

SeaStretch Paper stretch film

WINS 2023 WORLDSTAR SUSTAINABLE PACKAGING SPECIAL AWARD



★ 2023 WORLDSTAR
SUSTAINABLE PACKAGING
SPECIAL AWARD ★
BRONZE WINNER



SeaStretch Paper stretch film
RAJA

KEY FEATURES

- ★ 100% Recyclable pallet wrap
- ★ Fibre based Renewable Material
- ★ PEFC Certified Kraft Paper
- ★ Stretches up to 30% more in length
- ★ No need for a wrapping machine
- ★ Can be wrapped by hand with ease
- ★ Alternative to plastic stretch film & wrap



RAJA is the European leader in B2B distribution of packaging, office supplies and industrial equipment. Founded in 1954, RAJA is an independent, family-owned company, made of 26 companies located in 19 different European countries. The company's multi-channel expertise and customer mindset, focus on quality and customer experience, unmatched product offerings of over 250,000 items and a strong CSR leadership position that sees RAJA as an ever-growing leader in the B2B world.



REGIONAL AWARDS PROGRAM



COORDINATED BY



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

Raja believes that sustainable solutions have to be circular by design. This means that the packaging needs to be made from renewable resources, be recyclable, eco-conceived and eco-certified. RAJA also makes sure to purchase their packaging from local, responsible sources, following a demanding CSR protocol.

Made from 100% kraft paper, The Raja kraft paper pallet wrap is the perfect alternative to plastic stretch film.

This eco stretch wrap is 100% recyclable which means it can be easily disposed of once you no longer need it. Just remove the material from the pallet and place it into a regular recycling bin. Stretch wrap recycling has never been easier with this paper packaging solution.

There's no need for a pallet wrapping machine. This pallet stretch light wrap can be easily applied by hand. Featuring a sticky inner layer, this eco friendly stretch wrap will adhere to products as you are wrapping pallets. Simply make sure you fasten it to the pallet first before you start covering your products. Once fastened, move around the pallet, and allow the stretch wrap to unroll ensuring you are covering all the surfaces of the contents.

Once finished, tear (by hand) and secure using paper tape. Thanks to the tear resistance of the pallet wrap, you can rest assured that standard pallet loads will stay stable while in transit. This sustainable pallet wrap can also stretch up to 30%. When applied properly, this tension allows for efficient pallet load stabilisation, which helps prevent unnecessary damages and accidents. To maximise workplace efficiency, use a hand-held dispenser to make the most of your products.

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?

- To launch an alternative to plastics wrap that is 100% recyclable.
- To develop the first PEFC Certified Kraft Paper pallet wrap.
- A very easy to use solution.
- Instantly perceived as sustainable.
- Good technical properties to protect pallets and transport products.
- Can be wrapped by hand.

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

This new innovative paper stretch film allows customers to pack more responsibly and to achieve some of their CSR objectives. The stretch film is especially convenient for companies and customers who want to reduce the amount of plastics stretch wrap and films they use in their warehouses.



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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?

RAJA have launched many initiatives to add value to all the environmental benefits made possible with this new products including:

- Communication in our printed and digital catalogues including added value product content.
- Press releases
- Videos
- Newsletters
- Sales reps training
- Webinars

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?)

- More **industrial investment** in favour of recyclability, reducing and production capacities.
- **Education:** everybody should feel in charge of waste sorting, collecting and recycling.
- **Technology** that helps with reducing and optimising raw material usage without impacting negatively usage value.

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

RAJA have many innovations in the pipeline that they look forward to entering in future WorldStar Packaging Awards. These entries will include new innovations that will help customers work better, faster, more conveniently and in a more sustainable way.





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What does winning a global WorldStar Packaging Award mean to your business?

“We take a lot of pride and happiness in winning a WorldStar Packaging award and this is a testament to what we do: customer satisfaction, innovative solutions for a better planet and the willingness to innovate and work even harder in the future.”

Floriane Coulboux
Group Purchasing & Product Manager
RAJA



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



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