



HILTON FOODS CASE STUDY

Delivering a Circular Protein Supply Chain with Reusable Packaging



KEY OUTCOMES



Single-use cartons removed
Up to 4 million



CO₂ emissions reduction
51%



Waste reduction
44%



Water reduction
74%q



Annual crate issues
~ 4 million



"The reusable crate solution has delivered measurable operational and sustainability benefits, improving product protection, simplifying our operations and supporting our commitment to a more circular supply chain."

Heath Manix

General Manager

Hilton Foods Australia (Bunbury)

THE CHALLENGE

Hilton Foods Australia supplies case-ready meat products to more than 1,000 Woolworths stores nationwide. To improve efficiency and support Woolworths' circular economy goals, Hilton sought to replace single-use corrugated cartons in Western Australia with a reusable packaging solution. The existing packaging generated waste, product quality risks, limited asset visibility and ongoing costs, creating the need for a more sustainable and operationally efficient alternative.

THE OPPORTUNITY

Viscount partnered with Hilton Foods Australia to implement a fully managed reusable Swing Bar Crate pooling solution across Western Australia. The solution combined more than 215,000 Australian-made reusable crates with local wash services, RFID asset tracking and end-to-end pool management. By owning and managing the pool infrastructure, Viscount removed the need for significant capital investment while providing long-term operational certainty and supply chain visibility.

THE SOLUTION

Through phased implementation, Viscount transitioned Hilton Foods to a reusable crate model, maintaining uninterrupted supply, operational continuity and stakeholder alignment.

Improved product protection across the supply chain

Reduced pallet load collapse and disruption

Lowered corrugate dust in processing areas

Simplified packaging operations and equipment

Enhanced asset visibility through RFID tracking

Increased supply chain reliability and certainty

The project highlights the power of practical reuse solutions to drive better outcomes for business and the environment.

