

IceCoat - Mini fridge without electricity

WINS 2022 WORLDSTAR PACKAGING THAT SAVES FOOD SPECIAL AWARD



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SPECIAL AWARD ★
SILVER WINNER



IceCoat - Mini fridge without electricity
STREIFFGroup – Sven Holger Streiff
and Maik Bermeitinger

KEY FEATURES

- ★ Minimises food waste
- ★ Developed with renewable and recyclable materials
- ★ Mono Material FSC Certified Materials
- ★ Ideal for E-Commerce
- ★ Ideal for Cold Chain transportation
- ★ Withstands the rigours of transport
- ★ Protects the product
- ★ The unique ice jacket maintains the temperature

STREIFFGruppe

STREIFFGruppe specialises in high-quality packaging, tailor-made packaging solutions and creative packaging developments and are award-winning suppliers in the packaging industry.

They are characterised by continuity and innovative strength as well as creativity, passion and attention to detail. Brand manufacturers and industry appreciate their complete portfolio of high-quality packaging and industrial packaging.

STREIFFGruppe produces and develops its packaging at the Braunschweig and Halberstadt sites in Germany. They supply their customers with packaging products of the highest quality from other locations in Germany. Their customers appreciate and demand know-how, experience and agility. STREIFFGruppe work at the pulse of time, adapt trends at lightning speed and produce packaging at the highest level.

As a recognised specialist in logistics and fulfillment, they can offer you the advantages of real one-stop shopping: high-quality packaging, state-of-the-art fulfilment, individual industrial packaging and fully automated packaging. The STREIFF Group includes the packaging companies Streiff & Helmold GmbH and Richard Bretschneider GmbH.



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How have you designed the packaging to contain and protect the product from spoilage and damage through manufacture, warehouse and the various stages of distribution?

IceCoat is ideally suited for eCommerce (individual shipping), as well as for pallet sales at the point of sale. As the sales packaging is small, light and cube-shaped, it can be easily stacked, stored, packed and transported to minimise space and maximise cost-savings.

During transport, storage, sale and all subsequent consumer touchpoints, the product lies in a smaller inner compartment. As the pack is spatially separated with a cushion on the outer sides it is designed to protect the product all the way through the value chain and withstand the rigours of transport and logistics. For secondary use, a coolant (water) is simply filled into this cavity via a small opening and the container is then placed in the freezer compartment until the liquid is completely frozen.

The space available for the ice jacket is so small that the outer dimensions of the container are not significantly increased, the water freezes quickly, but the ice jacket still offers sufficient cooling properties.

The total weight of the container is minimally affected by the weight of the outer packaging. The refrigerant is added by the consumer just before use and therefore does not adversely affect transport.

The large removal opening on the top has a perforation that makes it easy to detect first use or tampering.

How have you designed the packaging to preserve, enhance product appeal and extend shelf life?

IceCoat is a never-before-seen sales-promoting unit designed to visually appeal to the customer directly at the point of sale.

The folding box contains an inner compartment with the packaged goods, which is surrounded by an ice jacket on five sides.

After removal from the freezer, the contents are optimally cooled for several hours by a centimetre-thick ice jacket completely independent of location or power supply with a protective lid on the sixth side.



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How have you designed the packaging to provide convenience to not waste food handling?

IceCoat has a large removal opening on the top that opens via a perforation but remains connected to the packaging. This flap keeps the removal opening closed for better cooling of the contents.

The packaging offers protection against water leaking outwards and at the same time inwards into the contents contained in the inner compartment by means of a special design and use of materials.

The contents have no direct contact with the ice to prevent freezing together and can therefore be easily removed individually. Complete residual emptying is therefore required.

