

Media Release

28 July, 2023

DETMOLD GROUP'S AUSTRALIAN-FIRST DEDICATED BAG TESTING FACILITY ATTRACTS SPECIAL VISITOR

The Detmold Group's new LaunchPad laboratory, which includes an Australian-first dedicated bag testing facility, received royal envoy attention today during a special tour of the site.

The R&D laboratory in Brompton, South Australia, is part of the recently-completed LaunchPad facility which tests paper and board repulpability and medical mask functional effectiveness.

Governor of South Australia Frances Adamson toured the R&D laboratory today with leaders of the Detmold Group, including acting Co-CEO Sascha Detmold Cox, R&D Manager Megan Schutte and Chemist Sarah Bagster.

The Detmold Group's LaunchPad laboratory is elevating product capability testing to new standards in Australia and globally and forms part of the wider LaunchPad facility, now completely functional after a three-year process. The facility focusses on innovation, new product development and developing more sustainable products for local and international markets.

Ms Detmold Cox said the \$500,000 LaunchPad facility was the first and only dedicated bag-testing facility in Australia and one of only a few laboratories able to test coated paper/board packaging for repulpability – the ability to pulp materials for recycling. The repulpability testing capabilities have been developed by the Australian Packaging Covenant Organisation (APCO).

The LaunchPad laboratory also tests medical mask functional effectiveness to AS4381 / AS1716 standards – including filtration testing and blood/fluid penetration testing.

"Innovation is essential in our industry, as consumers demand higher quality packaging and medical supplies," Ms Detmold Cox said.

"Consumers are becoming more environmentally conscious and want to know that their packaging can be recycled, as no-one wants to live in a throw-away society," she said.

"Through LaunchPad we are now able to offer higher, Australian specific testing standards for businesses in the packaging, food and beverage and quick service industries."

Ms Detmold Cox said the LaunchPad laboratory had created bespoke testing equipment which replicated the usage of products in real world usage situations. It was also climate controlled for humidity and moisture to replicate oven and refrigeration conditions.

She said the Governor's tour of the Detmold Group's LaunchPad laboratory was an excellent opportunity to celebrate women in business and STEM (Science, technology, engineering, and maths) and South Australia as the national centre of packaging innovation.

About The Detmold Group: with headquarters in South Australia, the Detmold Group is a 75-year-old family-owned and operated business, supplying some of the world's largest and most iconic food and retail brands. The Detmold Group operates in 17 countries and has manufacturing facilities in seven countries.

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“The Detmold Group is investing in South Australia as this is the ideal place for us to reach national and international markets,” Ms Detmold Cox said.

“We’ve also invested in our staff, including encouraging women to follow careers in STEM and we appreciate their input and the incredible intellectual rigour that they bring to Detmold and our group of companies.”

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