



Roastar Coffee Packaging partners with FlexPak to revolutionize the Australasian market with sustainable package that protects the bean

CUSTOMER :

Roastar Coffee Packaging
•Headquartered in Brisbane, Australia, and serving coffee roasters across Australia and New Zealand

CHALLENGE :

Design innovative, high-performance coffee packaging that doesn't compromise bean quality for sustainability – ensuring outstanding coffee flavor over a long shelf life.

SOLUTION :

Replace the traditional mechanical button valve with FlexPak's PrimeVent, a one-way degassing vent.

RESULT :

Developed game-changing packaging that preserves bean freshness and is accredited for curbside recycling without removing the vent.

Bold innovation for better coffee.

Headquartered in Brisbane, Australia, Roastar Coffee Packaging was created by leading food packaging company MPM Marketing Services with the goal of disrupting the Australian and New Zealand coffee market by challenging the packaging status quo. The company needed a partner that is equally innovative to support Roastar's ambition to develop revolutionary coffee packaging that delivered exceptional performance while meeting sustainability goals.



CHALLENGE

Providing coffee roasters with a sustainable packaging solution that doesn't compromise bean performance.

Known for their unique coffee culture, Australian consumers take their coffee seriously. More than one in four Australian consumers say they can't survive the day without it, and 75% drink at least one cup of coffee a day. Some food critics have even called Australian coffee the best in the world.

But as highly valued as coffee is, little attention is paid to its packaging, according to Clive Jacobs, general manager of Roastar Coffee Packaging. As a subsidiary of MPM Marketing Services – a leading packaging company serving the food industry in Australia and New Zealand for five decades – Roastar knew there had to be a better way. The company believed that the right packaging could elevate the bean quality that roasters devoted so much effort to.

"Coffee roasters, especially large ones, have strict quality control measures, but they lose control of the quality of their coffee and the shelf life once their coffee leaves the premises," explains Julian Morton, MPM's managing director. "They are looking for packaging that extends the shelf life and gives them more confidence that consumers will have a better and more consistent cup of coffee."

Building off MPM's legacy of developing innovative packaging, Roastar was well positioned to bring a revolutionary coffee package to the market. But in addition to improving bean performance and ensuring a long shelf life for coffee beans, this package needed to meet national sustainability requirements.

The Australian government had set a mandate to transition packaging to a circular recycling model, with a national target to ensure 100% of packaging can be reused, recycled, or composted by 2025. Australian consumers, too, demand more sustainability from brands. The majority of surveyed Australians (92%) believe that recycling is important and 76% recycle regularly.

"Roastar has set out to take the specific technical needs of roasters and create innovative coffee packaging that gives the respect the beans deserve, moving away from a one-product-fits-all model," Jacobs says.

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Julian Morton

Director

MPM Marketing Services



P : +1 651 789 8800

E : sales@flexpakservices.com

W : www.flexpakservices.com

3500 Willow Lake Blvd

Suite 700

Vadnais Heights, MN 55110

 PrimeVent.

engineered by

 FlexPak

SOLUTION

Engineering new technology to meet a dual goal.

Roastar Coffee Packaging began an extensive exploration process to develop a coffee package, now branded as BeanShield, that protected the beans without compromising the consumer experience and desire for recyclable packaging.

Jacobs explains that regardless of the barrier of the packaging material, the weakest part of the bag is the degassing valve. This is only made worse when making the packaging more sustainable. Home compostable bags, due to their structure, can allow more oxygen and moisture in, which can quickly flatten the coffee aroma and taste. Mechanical button valves – which have dominated the market since the 1960s – compound the problem because they allow oxygen in or malfunction altogether. For Roastar, this meant an entirely new packaging technology would have to be engineered – from the bag to the valve.

The company tried a variety of options for the valve. PrimeVent, a one-way degassing vent from LaserSharp FlexPak Services, LLC, rose to the top because it delivered the best quality coffee over a long shelf life, had the smallest footprint, was operationally simple, and enabled the design of a 100% recyclable bag.

Headquartered in Minnesota, USA, FlexPak is a recognized leader for state-of-the-art flexible packaging solutions enabled by laser processing technology. PrimeVent features a lightweight design that looks like a small label – saving 96% on plastic use – and provides a superior oxygen barrier over button valves. Fully configurable to each brand's roast profile and bag size, PrimeVent maintains the correct amount of carbon dioxide and dramatically reduces oxygen exposure, which results in exceptional performance that sustains the bean aroma and freshness for many months. In PrimeVent, Roastar recognized a game-changer.

"Roasters are looking to produce the best quality product and preserve it over a long shelf life, while meeting sustainability objectives to please the consumers, who are looking for recyclability and reduced carbon footprint. Until now, they had to compromise one or the other," Jacobs says. "With the PrimeVent degassing vent, coffee roasters can meet the recyclability thresholds and still protect the bean without compromising oxygen, moisture, and shelf life."

Working closely with the FlexPak team, Roastar iterated on the PrimeVent degassing vent to ensure its BeanShield packaging works reliably in a wide range of applications and consumer environments. The BeanShield package recently received curbside recycling accreditation from APCO, an organization that works with government and businesses to reduce the environmental impact of packaging in Australia.

"We wanted to give brand owners a clear message regarding the sustainable accreditation. The APCO approval for household curb recycling was the cherry on the top," Jacobs says.

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Clive Jacobs
General Manager
Roastar Coffee Packaging



RESULTS

Testing the market – with outstanding results.

A variety of coffee roasters have been piloting Roastar's BeanShield packaging with the integrated PrimeVent degassing vent and were so impressed with the results that they are rapidly working with Roastar to scale up implementation. Roasters have found that the beans retain their aroma and freshness with BeanShield, while testing on competing sustainable package designs using degassing valves compromised coffee quality, degrading taste and aroma within a week.

For best quality retention, PrimeVent enables roasters to package the beans immediately after roasting rather than waiting for days. PrimeVent vents can be pre-applied to BeanShield packaging film and do not require valve welding on their vertical form-fill machines or pouch lines.

"BeanShield disrupts the entire coffee bag segment by changing everything about the bag, eliminating the current nonrecyclable structure and mechanical degassing valve and replacing it with the unique PrimeVent degassing vent and BeanShield's curbside recyclable paper structure," Jacobs says.

With validation from small and large roasters alike, Roastar Coffee Packaging is quickly expanding its customer base in Australia and New Zealand. Working closely with FlexPak is instrumental to achieving that goal.


"Roastar wanted to work with suppliers who are as fast, innovative, and dynamic as we are – we don't want to deliver a 'me too' package," Jacobs says. "We've found a true partnership in FlexPak. They're a very proactive, innovative, and responsive company and together, we will continue to develop better packaging. Thanks to PrimeVent, the roasters can now give the degassing vent as much attention as they were giving their roasting and profiling, and this will have a massive impact on their brand."



96%
Savings on plastic use

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