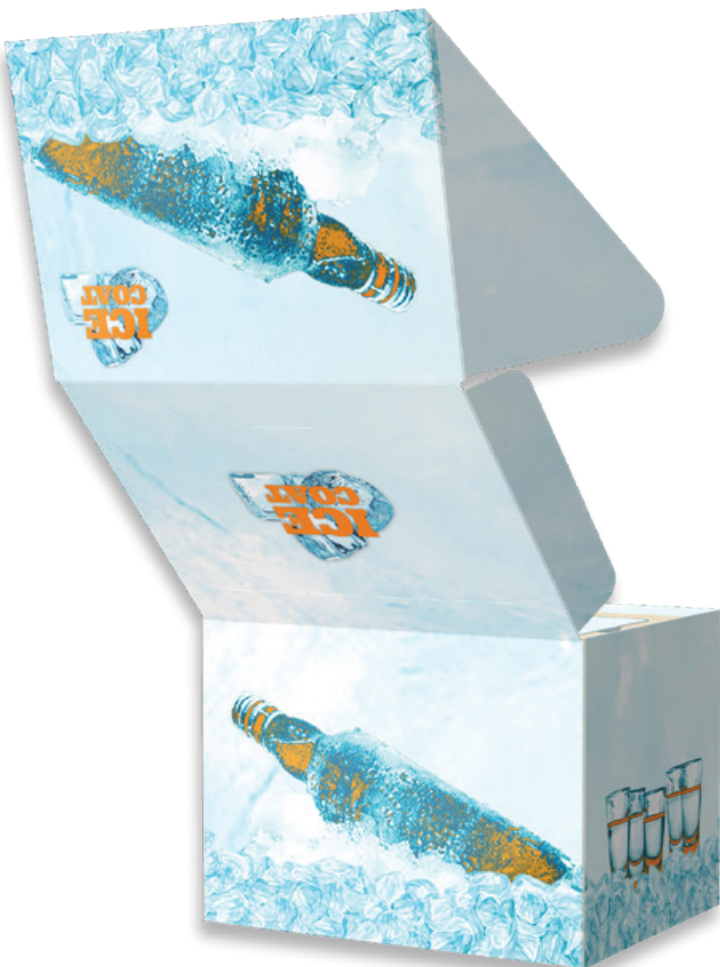
The container forms a sales-promoting unit with added value that is easy to use in its second use.

How have you designed the packaging to promote and communicate to consumers how to handle, store, prepare and reuse food products?

The IceCoat pack is designed to visually attract consumers of different ages. The design ensures that it is convenience, easy-to-use; allowing for optimum protection and transportation of the products.

The pack allow consumers to store their products and to maintain the temperature required for a long period of time. The beauty of this unique design is that the IceCoat does not require electricity as the inner pack is surrounded by five sides by an ice jacket.

The sales-promoting fresh appearance of the sales packaging with its printed ice cubes motivates people to try it out and join in, save foodwaste and return it to the material cycle in the right way, and also encourages them to think about it.



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How have you designed the pack to meet Global, Regional & Country Packaging/Sustainability and recycling targets?

IceCoat is made from renewable materials. By using a fibre-based FSC/PEFC-certified mono-material (cardboard) with a plastic-free barrier for watertightness (no conventional composite material with barrier coatings/PE-films), the packaging is optimally designed to be recycled in many places around the world without long transport routes. In Germany, for example, the packaging can easily be put into the material cycle, which is clearly visible and recognisable to the consumer due to the material properties. Separation of the material, which causes problems in many places and often only leads to thermal recycling of part of the material, is not necessary.

