

Earth Smart by Cottonsoft

Following energetic collaboration between Stratex and Cottonsoft, the Stratex development team spent a number of months working with Cottonsoft. The customer wanted to achieve similar output on their packing line whilst attaining a package that would meet internationally recycling standards.

To meet the customer brief, Stratex put the project through its new product development (NPD) program which required intensive development, trials and testing. The result is a paper outer wrap that is kerb-side recyclable; looks great in the market; runs well on the customers packing line; and meets internationally paper recycling standards. **This wrap not only meets recognised global recycling standards, but is also recyclable in New Zealand through local paper recycling systems.**

This recyclable paper packaging also needed to survive transportation, merchandising and consumer handling while looking great on the supermarket shelf.

This highly successful innovation won a Gold Award at the New Zealand Pride in Print awards in 2020 and the circular economy solution has also substantially reduced the amount of plastic in the supply chain.

The end product has supported Cottonsoft to continue with its market leading position in the New Zealand FMCG sector.

<https://www.cottonsoft.co.nz/our-brands/earthsmart.html>