



WOOLCOOL

NATURE'S INSULATION

Innovative packaging made of sheep's waste wool wins Queen's seal of approval

1st May 2018

An eco-responsible insulated packaging product made in Australia and New Zealand of sheep's waste wool has won the Queen's seal of approval.

Woolcool Australia and New Zealand, which is part of the UK based Woolcool group, now carries the Queen's endorsement for its product with the parent company having won the Queen's Awards for Enterprise: Innovation 2018 announced in London on 21st April.

Woolcool is made from sheep's wool combined with a recyclable food grade liner. The wool is sustainable, renewable, biodegradable, compostable, recyclable and reusable.

Woolcool Australia and New Zealand CEO Joanne Howarth says the Queen's Awards for Enterprise is one of the most prestigious business awards programs in the world.

"We are obviously as thrilled as our parent company that our product has been recognised as one of the world's most innovative.

"This is real validation of Woolcool as a company, as a product and as a brand and it's a massive boost for us as a young company. We are overwhelmed by the awareness this award has promoted for our business and the resultant interest in Woolcool from clients eager to transition away from polystyrene. The more business we attract, the less polystyrene there is going to landfill and polluting our precious environment.

"Our aim is to eliminate polystyrene from the supply chain altogether. An enormous challenge but achievable if everyone gets on board!"

The product is proudly endorsed by Planet Ark for its range of environmental benefits.

Planet Ark says the increasing use of expanded polystyrene (EPS) boxes for home grocery delivery services and pre-prepared meals is resulting in a range of negative environmental impacts.

“Latest statistics indicate that only 29.4% of EPS is currently recycled (1) and the remainder either goes to landfill or ends up polluting our environment and waterways,” says Planet Ark Partner Relations Manager Kristie Baker.

“This is a major environmental concern and why Planet Ark has recently partnered with Woolcool for their range of products.

“Woolcool offers a real alternative to traditional insulated packaging like EPS and we encourage businesses to shift their reliance from petrochemical based products like EPS to renewable alternatives like Woolcool.”

This ingenious product outperforms synthetic packaging materials including polystyrene and is opening new markets for cool chain supply companies because it is allowing frozen and chilled products to be transported much greater distances and still arrive in the same fresh condition.

The win enables Woolcool to display the esteemed Queen’s Award emblem for the next five years.

This week, Woolcool Australia and New Zealand is in the running for another big international award. It is one of just four businesses worldwide vying for the highly coveted WorldStar Packaging Global Save Food Award to be announced at the Australian Institute of Packaging National Conference at the Gold Coast. Woolcool is competing against businesses from Australia, Spain and Nigeria.

For more information, please contact:

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Woolcool is a proud partner of Planet Ark Environmental Foundation, an Australian not-for-profit organisation with a vision of a world where people live in balance with nature.

1. Farrell, K.& Allan, P. *National Recycling and Recovery Survey (NRRS) 2015-16 for plastics packaging (IND 299/16)*. packagingcovenant.org.au (2016).