

MEDIA RELEASE

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Innovative pack wins top honours at national awards

A new way of delivering agro-chemicals to growers has won two medals at the Packaging Council of Australia's (PCA) Australian Packaging Design Awards.

The QuikPour pack received a gold medal in the Innovation category, a silver medal in the Packaging for Industry category and was the overall best of show winner at the awards presentation dinner held in Melbourne on 13 October.

Lachie McKinnon, General Manager for Nufarm Australasia, said the award recognised more than four years of research and development by Nufarm Australia with key technology partner Scholle Packaging, along with Visy and other project partners.



"QuikPour is a tangible example of how Nufarm is investing in one of our key strategic objectives to innovate the business and the awards recognise the hard work, dedication and innovative thinking that went into designing the QuikPour pack," Mr McKinnon said.

"Since July, more than 24,000 15L QuikPour packs have been assembled, filled and delivered to our customers across Australia and we plan to deliver three million litres of Nufarm product in QuikPour packs over the coming year."

QuikPour is a 15 litre container consisting of a collar, flexible liner and outer carton. The design offers faster and more accurate pouring when compared to a 20L plastic drum, as well as a 25% reduction in weight and an 80% reduction in plastic packaging per litre.

Mr McKinnon said QuikPour addressed the concern that growers and distributors had about the traditional agro-chemical packaging, which were highlighted in industry reviews conducted by AVCARE and CropLife.

"During our trial phase, we consulted with Nufarm distributors and growers to ensure the pack delivered safer pouring without glugging and splashing. This has helped ensure QuikPour has had robust, in-field development," he said.

The awards followed the official launch of QuikPour, with more than 70 invited guests and Nufarm staff in attendance at Nufarm's Laverton site.

Professor Kate Auty, Victorian Commissioner of Environmental Sustainability, spoke at the official launch of the new pack and congratulated the company on what she said was an important and practical innovation in packaging, recycling and waste management.

“QuikPour shows an innovative change in thinking to how agro-chemicals are delivered to farms, as well as how we recycle and responsibly dispose of chemical packaging,” Prof Auty said.

Products currently available in the 15L Quikpour packs are Agritone 750, Roundup 360, Roundup Biactive, Roundup DST, Glyphosate CT, Kamba M, Kamba 500, Amitrole T, Arsenal Express and Weedmaster Duo.

New products such as Roundup Attack with IQ inside and Amicide Advance 700 will become available in the packs over the next 12 months.

Ends

Caption (129.jpg): Professor Kate Auty, Victorian Commissioner of Environmental Sustainability, with Lachie McKinnon, Nufarm Australasia General Manager testing QuikPour box against the traditional 20L agro-chemical container (water only).

FURTHER INFORMATION

For more information on QuikPour, visit www.nufarm.com.au/quikpour

To view more information on the Australian Packaging Design Awards, visit www.pca.org.au/pcaawards

CONTACT

Megan Beange
Marketing Communications Officer
Nufarm Australia Limited
Phone: 03 9282 1578
Mobile: 0408 944 806
