

Customer Case Study



New Farm Confectionery

Local Brisbane confectioner, New Farm Confectionery, achieve zero melted deliveries and have seen improvements in their packing processes using Signet's Reusable Cold Gel Packs and Foil Insulated Bubble Wrap.

Trained chef and sweet tooth, Jodie Neilson, started New Farm Confectionery in 2013 after a memorable trip to France that left her wanting to bring the Parisian flavours back home. From her humble home kitchen, she started crafting her own confectionery and before too long had opened her first store.

Today, New Farm Confectionery can be found at their flagship store in Newstead, where they still handcraft all their confectionery and distribute it directly to customers and through more than 200 retailers around Australia. They are renowned for their gourmet and contemporary take on classic confectionery and chocolate, all crafted with the adult treat-lover in mind.

Previously, New Farm Confectionery used uninsulated shipping cartons and ice packs sourced from an alternative supplier to ship their wholesale orders.

However, they found the ice packs often weren't lasting the journey, resulting in several orders arriving partially melted.

"Our previous solution was not only impacting the quality of our deliveries but also how far we could send them, which limited our wholesale offering. We needed a packaging solution we could rely on to get our confectionery across Australia in one piece." – Bec Rhodes, New Farm Confectionery Supply Chain Manager.

Additionally, the ice packs they were using had to be hydrated and put in the freezer 48 hours before they actually needed them. Since they had to be hydrated, they would produce a lot of condensation when defrosting and would have to be wrapped in a plastic bag to avoid ruining the integrity of the carton and the product.

On the hunt for a more protective alternative, New Farm Confectionery found Signet's range of Cold Chain solutions. They now use **Signet's Foil Insulated Bubble Wrap** and **Cold Gel Packs** for every wholesale order.

Signet's Foil Insulated Bubble Wrap is used to line their shipping cartons to protect from product damage and

help maintain the carton temperature in their deliveries. This is topped off with **Signet's Cold Gel Packs**, a reusable gel pack solution that stays cold five times longer than ice. Since the switch, New Farm Confectionery has had no melted deliveries.

"Signet's Cold Chain solution has given us the reassurance we were after that all of our products will arrive in perfect condition. It's also helped us expand our wholesale offering, so more Australians can get their hands on our confectionery."

Not only do the **Cold Gel Packs** stay cold longer, but they freeze much faster and have helped New Farm Confectionery cut freezing time by 50%.

"With our previous solution we would have to put it in the freezer two days before we needed them. Signet's Cold Gel Packs will freeze overnight. So, we can be a lot more agile and only freeze what we need for the next day."

Signet is proud to support New Farm Confectionery and over 60,000 other Aussie ventures.

To find out more about New Farm Confectionery, visit newfarmconfectionery.com.au

COLD CHAIN

For everything storing, preserving, sealing & thermoregulating



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High-quality temperature control



Foil Insulated Mailers

- Durable and lightweight foil insulated mailers ideal for shipping
- Thermal qualities of the mailers provide insulation and temperature control during transit
- Tamper-evident with easy-to-use self-seal closure

PRICE PER CARTON					
SAVE 7.5%					
Item No.	Description	Size (W x L)	Carton Qty	1+ Cartons	3+ Cartons
45506	Mailers – Size No. 1	150mm x 225mm	300	\$125.92	\$116.48
47311	Mailers – Size No. 2	215mm x 280mm	250	\$182.34	\$168.66
45507	Mailers – Size No. 4	240mm x 330mm	100	\$90.98	\$84.16
47312	Mailers – Size No. 5	265mm x 380mm	150	\$136.53	\$126.29
45508	Mailers – Size No. 6	300mm x 405mm	100	\$120.87	\$111.80



Customer Case Study

Happy Tummies



Happy Tummies switches to Signet's Cold Chain Packing solution, increasing packing efficiency by 120%.

Australian-owned, allergy-safe food brand, Happy Tummies, improves both packing efficiency and food protection in transit by switching from their traditional ice packs and foil to **Signet's Insulated Mailers** and **Cold Gel Packs**. It's a reusable solution that better caters to their small business needs.

On a mission to create an accessible space for families with allergies and food intolerances, Lisa Munro founded Happy Tummies, an online grocer that sells safe food alternatives for all dietary requirements.

"As a mother with a child that has allergies, I know how good it feels to find new, safe food that the kids love! At Happy Tummies, we proudly stock over 700 products from pantry goods, to lollies and treats, empowering all families to enjoy mealtime as well as life's special moments including parties, Easter and Christmas."

