

RESULT

GROUP OF COMPANIES

Process Automation

Traceability | Vision Systems | Software Development



Product Identification

Inkjet | Laser | Labelling | Slewing



Value Added Packaging

Reclose | Reseal | On-Pack Promotions | Overlabelling



Self Adhesive Materials

Sustainability | Papers & Synthetics | VIP | Wine



Fruit labels have
been used for
decades...

THERE IS AN
ALTERNATIVE....



Packaging without
packaging...
What does it mean?



EcoMark Natural Branding



Use Cases



BRANDING

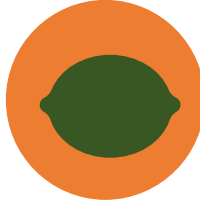
Not just the produce the growers **BRAND**

RESULT
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ORGANIC BRANDING

Visible point of difference for **ORGANIC** produce



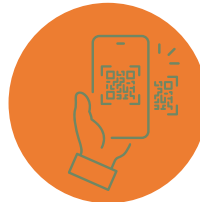
PLU CODING

That 4-digit number with **NO** sticker



2D DATAMATRIX

POS Scanning is in testing with Retailers in Australia



2D QR CODING

Consumer Engagement is **ENDLESS**



Coding

GS1 Databar

GS1 Datamatrix



GS1 1D Barcode (EAN 13)

GS1 128

GS1 QR Code

Why do it...

Cheaper – No consumable labels there is a strong ROI and less warehouse space used

Packing Efficiencies Increase – No label rolls to change and stickers to clean up

Home Composting – Sticker is gone Composting process is improved

Artwork Changes – Graphics and text can be changed in real time without holding stickers in stock

Sustainability – Sticker is gone and no silicon backing paper waste to be disposed

Industrial Composting – Sticker is gone Composting process is improved



Retailers Insights

Is there a big source of complaints..?



Consumers Insights

Is there a big source of complaints..?

These stickers have been around for decades, they're usually made of plastic which means they can't be recycled or composted, so they end up an environmental challenge. Are they really needed? Is it time to ban?

Concerns raised on social media platforms...

Single use plastic on every piece of fruit- why? It's too small to screen out?

Dear #queensland

Using single use plastic labels on food means each tonne of food waste costs approximately \$20 more to screen to under 4mm.

If composting, that's setting 🍌 to any profit.

That is all.



Single use plastic on every piece of fruit - why? It's too small to screen out



Absolutely bang on!!! This is one of the best stand-out examples currently of our key National Waste Disaster Areas that is directly a result of industry self-regulation failure & abject Federal Government ineptitude & gross neglect. Plastic saturation by design, often under the guise of CE Recycling. Hopefully our new CE Ministerial Advisory Committee can start with an immediate outcome. Ban this now!

Sustainability is a slow race. Taking the softly softly approach as these bigger companies have a critical role in supporting products made from this waste. Hang tight! working on it 🙌

Such labeling is a recent 'innovation' unnecessary for management of food

worried about people claiming fruit is cheaper line than actually is & the Self Checkouts we are all being forced to use - now you have to scan each piece

Infuriated when I cleaned out my elderly mums compost - dozens and dozens if those little stickers in there

Helping Build a Regenerative New Economy | Blue Economy Builder | N...
You should start a petition to Woolworths and coles to get rid of them.

Petition them in tiny writing on one of their apple sticks

That'd work. Wouldnt it?.

Exactly. Send them back.

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Home and Industrial Composters

Insights

Is there a big source of complaints..?



I'm presenting at

AORA 2023
Australian Organics
Recycling Association
ANNUAL CONFERENCE

7-9 June 2023
Pullman Albert Park
Melbourne, Victoria

Working together for a better future

www.aoraconference.com.au



We're
seeking
Foundational
Partners –
join us...





ECOMARK
whatever you brand

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Ecomark Natural Branding



Enhancing Consumer Engagement

Zespri



SUNGOLD



Zespri

SUNGOLD



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