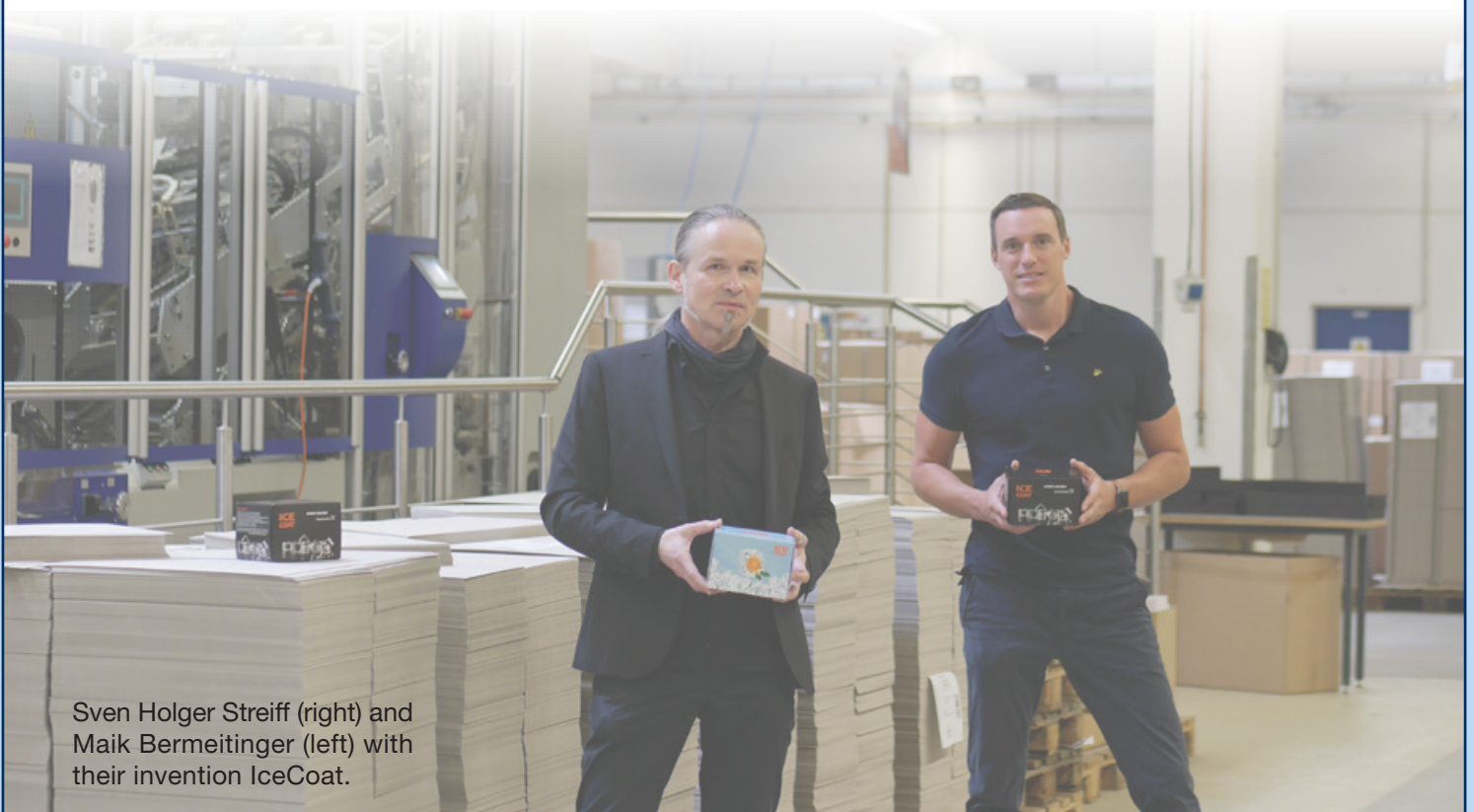
IceCoat does not require any plastics or adhesives and can even be used several times. IceCoat is therefore an extremely sustainable package.

Do you believe that your packaging effectively and intuitively minimises food waste?

IceCoat combines in an innovative way sustainability, convenience, secondary use and reusability in a sales-packaging. Food packaging in particular is systemically relevant in these times of energy crisis, food shortages and famine.

Packaging always helps to protect food against selected external influences over space and time and thus helps to minimise food waste.

Beyond that, however, it is largely up to us consumers, i.e. how we stock up on and handle food, transport it, store it, treat it and when we ultimately intend to consume it. In the end, a lot is thrown away unnecessarily.



Sven Holger Streiff (right) and Maik Bermeitinger (left) with their invention IceCoat.



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

Maik Bermeitinger, Head of Product Development, STREIFFGroup says, “After almost two years of intensive experimentation, research and development with ambitious goals for this innovative packaging idea, receiving an international award at the award ceremony in Milan is already a great appreciation for the done work.

Then afterwards receiving the additional award in the Packaging that Saves Food Category with a silver award tops it all.

The awards show us that we are on the right track with our ideas and market views. The whole team highly appreciates this honor and it motivates us to even be more creative in our further work.

We are really very happy about this!”



President of the WPO Prof. Pierre Pienaar with Maik Bermeitinger, Head of Product Development STREIFFGroup.

WorldStar Packaging Awards

Owned & Operated by the World Packaging Organisation the WorldStar Packaging Awards is the pre-eminent 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 - Save Food

The **Save Food Packaging Design Special Award** is designed to recognise companies that are working to minimise or prevent food waste from paddock to plate using innovative and intuitive design features that can contain & protect, preserve and extend shelf life; all the while meeting global sustainable packaging targets.

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.

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