



Media Release

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Global leading franchisee operator recognises Detpak with Product Excellence Award

The Flynn Group, which operates restaurant chains encompassing more than 2,700 Applebee's, Taco Bell, Arby's, Pizza Hut, Wendy's and Panera's stores, has recognised Detpak with a Product Excellence Award at a recent event in Sydney.

Detpak designs, develops and produces packaging for the Flynn Group in Australia and New Zealand, which operates more than 280 Pizza Hut and Wendy stores locally.

The award recognises Detpak for its promotional innovation and design, for having zero quality complaints or concerns, the harmonisation of its product range at Pizza Hut, the consolidation of its range of Wendy's packaging across Australia and New Zealand and its cost competitiveness.

Detpak was also jointly acknowledged with Ferrero and Aryzta for Product Excellence for the Pizza Hut Loaded Cookie Nutella box.

Detpak, a subsidiary of South Australian, family-owned Detmold Group, was recognised for its design and development work with LaunchPad™ – a specialist, in-house packaging design agency and in-house R&D lab.

The Detmold Group expanded the LaunchPad facility in early 2023 to include a laboratory, further assisting product designers to work with clients to create and test new products for functional effectiveness and legislative compliance, supporting its focus on packaging innovation, product development and sustainability.

Detpak has worked with Pizza Hut for more than 20 years, supplying packaging for sides, snacking and deserts, along with bags and cartons, including the recent Nutella Cookie Box. The Wendy's partnership has also been growing in recent years, expanding its range to supply cups, cartons and bags.

Detpak Business Manager Ben Suttell said the company was thrilled to receive the award, which reflected the team's innovation and product design capabilities. "It has been a great journey working with the Flynn Group in Australia and New Zealand, as we've worked to align products for different markets and create new and innovative packaging," Mr Suttell said.



“The greater Detpak team has listened to the Flynn Group’s interests and worked hard to design and develop products that meet their market needs,” he said.

“We’ve not just maintained, but also strengthened, our solid partnership with the Flynn Group across the region to ensure a great future together.”

Along with Pizza Hut and Wendy’s, Detpak also supplies paper and cardboard packaging solutions to other international food companies including KFC, McDonald’s, Hungry Jack’s, Subway, Starbucks, Jollibee, YoChi and Uber Eats.

“There are many synergies between the Flynn Group and Detpak and we really enjoy working together to come up with new product ideas and testing them in the wider market,” Mr Suttell said.

LaunchPad™ is Detpak’s hub for packaging innovation & testing, [click here to learn more.](#)

About Detpak

Detpak designs, manufactures and supplies the fast-moving consumer goods (FMCG), grocery and food services industries with world-class sustainable paper and cardboard packaging solutions. As a multinational, Detpak delivers a level of service and care that exceeds standards, with the understanding and operational integrity of a family-owned business.

Media enquiries:

Marta Rutkiewicz, Marketing & Communications Executive, Detmold Group

M: +61 0402643723

E: Marta.Rutkiewicz@detmoldgroup.com