

# DodoPack

## FOUNDATION

- in 2015

## EMPLOYEES

- micro size company

## KEY PRODUCTS/ SERVICES

- structural packaging design

## KEY MATERIALS

- virgin paper,
- recycled paper,
- mixed virgin and recycled paper,
- coated paper,
- corrugated cardboard

## PROFILE

Industrial designer Andreja Pogačar, self-employed in culture (DodoPack), works as a structural packaging designer, generally with paper and corrugated cardboard, including lamination with plastic films. She works in cooperation with different manufacturers, so she offers her customers all kinds of solutions from a variety of materials, different techniques of printing and different quantities. For her foreign customers she mostly just develops the dielines for different kinds of packaging (from transport to gift), P.O.S. and P.O.P. materials. For domestic customers with her cooperators she finds and executes the desired solution from ideation to finished product, according to particular needs.

Innovation is a very important field of Andreja's work. Percent of annual investment budget on average for innovation investment in the last three years was around 20 to 30%. At present Andreja is upgrading her knowledge through her doctoral research about interactive sustainable gift packaging and actively participates in conferences and other activities within its industry.

## SUSTAINABILITY, USING OF BIOMATERIALS

The sustainability focus is a priority, she has qualitative goals, however she doesn't have any sustainability report or certificate. Activities on sustainability are caused by internal factors and around 10% of the investment budget goes towards improved sustainability. The importance of end-of-life management of materials and products is very high. Sustainability is something a lot of her clients want, mainly because of the rising sustainable trend, but they neglect it for the sake of the price. They don't really understand the importance of its jet and see that this kind of changes will bring them an advantage on the market. At this point Andreja's sustainable efforts are directed into making packaging solutions made from mono materials or combining different materials in the way that they are easy reassembled and recycled.

To start using biocomposite material is important for her environmental sustainability strategy and she is not so much familiar with legislation for sustainable products (recycling, composting biocontent etc.). She didn't make any test trials with biomaterials jet, she needs more information about the material itself. Key limitations to start using biomaterials follow from lack of knowledge in this field, customer awareness, demand, price and legislation.



## PRODUCTION SPECIALITIES



Andreja's work is the end use packaging solutions, from primary to secondary packaging and also solutions for food (dry or wet) and non-food. The use of base material is mostly virgin, recycled and their mixture, different types of coated paper and different kinds of corrugated cardboard. The supplier provides her with technical data sheets (SDS) and declarations of conformity (certificates). Her end packaging products are in most cases printed. Main functionalities requested in the end product are mechanical resistance and that it is grease resistant. The main target of packaging design solutions is definitely aesthetics, then follows functionality and others as material efficiency, easier sorting of material and consumer level.



Her preferences about what happens to the packaging at the end of life follow in this order; recycling, reuse, thermo-valorisation and if it is inevitably as a last possible option landfilling. If the packaging is made for recycling then the goal is composting, if to reuse it needs to follow its own closed loop. Main sustainability goal on the production side is lower feedstock consumption and less use of material. At the end of life side she wants to favour local circular economy, promote renewable biobased products, LCA optimize the product and reduce carbon-footprint. A must is to be in compliance with standards and follow the clients' specifications.



## SUMMARY AND SOLUTION

Considering the financial position and strategy of Andreja's vision and taking into account the Slovenian market, the best solution is to gain more knowledge how to integrate composites of biodegradable materials (e.g. paper with PLA - polylactic acid), to find out which materials are available in the market to actually start using them and to get the contacts of the companies which already use biocomposite materials for the packaging production. There is also an option to help her subcontractor to replace existing material combinations with new ones.

After the experience with biocomposite materials and new gained knowledge, she can transfer the knowledge onto her clients, tell them how to make smarter choices and use that as an advantage on the crowded market.