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Orora awarded in the 2015 BRW Most Innovative Companies

Orora Limited has been awarded the Best Process Innovation, and included in the 2015 BRW Most Innovative Companies, presented at a gala function in Sydney last night.

This is the second year running that Orora has been included among the 50 most innovative companies in Australia, out of a field of over 500 entrants in 2015.

The BRW Most Innovative Companies awards define innovation as “change that adds value”, and organisations were judged on two significant innovations introduced in the previous twelve months, as well as their innovation processes, resources, measurement and alignment with business strategy.

Orora was awarded Best Process Innovation for its technology developed to enable cost-effective randomised printing of beverage cans to support consumer promotions. This innovation enables 8-12 individualised can designs to be run per machine, and quickly changed mid-run, allowing a greater array of designs to be included in each pallet. Orora has further innovated this technology to allow the positive printing of the individualised design in any desired colour and on any colour can.

Previously only achievable through manual or robotic mixing of pallets, Orora’s innovation reduces costs by up to 80%, enabling beverage cans to compete with glass and PET bottles in mass-scale individualised consumer campaigns. Orora’s technology and positive printing innovation has been rolled out globally under licence, and been used in more than 30 countries.

The awards also recognised Orora’s Global University and its online or instructor-led ‘Delivering on the Promise’ re-induction and on-boarding module. ‘Delivering on the Promise’ is an innovative and interactive learning unit developed in-house for all team members – current and new - to deeply and personally connect with The Orora Way – what we believe, what we value, and what we deliver.

“Orora strives to be an innovative and customer-led provider of packaging solutions, with a strong focus on developing our team members and our culture, and we are delighted that the BRW Most Innovative Companies awards recognise this,” said Nigel Garrard, Managing Director and CEO.

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