous improvement of the sustainability of all of the Papack's products, services and manufacturing processes are a central component of their actions.

Furthermore, companies can design the Refill Caps packaging individually and provide relevant consumer information, such as FSC® certifications or instructions for proper disposal etc.

What do you feel will be needed to further improve packaging design in your country and also globally in the future? (e.g. education, investment, policy/legislation, technology, etc?)

In order to optimise packaging in a sustainable way for any economic sector, it is necessary to invest in the education and research of new innovative packaging solutions and recycling systems. For example, it must be possible to integrate all packaging materials into existing and, in the future, newly developed disposal and recycling systems to act in the sense of the circular economy.

Furthermore, the approach towards packaging must be redefined. Packaging must be viewed by society not only as a device for product protection, which fulfills its purpose as soon as the product has been unpacked. It must be seen as a future raw material depot whose lifespan extends far beyond a single use.

What does your company have planned in the future? Any new innovations on the horizon?

PAPACKS® plant-based coating represents one of the companies' latest innovations for the packaging world. It is a barrier coating that is fully recyclable and based on vegetable waxes and polysaccharides. It was specifically developed for fiber based packaging to substitute coatings made of plastics. Fiber based packaging can therefore avoid the use of a thin plastic layer for coating, which can massively increase the recyclability of all fiber based packaging. At the same time, the sorting effort in recycling plants is reduced, making the entire packaging market more sustainable.





★ **2022 WINNER
WORLDSTAR
PACKAGING AWARD** ★



★ **2022 WORLDSTAR
SUSTAINABLE PACKAGING
SPECIAL AWARD** ★
SILVER WINNER

PAPACKS® Refill Caps

What does winning global WorldStar Packaging Award mean to you and your team?

Manuel Leibrock, Chief Marketing Officer, PAPACKS® says, "PAPACKS® is proud to be a multiple winner of the largest and most prestigious global packaging competition. The WorldStar Packaging Awards recognises the best of the best. Seeing PAPACKS® packaging solutions honoured with one of the most relevant awards shows that we are on the right track to shape a more sustainable future."



WorldStar Packaging Awards

Owned & Operated by the World Packaging Organisation the WorldStar Packaging Awards is the preeminent awards program in the world.

Only packaging that has won recognition in a recognised national or regional competition, either in the present year or the previous year is eligible to apply for WorldStar Competition. Currently, 73 competitions from 39 countries and regions are recognised by WPO as qualifying for entry to the WorldStar Packaging Awards program.

There are 18 General award categories and 5 special awards including Accessible Packaging Design, Marketing, Sustainable Packaging Design, Packaging that Saves Food and the President's Award.

WorldStar Special Award - Sustainability

The **WorldStar Sustainable Packaging Design Special Award** is designed to recognise companies that have developed innovative packaging solutions that incorporate sustainability considerations. All entries are judged on Sustainable Packaging Design considerations such as social impact, material, source reduction, energy and recovery.
www.worldstar.org

About The World Packaging Organisation

The World Packaging Organisation is a non-profit, non-governmental, international federation of national packaging institutes and associations, regional packaging federations and other interested parties including corporations and trade associations.

www.worldpackaging.org



**WORLDSTAR
PACKAGING
AWARDS**



**WORLD
PACKAGING
ORGANISATION**