



WPS Insights

WPS Insights – August 2025

This August edition of WPS Insights highlights five pivotal shifts shaping global packaging and trade. From recycle-ready bag-in-box wine solutions and wool-based thermal postal pockets to Canada's new surtaxes on steel and aluminum, a global treaty reshaping plastics, and bio-films from vineyard waste, this Aug edition reflects how sustainability, policy, and material innovation are converging.



SIG Launches Recycle-Ready Bag-in-Box for Wine

A new era for sustainable wine packaging in Australia

- » Australia's first recycle-ready bag-in-box wine packaging, developed with local producers
- » Uses SIG Terra RecShield mono-material film, eliminating aluminum-based layers.
- » Entire system (bag, tap, carton) designed for recyclability, aligned with Australia's 2025 National Packaging Targets and APCO Sustainable Packaging Guidelines.

- » First locally made wine tap in light grey polymers for recycling visibility.
- » Shelf-life and transport trials were conducted with leading wineries, including Hill-Smith Family Estates and DeBortoli Wines.
- » Carbon footprint reduced vs glass bottles; improves storage efficiency and wine freshness after opening.
- » To hit shelves in early 2026.



Lessons and Actionables

Mono-material solutions are gaining traction as scalable, regulatory-compliant alternatives to traditional wine packaging. Evaluate recycle-ready bag-in-box formats to reduce carbon impacts and meet circular economy goals.

Hydropac Debuts Wool-Based Thermal Postal Pockets

Replacing plastic in cold-chain and e-commerce logistics

- » New Wool Thermal Postal Pockets introduced as eco-friendly replacements for plastic-based insulation.
- » Target markets include meal kits, perishable foods, retail samples, and pharmaceuticals; all of which require maintaining 24–48 hours of thermal performance.
- » Cuts plastic content by 80% vs prior design.
- » Outer layer: fully recyclable plastic (via supermarket soft plastic collections).
- » Wool liner: compostable, biodegradable, reusable.
- » Sizes: small (250×310 mm) and medium (320×410 mm).
- » Improves condensation control, reduces void space, and ensures carrier compliance.
- » Part of Hydropac's Switch Sides campaign promoting circular chilled packaging.

Lessons and Actionables

Natural fiber insulation provides functional and sustainable alternatives to plastics in cold-chain packaging. Explore wool-based liners for reusable, recyclable, and carbon-efficient distribution.



Canada Introduces Surtaxes and Quotas on Steel & Aluminum

Trade measures with global ripple effects

- » Canada implements tariff rate quotas (TRQs) and 50% surtaxes on certain steel goods from non-FTA countries.
- » From Aug 1, 2025: expanded to include most FTA countries, except the US and Mexico.
- » Covered products: carbon & stainless steel, bars, sheets, rebar, pipes, hollow sections
- » For China (effective Jul 31, 2025): Aluminum alloys, bars, profiles, sheets, foil, and fittings.
- » Importers must prove goods do not contain Chinese-origin steel/aluminum, shifting from invoices to formal certificates by Sept 22, 2025.
- » Canadian importers may claim relief or drawback for surtaxes paid under either order, subject to CUSMA provisions.

Lessons and Actionables

Trade protectionism is reshaping raw material supply chains. Packaging leaders relying on metal inputs must plan for higher costs, permit requirements, and supply realignments.



Global Plastic Treaty Negotiations (INC-5.2)

Packaging enters a new era of accountability

- » Geneva negotiations mark a “quiet revolution” away from plastic reliance.
- » Businesses view plastics as financially risky due to factors such as carbon taxes, EPR schemes, lawsuits, and lifecycle responsibilities.
- » Global treaty discussions cover production caps, hazardous chemical bans, and financing.
- » Virgin plastic poses a US\$100B annual business risk by 2040 and US\$1.5T/year in health damages.
- » Industry shifts: Unilever acquires refillable brand Wild; UK supermarkets push refill systems.
- » The UK is advancing its EPR scheme and deposit return system (DRS) while preparing its Circular Economy Taskforce strategy.

Lessons and Actionables

Global momentum for binding plastic reduction frameworks is accelerating. Businesses should prepare for stricter plastic production limits and invest early in refill, reuse, and bio-material models.



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