

Media Release

MANUFACTURING...THE TOTAL PACKAGE
AUSTRALIAN MANUFACTURERS ADDRESSING COST, TRANSPORT,
AND ENVIRONMENT PRESSURES THROUGH LOCAL INNOVATION

- *Three Australian manufacturers commercialise world-leading packaging solutions offering greater sustainability, usability and value to customers*
- *TomKat, Bouncee, and Great Wrap deliver \$120 million of revenue over five years from \$1.2 million in co-investment from the Advanced Manufacturing Growth Centre*
- *Three projects leverage advanced manufacturing technologies to deliver high quality solutions to the food and beverage, logistics, and other industrial sectors.*

From stretch wrap made with compostable biopolymers, to reusable insulated packaging embedded with internet of things technology and a closed-loop replacement for expanded polystyrene – three Australian manufacturers have commercialised world leading packaging solutions for the food, beverage, logistics, and broader industrial sectors.

Queensland based **TomKat**, and Victorian based Bouncee Containers and Great Wrap have each completed their commercialisation targets with support from the Advanced Manufacturing Growth Centre (AMGC) to offer novel packaging technology to local and global customers.

Founded by husband-and-wife Tom and Kath Long, **TomKat** has designed and engineered a Near Field Communications (NFC) enabled thermal container expressly for cold chain transportation targeting the food industry. Relying on their knowledge of the seafood sector, TomKat developed machinery to manufacture its unique product, KoolPak. Put through substantive field trials with a global seafood producer, KoolPak's construction and embedded NFC capabilities passed with flying colours.

Tom Long, Co-Founder of TomKat said, "Our KoolPak product is a flexible and reusable alternative to polystyrene containers, offering customers access to real-time data through embedded smarts that monitor temperature and track location of high-value perishable goods. Thanks to AMGC, we have accelerated our commercialisation efforts which has given us a first mover advantage. Our biggest challenge now is whether to expand operations locally or abroad to keep up with demand."

Victoria-based **Bouncee** has developed a collapsible, insulated crate to maintain precise food and pharmaceutical temperatures during staging and delivery. Manufactured in Australia, Bouncee utilises an advanced composite of expanded polypropylene for performance insulation and rigid polypropylene for critical hinging areas.

The company's patented combination delivers industry-leading operational efficiencies and temperature control without compromising strength, internal capacity or weight. In line with all circular economy principles, the Bouncee collapsible crate is also reusable, washable, repairable and recyclable.

Bouncee Chief Executive, Hamish Hingston said, "We developed Bouncee to help high-volume grocery and healthcare businesses combat the increasing costs of delivering temperature-controlled perishables and to eliminate the associated food and packaging waste."

"AMGC's support has meant that we were able to establish our first production line in Australia and capitalise on market opportunities that would have previously flowed offshore. In the last six months alone, Bouncee has been implemented by more than 25 businesses in Australia, and we are looking to grow our local workforce and international partnerships to keep up with demand."

Victorian duo Julia and Jordy Kay left their careers in architecture and winemaking to found **Great Wrap**, a packaging innovator that has commercialised novel cling and pallet wrap. The B Corp Certified company uses compostable biopolymers and plant-based oils to manufacture the only Australian-made compostable stretch wrap for businesses and homes.

Julia Kay, Co-Founder of Great Wrap said, "Seeing the sheer volume of single-use plastic pallet wrap being used over our careers was horrifying to us. We knew we could be a catalyst for change, so we started Great Wrap and while the learning curve has been exponential, the market acceptance from consumers to corporates has been astronomical."

Fellow Great Wrap Co-Founder, Jordy Kay said: "AMGC's co-investment arrived at a crucial time for Great Wrap, it allowed us to move rapidly from pilot to mass manufacture and do so with enough flexibility to adjust the program goals along the way. Today, Great Wrap boasts more than 60,000 customers, has recently partnered with Opal making them an exclusive distributor of Compostable Machine Pallet Wrap and the team are working to end the human reliance on traditional plastic."

Combined, the three projects shared in almost \$1.2 million in Commonwealth Funding and are set to return over \$120 million in additional revenues in the five-years following completion of the AMGC supported project.

Managing Director of AMGC, Jens Goennemann said, "Australian manufacturers are the total package. KoolPak, Bouncee, and Great Wrap each offer distinct products, and they collectively aim to provide greater value to customers while reducing waste – both globally relevant issues that will contribute to their commercial success."

Further information on each project is available here:

TomKat KoolPak: www.amgc.org.au/project/koolpak-advanced-manufacturing/

Bouncee (ICEE Technology Group): www.amgc.org.au/project/bouncee-reusable-and-collapsible-insulated-container/

Great Wrap: www.amgc.org.au/project/compostable-stretch-wrap-at-commercial-scale/

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About TomKat

TomKat KoolPak – Designed for the Circular Economy.

Environmentally responsible packaging with the enduring value of circularity via reuse, recycling and Track & Trace so we can build a better more sustainable future globally. <https://www.koolpakbox.com/>

About Bouncee

Bouncee is part of the ICEE Technology Group (ITG), a collective of Australian brands that leverage lightweight particle foams to create functional products for the circular economy. ITG's core focus is in the insulated packaging sector, where they develop innovative reusable and compostable solutions for efficient food and pharmaceutical delivery. <https://bouncee.com.au/>

About Great Wrap

Great Wrap is a B Corp Certified Australian-based material science company, that manufactures the only Australian made compostable stretch wrap for homes and businesses. Great Wrap is made from compostable biopolymers and plant-based oils and is 100% compostable. <https://greatwrap.com.au/>

About Advanced Manufacturing Growth Centre (AMGC)

The Advanced Manufacturing Growth Centre (AMGC) is an industry-led, not-for-profit organisation established through the Australian Government's Industry Growth Centres Initiative. AMGC's vision is to transform Australian manufacturing to become an internationally competitive, dynamic and thriving industry with advanced capabilities and skills at its core.

Through the delivery of its world-leading research, Manufacturing Academy, workshops, and ground-breaking projects, AMGC aims to develop a highly skilled and resilient local manufacturing industry that delivers high-value products – via the integration of innovative technology – to domestic and international markets.

<http://www.amgc.org.au>

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