



ALL ABOUT

HOME COMPOSTABLE COFFEE POUCHES



WHY COMPOSTABLE POUCHES?



51 MILLION KILOGRAMS

of coffee were consumed in Australia in 2021, out of which, 18 million kilograms were roast coffee according to Statista



18 MILLION

pieces of 1kg coffee pouches could be produced in a year if all of the roast coffee were packaged in 1kg pouches



504,000 KILOGRAMS

of landfill waste could be generated if coffee pouches were not properly sourced, produced and discarded. (Weight of a pouch at 140x345x95mm for 1kg coffee beans \approx 0.028kg)

Single-use Pouches (Multilayer plastics/foil laminated)



Containing layers made from aluminum or plastics derived from petroleum or gas. Production tends to produce more CO2

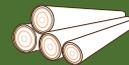


End up as waste in landfills, and unfortunately it takes 1,000 years for a plastic bag to degrade in a landfill



If discarded improperly might break up into smaller particles, getting into our waterways and are ingested by marine life

Home Compostable Pouches



Made from renewable wood pulp from managed plantations. Production tends to produce less CO2

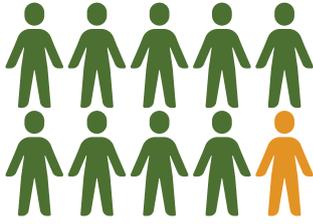


To be disposed of together with food waste including coffee grounds, no sorting needed



It will break down and turn into nutrient-rich compost for growing more food, no unpleasant effects on the earth

SUSTAINABILITY BECOMES THE EXPECTATION RATHER THAN THE EXCEPTION



85%

of the Australian public believe more food should be wrapped in compostable packaging as an alternative to plastic according to Landmark poll in 2021

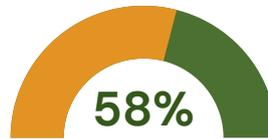


25%

of 18-34 year-olds Australians stopped using a brand in the last 6 months due to sustainability concerns according to Toluna Consumer Shift towards Sustainability 2021

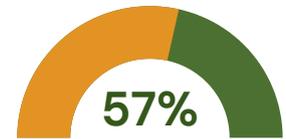
AUSTRALIAN CONSUMERS ARE WILLING TO PAY MORE FOR SUSTAINABLE PACKAGING

Many Australian consumers are willing to pay more for a product that has sustainable packaging, but they expect transparency to justify this premium according to Toluna Consumer Shift towards Sustainability 2021



58%

of Australians expect information on how the costs increase helped make the packaging sustainable

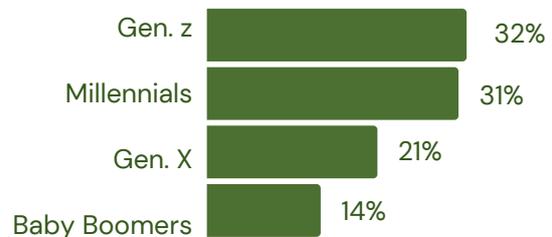


57%

of Australians expect clearer information on packaging source to ensure sustainability

25%

premium on average would be acceptable by those who are willing to pay more according to the Global Sustainability Study. Gen. Z and Millennials are willing to pay more than twice as big a premium as Baby Boomers



2-4%

of unit price increase if increased costs in home compostable pouches were fully reflected in retail prices when switching to our home compostable pouches

SO, WHAT CAN YOU EXPECT FROM US?

Exceptional flavour, friendly experience and appealing design
Three things we won't sacrifice when developing compostable packaging

1 PERFORMANCE

Our home compostable pouches made from NatureFlex™ provide great oxygen and moisture barriers, preserving freshness of your products

2 CONVENIENCE

Our home compostable pouches have compostable valves, therefore, there is no need to remove valves before disposal

3 FLEXIBILITY

Our home compostable pouches can be made in custom sizes and styles. They support full colour printing and are printed with compostable friendly inks

SPECIFICATIONS



Sizes	250g-1kg
Materials	Certified compostable Nature Flex™
Printing	Full colour printing
Oxygen Barrier	Oxygen transmission rate (OTR) ≤ 1.0 (cm ³ /m ² .24hrs) (OTR of PLA pouches ≤ 1800)
Moisture Barrier	Water transmission rate (WTR) ≤ 10 (g/m ² .24hrs) (WTR of PLA pouches ≤ 20)
Other Features	Compostable valves/ziplock
Quantities	10,000-20,000

WHAT COFFEE BRANDS ARE SAYING ABOUT COMPOSTABLE PACKAGING

Packaging is helping to grow our business across Australia by giving them a two-fold marketing advantage—sustainability and consistent quality.

Syndicate Coffee

Compostable packaging is the main talking point that draws new customers to buy our products and the packaging allows our customers to shop from us guilt free.

SIPP Coffee

Driftaway Coffee introduced 100% compostable packaging in 2019. According to its owner, It subscriptions have routinely doubled year over year.