

CASE STUDY

Southern Clams



THE CATALYST

Chilltainers identified Southern Clams was using styrofoam eskies to transport their live clams to restaurants, supermarkets and wholesalers. It didn't fit! Southern Clams is well known for its long history of environmental responsibility and sustainable harvesting of clams. We thought we could provide a viable packaging solution that could help them meet their company goals (carbon neutral across their entire production with less waste to landfill) and get their product to market in tip top condition. So we approached them to trial our Chilltainers with great results.

Find out how Chilltainers helped Southern Clams maintain their environmental packaging goals...

"We're really happy with our switch to Chilltainers. Overall, it's better for the customer and better for the environment. And better for us! Even our cost of freight has come down."

Southern Clams



THE SOLUTION

Less waste to landfill

Southern Clams is meticulous when it comes to environmental responsibility; using Chilltainers to package their clams for the domestic market joins a raft of other efforts to minimise the impact of their business activities on the environment.

Dave Redshaw, Operations Manager at Southern Clams says, “We try to use environmentally friendly solutions where we can. Chilltainers are a long term recyclable option and fit with our aim as a business of not sending styrofoam to landfill.”

It turns out their goal is also their customers’ goal. “We have some clients who have said they don’t want styrofoam eskies in their stores. We think other major supermarket chains will eventually go the same way. It makes sense to be ready for that change.”

Leak-proof packaging for live, fragile product

Being freshly harvested from the seabed and sprayed with water in preparation for packing, each box of clams contains moisture. We made sure our Chilltainers are leak-proof – something the couriers appreciate!

We also ensured each box was robust enough to keep this premium hand harvested and packed live product cool and pristine. Dave says the boxes stand up to handling very well and the product inside is good. “We don’t have any more problems with styrofoam eskies cracking or shattering.”

More space and lower freight costs

Southern Clams discovered they had more space, both for themselves and for their customers. “The same volume of styrofoam eskies takes twice the space. Our Chilltainers just sit on a pallet ready to be made up. And it’s better for customers because they just flatten the boxes and put them out for recycling.”

The 10kg and 20kg Chilltainers that Southern Clams use also work out to be cheaper to transport. Dave says, “Even the cost of our freight has come down”.

THE VERDICT

“We have a supermarket customer that had been used to receiving product in Chilltainers. Unfortunately, we had to send her one order in styrofoam eskies and she was straight on the phone! She didn’t want any of those painful styrofoam eskies - just Chilltainers.”



“When we sent one of our customers poly bins instead of Chilltainers, she rang us and asked specifically for Chilltainers to be reinstated saying that the styrofoam eskies are a real pain.”

Dave Redshaw
Operations Manager
Southern Clams



Cool Packaging
Saving the Earth