

# coles

*Same beef, less packaging.*

## Coles Finest Certified Carbon Neutral Range

Members of the ANZPAC Plastics Pact work together to ensure that where possible plastic is treated as a valuable resource and not waste. As one of Australia's largest brands and an ANZPAC member, Coles is working to support industry towards Australia's National Packaging Targets and the ANZPAC Regional Targets.

In April 2022, Coles became the first major Australian supermarket to launch a certified Own Brand Carbon Neutral Beef range - Coles Finest Carbon Neutral Beef. With a product aimed at environmentally conscious consumers, Coles faced the challenge of designing its product packaging to minimise environmental impact. To achieve this, Coles utilised innovative technologies and partnered with packaging manufacturer, Plantic, to create packaging that not only aligns with the environmentally focused product but also meets every ANZPAC 2025 Regional Target. Discover how they accomplished this below.

### Target 1 - Elimination

During development, Coles focused on reducing the packaging size and weight to decrease the amount of plastic used. To minimise excess material in the label, Coles chose a linerless label that easily separates from the top film and tray. The sealing of the top film was modified using new processing technology to ensure pack integrity and performance while accommodating the reduction in packaging size and weight.



This modification allowed the product to remain the same in size and weight, while the packaging was reduced by 26% in length and width and 28% in weight compared to the originally proposed design. This change saved approximately 1.4 tonnes of material since the launch in April 2022.

### Targets 2 & 3 - Recyclability

All packaging components are separable, allowing consumers to segregate materials, ensuring minimal contamination and maximum recoverability. During recycling, the thin Plantic plant starch layer uniquely washes away, enabling the PET tray to be recovered. The tray and film are clear and unprinted, providing a higher-value end market product. The tray is also recyclable via kerbside collection, and the linerless



label displays the ARL to help customers dispose of each packaging item correctly.

### Target 4 - Recycled Content

Using recycled content is a priority for Coles. The tray is manufactured using modern technology where rPET is combined with the renewable material - high barrier PLANTIC™ HP sheet. The tray is made from at least 70% rPET and 20% renewable starch. The use of rPET in this product line is equivalent to using approximately 273,865 600ml PET water bottles.

More information

For more information about joining the ANZPAC visit [www.anzpac.org.au](http://www.anzpac.org.au)

For more information on Coles visit [www.coles.com.au](http://www.coles.com.au)

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