



POPCORN SHED // AMCOR DOUBLES THE SHELF-LIFE OF POPCORN SHED'S PREMIUM POPCORN WITH A RECYCLABLE SOLUTION



*58% Carbon
footprint reduction



Recyclable



Easy opening



2x longer shelf life



Popcorn Shed founders Sam Feller and Laura Jackson

THE POPCORN SHED GROWTH STORY

Popcorn Shed is an independent London-based premium popcorn maker that prides itself on great tasting products, high-quality ingredients, beautiful packaging and excellent customer service. The company, which began with cousins Sam Feller and Laura Jackson making popcorn in their garden shed, has enjoyed rapid growth since launching in 2016.

The company was the first to put popcorn in an outer carton (using bag-in-box), which makes the product highly shareable and perfect for gifting purposes. Its packaging and the high quality of ingredients used in its popcorn is instrumental in setting the brand apart in a busy market.

For more information:
<https://popcornshed.com/>

CONSUMERS EXPECT CONVENIENCE

Popcorn is far more susceptible to moisture and oxygen than most other snacking foods. In as little as a few hours after opening a pack there is a noticeable loss of freshness as the product loses its crunch and becomes soggy. This is why Popcorn Shed houses its popcorn within plastic pouches that sit inside 'sheds' of cardboard packaging.

Popcorn Shed had previously been protecting its popcorn with a laminated barrier film. This PET AIOx / LDPE clear packaging is mainly used for ready meals and frozen food due to its reliable and strong barrier properties. However, the material wasn't conducive to easy-opening, which resulted in Popcorn Shed receiving several customer complaints.

As Sam explains: "We were receiving lots of complaints that customers couldn't open the bags without a pair of scissors, or it spilled on opening. So, while it provided a good barrier, it didn't quite have the properties we needed to meet our customers' expectations of a luxury brand."

Additionally, its previous PET structure meant that the liner bag was non-recyclable. While PET bottles are recyclable, there is currently no recycling stream for PET-based bags and pouches. The new AmLite pouch is mono-OPP/PP which means that it fits recycling streams available in several European countries. With sustainability becoming a growing issue for consumers this increased recyclability ultimately helps them too.



ABOUT AMLITE STANDARD RECYCLABLE

The AmLite Standard Recyclable line of high barrier packaging is a unique line of metal-free packaging that is recyclable where these streams exist. By utilizing Amcor's significant experience in barrier coating and conversion, AmLite ensures a lightweight material that offers excellent product protection, that is easy to open, and can be customised with a highly visible design.

ABOUT POPCORN SHED

Popcorn Shed is the UK's first premium gourmet popcorn brand, while competitors apply spray-on and powder coatings in an industrial process, Popcorn Shed uses an artisan cooking process with each production run.

Operating out of a garden shed since 2016, Popcorn Shed is a home-grown, family-owned business and a Made in Britain artisanal brand. They are also the first UK popcorn brand to be packaged in 'shed' cartons, each with its own personality and theme.

For more information:
www.popcornshed.com

THE SUSTAINABLE SOLUTION

Popcorn Shed required a packaging material that would keep its premium popcorn fresh, was easy for consumers to open, and easy for them to recycle in some European countries. Amcor's AmLite Standard Recyclable packaging delivered on all three requirements. The packaging can be recycled in front-of-store crisp packet recycling systems and is suitable for polypropylene recycling where the facilities exist (i.e. Germany).

The packaging offers the same high-barrier properties as conventional metallised orientated polypropylene (OPP). However, being metal-free, it has the benefit of transparency, which enables consumers to see the product inside the packaging, a requirement for Popcorn Shed.

The combination of an OPP structure and AmLite's metal-free barrier has an impact on the recyclability of packaging. Metallisation can interfere with Infra-Red material detection systems at recycling sites, but AmLite Standard Recyclable can be easily detected and machine sorted for recycling.

Additionally, the move to AmLite Standard Recyclable from the previous laminate has provided substantial reductions in carbon footprint, water consumption and non-renewable primary energy demand. The new packaging's carbon footprint is 58%¹ lower, meaning that this solution is much more sustainable than the previous packaging.



63 the number of cars driven for 1 year saved



7010 the number of 10 minute showers saved



2030 the number of CFL light bulbs burning for 1 year saved





FROM GARDEN SHED TO WORLDWIDE DISTRIBUTION, THANKS TO EXTENDED SHELF-LIFE

Thanks to its high performing barrier, Amcor's AmLite Standard Recyclable packaging has doubled the shelf-life of Popcorn Shed's premium popcorn. This has had a significant impact on the brand's export and ecommerce opportunities, with global export now accounting for 25% of the brand's turnover.

As Sam explains: "Since we implemented Amcor's packaging our shelf-life into trade has gone from six months to 12 months, which is hugely important for the export market. When we're sending products to Japan and Australia customers demand a 12-month minimum shelf-life as the products sit on a boat for three months before they reach the destination.

"Other producers will gas flush the popcorn to keep food fresh for longer and achieve that shelf-life, but we don't need to do that. Now, Amcor's packaging ensures that popcorn that has been in the bag for 12 months is still as fresh as the day it was first made. We're delighted with the results and will continue to use the bags moving forwards."

Popcorn Shed's packs are now simple to open, guarantee a fresh taste, and consumers are able to see the product inside the pack. Amcor's solution also enables Popcorn Shed to print its brand on the bag, which further improves the appeal of the packaging.

As Sam adds: "Amcor's AmLite Standard Recyclable* is a fantastic product for our application. It opens like a crisp packet, so it is very easy to use as a consumer, and its barrier properties are excellent."

These elements have helped Popcorn Shed position itself as a high-quality, premium gifting product to consumers all over the world.

*This claim is a general guidance and does not mean the packaging can be recycled currently everywhere in the world. Its ability to be recycled by consumers will depend on the specificities of the recycling programs that consumers have access to in each market/geography. As such, it doesn't constitute a recyclability claim according ISO14021, the FTC Green Guides or any other local standard. Our packaging experts can provide further information about recyclability for specific markets/ geographies. Independent expert legal advice should be considered before making recyclability claims in specific markets / geographies.

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