



## **WOOLCOOL AWARDED TWICE AT THE PRESTIGIOUS PIDA AWARDS FOR THEIR ENVIRONMENTALLY FRIENDLY INSULATED PACKAGING SOLUTIONS**



*National Sales Manager Peter Brennan with Keith Chessell, Director of Sustainable Packaging Design at the 2017 PIDA Awards. Photo: Felix Rienets, Felix Pix*

Woolcool Australia New Zealand received two awards at the Packaging and Processing Innovation and Design Awards (PIDA) on the 8<sup>th</sup> March 2017 to an enthusiastic crowd of over 300 packaging experts and industry representatives at the inaugural PIDA gala dinner in Sydney.

The award night was the highlight of the four day Auspack 2017 trade show, Australasia's largest packaging exhibition that attracts a crowd of thousands of delegates.

Woolcool came first place in the Sustainable Packaging and Processing Award in the Materials and Packaging category and second place in the Save Food Packaging and Processing category.

The Sustainable Packaging and Processing Design Award is given to the company that has developed innovative packaging (or processing solutions) that incorporates sustainability considerations. Entries were judged on elements such as social, materials, source reduction, energy and recovery criteria.

The Save Food Packaging and Processing Design Award is awarded to the company that has developed innovative and sustainable packaging or processing solutions that minimises food losses and food waste.

Peter Brennan, Woolcool's National Sales Manager said, "We were so pleased to be recognised amongst our esteemed peers for our game changing product that provides a sustainable and

environmentally friendly insulated packaging solution to those wishing to transport temperature sensitive products such as food, beverages and pharmaceuticals”.

Nature intended that wool would keep sheep warm in winter and cool in summer – Woolcool has simply borrowed from nature. It keeps cold products cold and hot products hot while also providing a protective cushion to safeguard products.

Using waste wool that was previously sent to landfill and containing 25% Australian waste wool in a bid to support Aussie wool growers and regional communities, Woolcool provides superior thermal insulation properties that has been proven through a series of independent scientific tests and has been shown to outperform oil-based packaging options currently on the market.

Woolcool is a proven performer even under Australia’s harsh conditions, keeping chilled items at the critical 5°C or lower for more than 24 hours.

The wool used in Woolcool is biodegradable, sustainable, natural and compostable and the micro-perforated food grade wrap that houses the miracle fibre is recyclable.

To talk further how Woolcool could be the right solution for you please contact:

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