

Auckland's The Better Packaging Co. secures prestigious SheEO funding

Auckland-based The Better Packaging Co. has received one of only five annual grants from SheEO, the global incubator for women entrepreneurs.

"We're delighted to receive this grant, not only because it will help us expand globally, but because it's an acknowledgement of our vision to create evolutionary, customised packaging solutions for the new eco-nomy," co-director Kate Bezar said.

As a SheEO venture The Better Packaging Co. receives a no-interest five-year loan, one year of coaching and support and access to a network of women committed to supporting the business by opening their networks and leveraging their expertise and buying power.

"We can help businesses reduce their environmental impact and reach their sustainability goals with affordable and easy to implement alternatives to single-use plastics," co-Director Rebecca Percasky said.

Since its launch, The Better Packaging Co. has grown its local and international client base to include major brands such as Roxy, WelleCo, Billabong and L'Oreal companies looking for affordable and sustainable alternatives to plastics for postal and courier deliveries.

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ABOUT THE BETTER PACKAGING CO

Founded by experienced businesswomen Kate Bezar and Rebecca Percasky, The Better Packaging Co. designs revolutionary, customised packaging solutions for the new eco-nomy – a circular economy in which generating waste is not an option and the earth's resources are not treated as infinite. Their focus is on sustainable packaging solutions for eCommerce, the food industry and retail.

Their growing list of clients includes Marcs, David Lawrence, Karen Walker, Incu, Roxy, Buddy Franklin, WelleCo, Spell and the Gypsy Collective, RipCurl, Sendle, Quay eyewear, Tigerlily, Assembly Label, L'Oreal, Garnier, Maybelline. <https://betterpackaging.co/>

ABOUT SHEEO

Launched in 2015 in Canada, this visionary model is emerging as a leading global innovation that is totally unique. The model brings together 500 women (called Activators) in each year's cohort, who contribute \$1100 each as an Act of Radical Generosity. The money is pooled together and loaned out at zero percent interest to five women-led Ventures selected by the Activators. All Ventures are revenue generating with export potential and are creating a better world through their business model or their product and service.

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