

October 2020 | Media Release

DETPAK PACKAGING GROUNDS FOR GOOD

Leading packaging company Detpak has partnered with Neutrog Australia, Foodbank SA, and On the Run (OTR) to trial a South Australian first initiative that will give customers the power to redirect their coffee waste from landfill to support locals in need - all they have to do is purchase a cup of coffee, with an occasional side of fertiliser.

Neutrog – an innovative local manufacturer of certified organic fertilisers – has recently launched its Human Beans™- Grounds For Good project trial, an environmental initiative to direct coffee waste from development partner OTR's stores across South Australia away from becoming landfill by converting it to fertiliser - and Detpak is providing the recyclable packaging to ensure this project has five star sustainability credentials.

According to a recent Planet Ark report, Australians consume around 6 billion coffees per year with the waste created by the beans to make our favourite hot beverages being added into landfill almost immediately.

The Human Beans™ – Grounds For Good project aims to break this cycle by instead collecting the spent coffee grounds and converting it into quality fertiliser. In sustainable packaging developed by Detpak, the retail packs of Human Beans™ will be sold in well-known outlets such as OTR for use in home gardens and, on a larger scale. Part proceeds from sales will be donated to Foodbank SA to help expand its services to families in need. For each 1 kilo pack sold, five meals will be put on the table of those in need.

Paper and board packaging specialist, Detpak has been pivotal in ensuring Neutrog's new product can reach the shelves sustainably.

Felicity Parker Detpak Marketing Manager commented "Our dedicated product design team has enjoyed spending time working through packaging options for Human Beans™ fertiliser. Aligning with the principles of the Grounds for Good program, we were keen to find a paper packaging solution that could be easily recycled to add to the full circularity of the product.

"In collaboration with Neutrog, Foodbank SA and OTR, we will be trialing packaging options to find a solution that is fit for purpose, has shelf appeal in a retail setting and has the best possible outcome for the environment. "We are pleased to be working with other key businesses in SA to support the work of Foodbank in the region" said Detpak Marketing Manager, Felicity Parker.

Managing Director Angus Irwin of Neutrog Australia is thrilled about the packaging that mirrors a bag used for roasted coffee beans, and the speed of delivery by Detpak to support this world first solution and product.

"We briefed Detpak on Human Beans™ and they immediately jumped on board and supplied quality designs and options for the trial of this new product – they are the perfect partner for helping us make this initiative creating a fully sustainable loop from coffee bean back to the earth via this world leading fertiliser."

Foodbank already regularly visits OTRs in South Australia to collect unused foods and items to donate to its clients. The intention is for participating retailers to retain their coffee grounds and allow Foodbank to collect the stock to take back to its depot where it will be picked up by Neutrog.

"Neutrog will then transport the waste to our facility in Kanmantoo where it will be mixed with other ingredients such as chicken poo and compost it to stabilise the nutrients, killing pathogens and making them available to be taken up by plants.

“Once this process is complete, the product will be converted into pellets and packaged. The retailers who donated the coffee waste will then buy them back in the same quantity (per kilogram) that has been collected to promote sustainability, and they will then encourage their coffee customers to do the same.






“For example, if a customer purchases one coffee per day, this means they should buy a pack of fertiliser worth the same amount every so often – and in doing so, they will do their bit for the planet and those in need in our community.”

Humans Beans™ Fertiliser is planned to be sold in a 1 kilo bag (which contains the grounds from approx. 25 coffees) and is scheduled to be available for purchase in early 2021 via key OTR’s for \$9.95 – one bag of Human Beans™ will subsidise 5 meals for Foodbank recipients e.g. one in five coffees gives back to those in need in SA.

Mr Irwin said if this initial trial (October 18 – November 30, 2020) proved successful, Neutrog would look to increase its partnerships with more retailers, which could include Bunnings, McDonald’s, Caltex, and more.

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ABOUT HUMAN BEANS™ FOUNDATION PARTNERS 2020

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|  | <p>About Neutrog Australia – Project leader and Human Beans™ product owner South Australian fertiliser company Neutrog works closely with home gardeners, food producers and farmers around the world. Used extensively around Australia and exported in large quantities to places like Vietnam, Singapore, Korea, and Taiwan, Neutrog products are recognised for their biodynamic impact and clean, green origins. Neutrog’s vision is to be the most connected and trusted fertiliser brand in the world. Visit https://neutrog.com.au/about-us/ for more</p> |
|  | <p>About Foodbank Foodbank is Australia’s largest food relief organisation, providing more than 70% of the food relief required by those in need. More than 6 million Australians access food relief from Foodbank every year. Foodbank SA is the proud recipient of proceeds raised in this Human Beans initiative. Find out more via www.foodbanksa.org.au</p> |
|  | <p>About OTRGIVE OTR’s innovative App-based community program, OTRGive, has donated over \$320,000 to support many worthy community projects, including Foodbank SA. Additionally, OTR provides food items that create over 100,000 meals to Foodbank each year and will also direct further funds to Foodbank for the collection of its coffee waste that previously went to landfill, through the Human Beans project. OTR is an award-winning convenience retailer growing from 1 site in 1984 to over 160 stores nationally today. OTR is part of Peregrine Corporation, South Australia’s largest private employer with over 4,300 employees. For more on OTRGive visit: https://www.otr.com.au/pages/about-us/otr-give/</p> |
|  | <p>About Detpak Established in 1948, Detpak is a leader and innovator of sustainable packaging solutions. A family-owned, Australian business, Detpak design, manufacture, and supply paper and board packaging for the FMCG, grocery and foodservice industries. Part of the Detmold Group, Detpak has a worldwide network of manufacturing and sales locations enabling the level of service and care you’d expect from a family-owned business. Detpak is pleased to be supporting the Human Beans project as the foundation packaging partner. For more on Detpak visit https://www.detpak.com/</p> |
|  | <p>About BioBag World Australia BioBag World Australia offers compostable alternatives to plastic bags that break down anywhere oxygen and microorganisms exist, with no toxic or microplastic residues. BioBag International AS started life as a privately owned polyethylene film and bag manufacturer in the late 1950’s. Today BioBag is a world leader in the production of compostable bags, sacks and films for waste management, retail, commercial, industrial, and agricultural applications in factories around the world, including Adelaide. For more on BioBag World Australia visit: https://biobagworld.com.au/</p> |