



Hubbard Foods Ltd "Packets"



ENTRANT

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CATEGORIES ENTERED

Paper Packaging  Australian Paper



SPECIAL FEATURES



Hubbard Foods Ltd has recently completed the change over of all cereal packets from Artcote™ White to Artcote™ Grey which increases the recycled content from 30-80%.



This is just another step in reducing the impact of the packaging life cycle by using a medium whereby recycled paper can be recirculated. This reduces the demand for virgin pulp.



This outcome was the result of several months testing. Hubbards selected 3 largest volume pack sizes - muesli range, Light & Right range and flakes range. Each were trialed with identical thickness Artcote™ Grey and assessed for:

- Issues during packing on existing equipment - ease of opening, corner tear etc
- Travel tests - assessing damage in transit.
 - courier to Wellington and back.
 - via container (ship/truck) to CHCH warehouse.
- Carton crush within warehouse over time.
- General packet damage in stores.
- Printing issues and overall appearance.



Results were very positive with no significant change or damage and showed that Artcote™ Grey has a higher grammage, bending resistance and tensile strength and comparable liner lift compared with the Artcote™ White.



For the last two years all Hubbard's cartons have been printed using inks that have a vegetable oil base instead of mineral oil.



Hubbards are investigating the film of their inner packaging to ensure recyclability in New Zealand.