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Idea worth bottling

Innovative packaging developed by graduate entrepreneurship students from Swinburne University of Technology in Melbourne has been recognised with a global award by the Licensing Executives Society International. The students – through their company, Poppet International – developed a manufacturing process to package safe, ready-to-drink infant beverages in sterile, recyclable baby bottles. Each bottle is equipped with a molded plastic closure which, when snapped off, exposes a recyclable nipple. “There is a huge international market for ready-to-drink, long-life infant formulas, sterile water, rehydration drinks, juices and vaccines,” Poppet managing director Peter Bares says. “Our patented manufacturing innovation means we reduce the current time to make an infant nipple from over two hours down to 15 seconds.” Poppet was one of five student teams that competed in the final round of the LES 2009 International Graduate Student Business Plan Competition in Montreal, Canada. Teams from 60 universities entered the competition. The Poppet team was from Swinburne’s Master of Entrepreneurship and Innovation program.