

2026 Wombaroo Passwell Packaging Update

Executive Summary: Wombaroo and Passwell brands will progressively transition all products from existing cardboard product cartons to stand-up pouches during 2026. The change is being made to improve shelf presentation and pack integrity, reducing damage and spoilage risk while maintaining product recognition for customers and staff.

Why we are changing the packaging

Moving to stand-up pouches allows us to use higher-quality packaging materials, including a metallic barrier layer, which improves product protection. Standup pouch formats also reduce issues such as crushing, bulging, or damaged cartons at shelf. The updated packaging is accompanied by improvements in presentation, visual clarity and consistency of the branding.

What Is NOT changing as a result of the new packaging

- Pricing
- Package and carton quantities
- Shelf life and storage requirements
- Product formulations and ingredients
- Barcodes and SKU count
- Product colour cues and product names



Timing and Rollout Approach

- Initial SKUs will begin transitioning to the new standup pouch packaging in FY Q4 2026.
- The full range transition is expected to be completed within 12 months
- There will be a period during the transition where some products we provide may be existing cardboard packaging and some products may be new standup pouch packaging. Old and new packaging may coexist during the transition period.

We do not expect the rollout to involve any forced stock write-offs or premature withdrawal of existing inventory.

Planogram & In-Store Execution Considerations

The new stand-up pouches have a slightly larger physical shelf presence than the existing product cartons to ensure products present well on shelf. Final shelf presentation may vary slightly by fill density and store handling.

	Existing product carton	Stand up pouch: Artwork specs (flat, unfilled)	Stand up pouch: Effective width (filled, as-displayed)
Small	14.5cmH × 10cmW × 4.2cmD	21cmH × 14cmW × 8cmD	12cm width
Medium	17cmH x 13cmW x 5cmD	24cmH x 16cmW x 7cmD	14cm width
Large	22cmH × 16cmW × 6.5cmD	30.5cmH × 23.5cmW × 9cmD	20cm width

Examples of new packaging

