



## koor<sup>®</sup> new refillable containers: Eat wherever, whenever

koor is an innovative start-up focused on creating practical, eco-friendly solutions for everyday problems. Founded by an engineer and father of two, koor aims to provide convenient, reusable containers for bulk-bought or homemade food, reducing reliance on single-use plastic pouches. The name “koor” derives from the French word “cours”, meaning “running”, reflecting the founder’s daughter’s desire to eat quickly and play. koor has garnered recognition, winning two gold awards at the PIDA (Australian Packaging Innovation and Design) Awards and receiving media coverage in the Courier Mail and PKN journal. And by implementing authentic GS1 Barcodes, koor guaranteed the integrity of its supply chain, from day one.



### The Challenge

The founder of koor faced a common problem: finding a convenient, sustainable way to pack homemade yoghurt and fruit puree for his children’s lunch boxes, picnics, and outdoor activities. One existing refillable pouch was unreliable and difficult to clean, while glass containers were impractical for children’s backpacks. The need for a better solution became apparent, as single-use food pouches were not only expensive but also taught children to dispose of items daily, contributing to environmental waste.

### The Solution

koor developed a unique, refillable container inspired by a large syringe. This design allowed for easy cleaning in the dishwasher and practical refilling by pulling the plunger. However, several improvements were necessary:

- **Size Reduction:** The overall size needed to be compact when the syringe was full.
- **Plunger Design:** The plunger had to be modified for easy pulling during refilling.
- **Hygiene:** A cap was required to keep the tip clean.
- **Portability:** A handle was needed for easy carrying.



“ I used to give my kids yogurt pouches every day, not realising this resulted in 6.4 kg of plastic waste per year, which ended up in landfills. Now that we’ve switched to using kooors, I no longer feel guilty, and we’re saving money. Most importantly, I’m teaching my kids the importance of reusing plastics instead of throwing them away.”

Jean-Francois Roiron, koor Founder

Connect to Success



The final product, koor, addressed these issues with a patented design that is easy to refill, dismantle, and clean. It is versatile and suitable for various applications beyond food, including DIY projects. Best of all, it's repairable at a low cost rather than needing to be replaced with wear and tear.

To ensure the authenticity of our products in the market and efficient traceability, koor obtained barcode numbers from GS1 Australia. Having these numbers meant we could now start selling through Amazon. This not only guarantees the integrity of our supply chain but also reinforces our commitment to quality and transparency.

## The Impact

- **Cost Savings:** Families can save up to \$470 per year per child by buying yoghurt in tubs instead of pouches, amounting to \$1,410 for a family with three children.
- **Environmental Impact:** koor contributes to reducing the 449,000 tonnes of flexible plastic placed on the market annually in Australia, promoting a circular economy with homemade and bulk-bought products.
- **Health Benefits:** koor enables families to consume organic, homemade or locally sourced food on the go, offering a healthier alternative to fast food.
- **Convenience:** The container's compact design and ease of use make it perfect for travel, school and outdoor activities.
- **Educational Impact:** koor collaborates with Milton State School's technology class to teach Grade 4 students about solving problems and the importance of reusing items.

## The Benefits

koor offers numerous benefits:

1. **Environmental:** Reduces single-use plastic waste and supports a circular economy.
2. **Financial:** Significant cost savings for families.
3. **Health:** Promotes healthier eating habits with homemade and organic food.
4. **Reduce food waste:** Adjustable serving size based on the user.
5. **Accessibility:** koor helps people facing challenges when eating.
6. **Educational:** Teaches children the importance of reusing items.
7. **Convenience:** Compact design – easily fits in a bag to carry.

## The Future

koor plans to expand its impact by developing and installing refill stations in bulk shops and supermarkets. This initiative aims to further reduce plastic use and costs, shortening the distribution path and making circular practices more accessible to the public.

About [koor® - koor - refillable containers](#).

## Join the Movement

koor invites supermarkets and food producers committed to reducing packaging waste and transitioning to a circular economy to collaborate on this innovative project. By working together, we can create a more sustainable future, reducing reliance on single-use plastics and promoting healthier, cost-effective alternatives for families.

For more information on bringing your products to market and customising efficient traceability solutions for your operations, contact [GS1 Australia](#).

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