– Lisa Munro, Happy Tummies Founder.

With such a large variety of products across their range, the Happy Tummies

team required insulated packaging solutions to safely transport their consumable goods all over Australia and ensure nothing would spoil en route from their warehouse in Western Australia.

"We needed a smart packaging solution that helped to keep products like our chocolates at a steady cool temperature. We also needed to ensure our packaging was padded enough to reduce the risk of cracking or spillages on items like our sauces and cereals."

Originally, Lisa and her team were ordering traditional ice packs and foil to help transport their goods. They struggled with the large minimum order quantities, that took up valuable space in their warehouse.

"Our previous supplier required us to order ice packs by the pallet. This was not only inconvenient for cash flow, but my team and I had to unload these by hand as we don't own a forklift. It became an extremely time-consuming task!"

Following a successful Google search, Lisa discovered Signet and their wide range of insulated food packaging solutions, all without the large minimum order requirements.

"As soon as we switched to Signet we eliminated all the hassle of unloading pallets as well as reduced the need to custom cut foil to fit our orders, this has improved our packing efficiency by 120%. We've also been able to save so much space in the warehouse by placing smaller more frequent packaging orders that often arrive the very next day. It's been a game changer for our cash flow!"

Lisa and her team switched out their traditional large foil bubble rolls with **Signet's Foil Insulated Mailers**, which provide padded cushioning and temperature control for deliveries in transit. The team also opted to swap their original ice packs for **Signet's Cold Gel Packs**, which last five times longer than crushed ice and are reusable once received.

"Overall, shifting to Signet has helped us completely reduce packaging-related spoilage on our orders, which is a fantastic outcome for both our customers and team!"

Signet proudly supports Happy Tummies and over 60,000 other Aussie ventures.

To find out more about Happy Tummies, visit happytummies.com.au

Eskies

- Reusable and made from food grade materials
- Convenient, inexpensive and lightweight containers that maintain temperature and humidity levels, while also protecting goods during shipping
- High impact shock protection
- Also available in full pallet lots, contact us for a quote

PRICE PER ESKY

Item No.	Description	External Size (L × W × H)	Pack Qty	1+ Packs
37780	QLD Esky – 20kg	575mm × 386mm × 260mm	6	\$13.93
37781	QLD Esky – 15kg	575mm × 386mm × 205mm	6	\$13.32
37782	QLD Esky – 5kg	390mm × 290mm × 210mm	12	\$7.99
37783	QLD Esky – 6 pack	260mm × 180mm × 210mm	24	\$8.08
37784	NSW Esky – 20kg	575mm × 386mm × 260mm	6	\$13.68
37785	NSW Esky – 15kg	575mm × 386mm × 205mm	6	\$13.27
37786	NSW Esky – 5kg	385mm × 290mm × 150mm	15	\$8.03
37787	NSW Esky – 6 pack	260mm × 180mm × 210mm	24	\$6.87
37788	VIC Esky – 20kg	575mm × 386mm × 260mm	6	\$11.57
37789	VIC Esky – 15kg	575mm × 386mm × 205mm	6	\$11.37
37790	VIC Esky – 5kg	385mm × 290mm × 150mm	16	\$7.05
37791	VIC Esky – 6 pack	260mm × 180mm × 210mm	6	\$10.69



Need a carton for your esky?

Item No.	Suits
37806	20kg Esky
37807	15kg Esky
37808	5kg Esky
37809	6 pack Esky

See page 26

ALLOW 2-3 DAYS FOR DELIVERY

Price includes delivery within metro Brisbane, Sydney and Melbourne only

Please note:

A freight charge may be applicable for delivery to other locations

Elite Freeze® Ice Replacement Pads

Item No. 37793

- Ice Replacement Pads retain fluid to prevent spoilage, making it an excellent alternative to traditional ice packs that may leak
- Maintains low temperatures for up to 30 hours
- Reusable (if not in direct contact with food)
- 300 pads per carton (each pad is 6 × 4 cells)
- Dimensions (W × L): 275mm × 398mm



\$317⁹⁴

Per Carton



Warning Tapes & Labels

- Ensure proper handling and storage of temperature-sensitive items



PRICE PER ROLL

Item No.	Description	Size	Box Qty	1+ Boxes	3+ Boxes
37721	Please Freeze On Arrival	45mm × 100m	4	\$11.68	\$10.52
37766	Cold Chain Refrigerate On Receipt	45mm × 100m	4	\$8.36	\$7.53
37720	Refrigerate on Receipt Store Between 2°C & 8°C*	48mm × 150mm × 50m	4	\$9.17	\$8.26



