

# SA businesses team up for gift that keeps giving

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WIN-WIN: Edible Blooms MD Kelly Jamieson with team leader Chrissy Rossi and Detmold development manager Simon Harris. Picture: TRICIA WATKINSON

A CHANCE meeting has taken two South Australian businesses on a journey of innovation, creativity and persistence to create a new product that has commercial and environmental wins for both on a global level.

SA-based Edible Blooms, now one of Australia's biggest online chocolate and fruit bouquet gifting companies, is using bespoke cardboard packaging made in SA by Detmold to build on its long-term sustainability goal.

Ninety per cent of Edible Blooms' gift range now uses the cardboard "vases" to create its bouquets, following an 18-month phase of fine-tuning the different moulds and shapes and investment into new machinery by Detmold.

The first 70,000 cardboard units were exported to Edible Blooms' three international offices in NZ, Geneva and London recently in addition to local orders for its five company-owned Australian stores, including at Mile End.

Edible Blooms Group founder and managing director Kelly Jamieson said she wanted to replace its styrofoam packaging, which goes into landfill.

“This has been an exciting project for us that involved working closely and persistently with each other and keeping in mind our own production and staff needs given we are a handmade bouquets business,” Ms Jamieson told The Advertiser.

“We had to change our production techniques to accommodate the new SA-made sustainability solution that is now being exported overseas.

“Other benefits include lesser demand on storage space because the cardboards are flat-packed.

“Our replacement project has saved 65 cubic metres of landfill a year. We are really excited about that.”

The e-commerce business, which employs more than 70 staff, including casuals, is leading the way in sustainability, using recycled paper to fill its boxes – instead of plastic fillers

– and using paper sticks for its bouquets. Ms Jamieson learned about Detmold’s Innovation Lab when she met a connection while undertaking a scholarship through the Industry Leaders Fund.

“It’s a very proud project for us,” Detmold’s business development manager Simon Harris said.

“Detmold being a SA-head office business and having a project around sustainability ... and working with a business with a national and international footprint to demonstrate what we can do and the change we can make was really important to us,” Mr Harris said.

“E-commerce businesses are quite reliant on plastics. So it’s great for us to work with an e-commerce leader moving away from that and promoting recycling.”

Edible Blooms’ orders are made by about 12 Detmold employees at its Brompton carton facility in Adelaide – one of two in SA and seven across five countries.