

BRAND AUDIT //

Sustainable Practice

We live in a world facing significant environmental threats caused by our ever-expanding consumption habits. In the push for change we have been amazed by the pioneering new ways brands are trying to be more environmentally conscious. To share that inspiration, we have conducted an audit of just a few of our favourite examples of brilliant design and eco-friendly packaging from within drinks business and further afield.



HIGHLIGHTS //

avallen
CALVADOS

Brookie's
BYRON DRY GIN

VICTORY LONDON
DISTILLERY
... -

HAY!
STRAWS

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Avallen

One of our favourite examples of sustainability and not just because we had a hand in the process! Avallen is a newcomer and challenger in the world of Calvados, with a light and approachable style to challenge a category that is often seen as outdated. Printed on paper made from recycled apple pulp, the bottle's label showcases the natural vibrance of the liquid and the brand's core mission - save the bees!

DESIGN AGENCY // Wonderworks

avallen
CALVADOS





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Brookie's Byron Dry Gin

The cause at the heart of Brookie's Byron Dry Gin is rainforest regeneration. The family have worked for over 30 years to restore the heavily deforested land around their distillery in New South Wales, Australia, planting 35,000 trees and employing sustainable farming practices. They carry this drive through to their labels, inspired by nature, yet beautifully minimalistic and printed on paper made from recycled sugar cane.

DESIGN AGENCY // Co Partnership

Brookie's
BYRON DRY GIN





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Victory London Distillery

Victory as a brand holds sustainability at its core, striving to minimise water and energy consumption in the production of their spirits, while their packaging solutions are intelligently designed to minimise the environmental costs of bulk shipping. We particularly love their 20L “KeyKeg” designed for use in the on-trade, each saving over 20kg of glass and are 100% recyclable.

VICTORY LONDON
DISTILLERY
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HAY! Straws

In recent years, we've seen countries around the world enforce bans on plastic straws over concerns about their environmental impact - single-use, non-recyclable and hazardous to marine life. These bar friendly straws are gluten-free and 100% biodegradable - made from natural wheat plant stems. That's right - a straw made from straw! And best of all, they don't get soggy during use - we're looking at you paper straws!

HAY!
STRAWS!



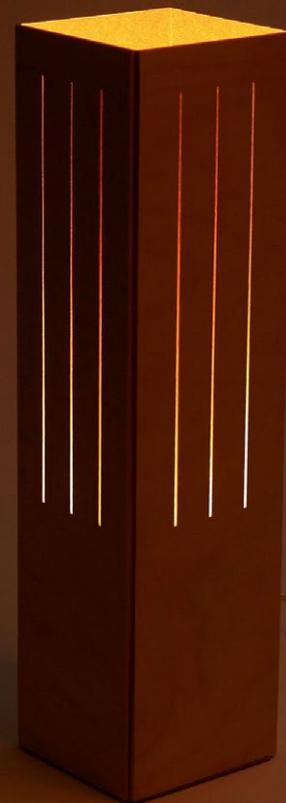


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Cavallum Wine Lamp

Reduce – Re-Use – Recycle. Even after more than 10 years, Cavallum continues to be one of our favourite examples of elegant and thoughtful design. The box for the Cava is not only made using recycled and sustainable materials, but is also designed to have a second life - transforming into a beautifully elegant lamp.

DESIGN STUDIO // Ciclus





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Violeta

Another brand seeking to combat the issue of non-recyclable plastic waste, is the toilet paper company Violeta. The bag used to contain the rolls is made from recycled materials and designed with a second purpose - to be used as a bin bag. Sometimes it's meant to be rubbish!

DESIGN AGENCY // Saatchi & Saatchi





BRAND AUDIT //

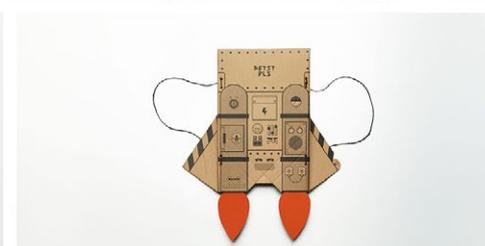
Petit Pli

Petit Pli's mailing boxes have been designed as an innovative means of creating sustainable packaging for sustainable fashion. Building on the company's unique origami garments that grow with the children wearing them, their delivery boxes are also more than they seem. Each can be re-used by folding easily into a wearable jetpack - transforming the mundane and disposable into something wonderful.

DESIGN AGENCY // NB Studio

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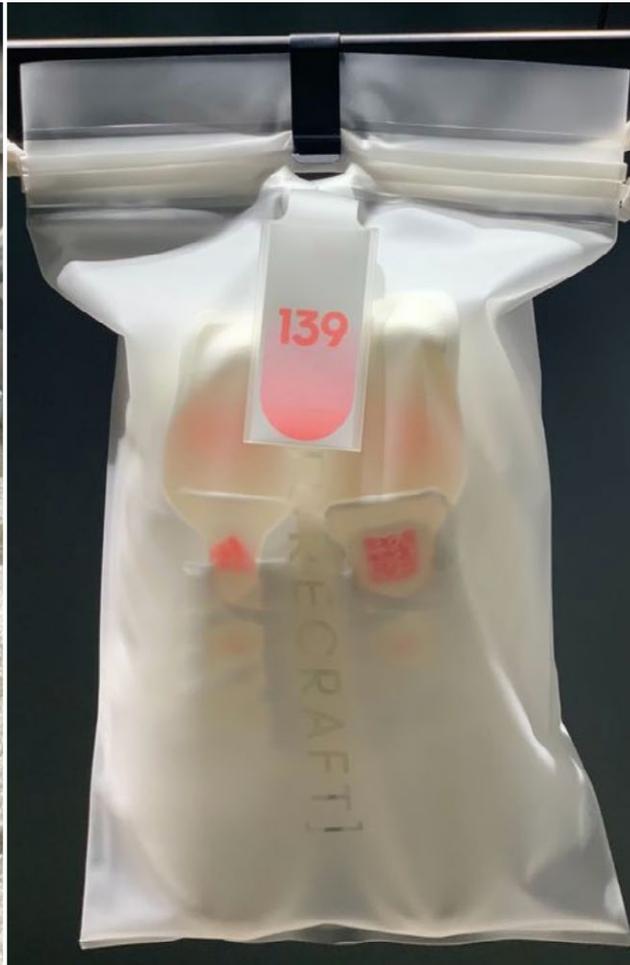


BRAND AUDIT //

Futurecraft.Loop

The first running shoe made to be remade and an amazing first step towards closing the loop in fashion. Adidas' FUTURECRAFT.LOOP shoes and all their packaging are made from plastic reclaimed from the ocean, in collaboration with the conservation project "Parley for the Oceans". At the end of their life, 100% of the materials can then be washed and recycled to make new shoes.





BRAND AUDIT //

Green Cell Foam

Public awareness about the environmental damage caused by single-use plastics is on the rise, but companies often lack convenient and cost-efficient alternatives to traditional packing materials. This is where Green Cell Foam excels, creating biodegradable packing insulation panels as a sustainable alternative to polystyrene.

GREENCELLFOAM™ 





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