Warning Labels

- A visual aid for maintaining temperature-sensitive goods
- Supplied in a continuous roll, perforated between labels
- Ideal for pharmaceuticals, food, and perishables, these labels boost efficiency and ensure storage compliance



PRICE PER ROLL

Item No.	Description	Size	Labels per Roll	1+ Rolls	6+ Rolls
35020	Cytotoxic Handle With Care	100mm × 100mm × 50m	500	\$31.74	\$28.57



Acrylic Hand Packaging Tape

- Water-based acrylic adhesive tape reliably seals cartons stored in lower temperature environments
- 28 micron tape for general packaging and carton sealing applications
- Suitable for use by hand or with a dispenser (see page 67)
- Available in a clear or brown colour



PRICE PER ROLL

Item No.	Description	Size	Carton Qty	1 Carton	2+ Cartons	5+ Cartons
34649	Packaging Tape – Clear	36mm × 75m	48	\$1.18	\$1.12	\$1.06
34650	Packaging Tape – Brown	36mm × 75m	48	\$1.18	\$1.12	\$1.06
34647	Packaging Tape – Clear	48mm × 75m	36	\$1.41 per roll		
34648	Packaging Tape – Brown	48mm × 75m	36	\$1.57	\$1.49	\$1.41



Acrylic Machine Tape

- 28 micron polypropylene tape with a water-based acrylic adhesive for general packaging and carton sealing
- Offers reliability and strong adhesion at a low cost, making it a go-to choice for everyday use
- Available in a 1000m and 1500m roll



PRICE PER ROLL

Item No.	Description	Size	Carton Qty	1 Carton	2+ Cartons	5+ Cartons
13795	Machine Tape – Clear	48mm × 1000m	6	\$17.78 per roll		
46276	Machine Tape – Clear	48mm × 1500m	4	\$28.49	\$26.35	\$24.20





Foil Insulated Bubble

Item No. 45509

- Lightweight, easy-to-use thermal insulating material that protects temperature-sensitive products by maintaining temperature
- Supplied in a convenient dispensing carton
- Perforated every 750mm
- Bubble diameter: 10mm
- Size: 375mm x 50mm



PRICE PER ROLL	SAVE 5%
1 + Rolls \$60⁸²	3 + Rolls \$57⁷⁸



Foil Backed Bubble Pallet Covers

Item No. 45510

- Thermal-insulated pallet cover that maintains temperature while protecting against weather or scuffing
- For cold chain transportation
- Size: 1200mm square x 1500mm long

PRICE EACH	SAVE 10%
1 Cover \$110⁸¹	2 + Covers \$99⁷³



Reusable Cold Gel Packs

- Suitable for use in air transportation
- Ideal thermal mass for medical, seafood and cold chain logistics
- Lasts 5 times longer than crushed ice
- Reusable, non-toxic and non-caustic
- Available in bubble backed for the extra protection of highly perishable items



PRICE PER BAG

SAVE 7.5%

Item No.	Description	Size	Carton Qty	1+ Cartons	5+ Cartons
22688	Cold Gel Pack – Plain	500g	36	\$0.80	\$0.74
22689	Cold Gel Pack – Bubble	500g	30	\$0.94	\$0.87
22690	Cold Gel Pack – Plain	1000g	12	\$1.18	\$1.09
22691	Cold Gel Pack – Bubble	1000g	15	\$1.29	\$1.19

Cool Cartons

Item No. 39480

- Liner and carton in one convenient unit
- Excellent insulation via foil lined 3mm EPE foam
- Use with Signet's Own Reusable Cold Gel Packs
- Size: External 330mm x 185mm x 215mm
Internal 320mm x 175mm x 205mm
- 30 cartons per box



PRICE PER BUNDLE	SAVE 12.5%
1 + Bundles \$7¹⁶	3 + Bundles \$6²⁶

Moisture Absorbents & Desiccants

- Delivers consistent high performance and withstands extreme levels of humidity
- Silica absorbs approximately 30% of its weight
- Protects against condensation damage
- Nontoxic and non-corrosive
- High crush resistance



PRICE PER CARTON

SAVE 20%

Item No.	Description	Size	Carton Qty	1+ Cartons	3+ Cartons
31984	Silica Gel	10gm	1000	\$167.82	\$134.26
31985	Silica Gel	50g	240	\$162.59	\$130.08
10878	Container Desiccant	2kg	8 bags	\$8.71	\$6.97