



PACKAGING

IS AN ABSOLUTE NECESSITY FOR RIPE COFFEE.

The coffee industry places many demands upon packaging relative to issues such as **convenience, efficiency, shelf life, identification, and marketing.** However, packaging is also a **burden to producers, consumers, and the environment.**



As the constant growth at Ripe takes on more and more coffee consumers, packaging materials and methods, as well as thought processes, will need to change in order to minimize the impact on society and our environment. Ripe looked to create more environmentally responsible, sustainable, and eco-friendly packaging practices.

The bags currently used for supplying roasted coffee, are constructed using foil, bonded together with a polymer plastic laminate on the interior. The larger bags are then heat sealed across the top, bonding the plastic together. The smaller 200g and 500g bags have a plastic one way valve and zip lock seal at the top. Emptying the larger bag of coffee often requires cutting a couple of centimeters off the top, or tearing the foil, either way the bags cannot be used a second time and are discarded.

So Ripe asked the question, "How can we improve the environmental footprint of our coffee package?", and found consumer's perceptions of recyclable being the most important attribute for green packaging or sustainable packaging. While there are materials that theoretically can be recycled the infrastructure does not exist in most areas to handle

flexible films. In addition most multi-layer films that would be necessary for barrier requirements in coffee packaging, are next to impossible to separate and recycle.

So with the knowledge that the foil bags would eventually become part of the landfill, and demand for Ripe Coffee ever increasing, a solution to drastically reduce the amount of foil bags that were being dispatched was found. Ripe introduced 3.5kg and 7kg re-usable buckets to its larger commercial consumers.

The move was applauded by Ripe's customers, with most looking to

introduce more sustainable practices within their own businesses. And most rewarding was the fact that Ripe was now saving over 500 large bags per week from ending up as landfill. Further steps are now being implemented in Ripe's "green movement" to introduce a 2kg bag to the higher coffee consumers which will further encourage less packaging.

Ripe's owners and employees are passionate about making real and informed changes and are currently further analyzing its packaging design, choice of materials, processing and also its life cycle.



Nice Coffee...Nice Guys!

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