

Terra Firma Launches Averro Group for the Global Packaging Transition

Averro has been established to deliver scalable alternatives to conventional plastic packaging across commercial and institutional supply chains.

MELBOURNE, VICTORIA, AUSTRALIA, June 9, 2026 /EINPresswire.com/ -- # [Terra Firma Equity Limited](#) Launches Averro Group to Enter the Global Sustainable Packaging Market

Averro has launched a [sustainable packaging platform](#) targeting high-volume replacement opportunities across industrial wrapping, retail, foodservice, healthcare, hospitality, logistics and export supply chains.



Averro Group is developing dissolvable and biodegradable packaging solutions for commercial, institutional and global supply-chain customers.

Terra Firma Equity Limited, ACN 675 999 747, today announced the launch of [Averro Group Pty Limited](#), ACN 698 517 396, a controlled sustainable packaging platform established to deliver practical, scalable and commercially adoptable alternatives to selected conventional plastic packaging applications.

“

Averro has been established to capture this shift with practical sustainable packaging that can work at commercial scale across recurring institutional supply chains.”

Phillippe Barros, Chairman

Averro has been created as a controlled entity of Terra Firma in partnership with Soluvia Australia Pty Ltd, ACN 666 211 249. The platform combines Terra Firma’s institutional customer pathways, commercial relationships, logistics access, and supply-chain strategy with Soluvia’s water-soluble, biodegradable, and certification-led

packaging capabilities.

The launch positions Averro in one of the world’s largest industrial markets at a time when governments, retailers, food producers, logistics operators, healthcare providers, hospitality groups, and institutional buyers are under increasing pressure to reduce their reliance on

conventional plastic packaging.

Global Market Scale and Regulatory Tailwinds

Averro is entering the packaging sector at a time of major structural change. Packaging remains one of the world's largest industrial markets, with third-party market research forecasting the global packaging market to grow from approximately US\$1.32 trillion in 2026 to approximately US\$1.75 trillion by 2035.

Within that broader market, sustainable packaging is becoming a major replacement category. Market estimates vary by scope and methodology, with some third-party estimates placing the sustainable packaging market at approximately US\$126.5 billion in 2025 and projecting it to reach approximately US\$254.95 billion by 2035, while other definitions of the category indicate a market opportunity above US\$300 billion.

The opportunity for Averro is not based on capturing the entire packaging market. It is based on targeting high-volume, recurring-use categories where commercial and institutional customers purchase packaging every day and are actively seeking practical alternatives to conventional plastic.

This market shift is being accelerated by ESG procurement, plastic-reduction targets, circular-economy legislation, retailer sustainability programs and customer demand for packaging that can perform, protect, document, comply and scale.

In Australia, packaging objectives continue to support reusable, recyclable or compostable formats, higher plastic recycling and composting rates, recycled-content targets and the phase-out of problematic single-use plastics. In New Zealand, selected single-use plastic products have already been banned or restricted, including produce bags, plastic tableware and plates, plastic cutlery and most applications of plastic straws.

These policy settings do not remove the need for packaging. They increase the need for credible replacement platforms that combine performance, sustainability, certification-led confidence and real supply-chain practicality.

Built for Commercial Scale



Averro Group's packaging ecosystem targets multiple commercial markets, including retail, foodservice, healthcare, hospitality, logistics and industrial applications.

Averro is not being developed as a niche consumer brand or single-product concept. It has been established as a commercial packaging infrastructure platform focused on categories that are used daily and embedded in major supply chains.

The company's initial focus is expected to include industrial wrapping systems, pallet wrap, stretch film, logistics and distribution packaging, retail carry solutions, foodservice packaging, protein and cold-chain packaging, healthcare and hygiene-support applications, hospitality packaging and selected export-ready formats.

These categories sit inside procurement channels where customers require packaging that performs reliably, supports sustainability objectives, meets documentation requirements and can be adopted without disrupting operations.

Targeting High-Volume Packaging Categories

Averro's product direction is focused on practical substitution pathways for selected conventional plastic formats, including LDPE pallet wrap and stretch film, plastic supermarket carry bags, plastic healthcare laundry bags, PVC cling film and protein wrap, plastic foodservice packaging, plastic mailers and shipping pouches, export and cold-chain packaging, and hotel and hospitality packaging.

The platform is intended to support alternatives including water-soluble industrial wrap, biodegradable carry systems, dissolvable laundry and infection-control systems, sustainable cling and barrier packaging, compostable foodservice and quick-service restaurant systems, water-soluble logistics mailers and pouches, and sustainable export and cold-chain systems.

This positions Averro to target recurring packaging demand across multiple customer channels rather than relying on a single product category.

Soluvia Technology, Certification and Quality Assurance

Soluvia brings water-soluble and biodegradable packaging technology, product knowledge, and materials science capabilities to the Averro platform. Its technology pathways include PVA / PVOH-based materials and selected biodegradable material systems designed for practical commercial packaging applications.

Soluvia's materials are supported by an international testing, certification and quality assurance framework covering relevant areas such as biodegradation, compostability, chemical safety, food-contact suitability, product safety and environmental performance.

This certification-led approach is central to Averro's commercial strategy. Major customers require more than sustainable claims. They require packaging solutions that can be reviewed, tested, documented and adopted with confidence across real operating supply chains.

Terra Firma Oversight and Board Appointments

Phillippe Barros and Matthew Karcz have been appointed to the Board of Averro Group Pty Limited as Terra Firma's nominated directors.

Their appointment provides direct strategic oversight as Averro progresses through brand launch, product validation, customer engagement, commercial partnerships, supply chain arrangements, and commercial rollout.

Through Averro, Terra Firma is extending its broader supply chain and infrastructure strategy into sustainable packaging, with a focus on commercial adoption, disciplined execution, and institutional customer pathways.

Chairman Commentary

"Packaging sits at the centre of every modern supply chain, and the market is now demanding better solutions," said Phillippe Barros, Chairman of Terra Firma Equity Limited.

"Averro has been established to capture that shift with practical sustainable packaging that can work at commercial scale. The global packaging market is enormous, but Averro does not need to dominate that market to become significant. The opportunity is in recurring institutional demand, where customers need packaging every day and are actively looking for credible alternatives to conventional plastic."

"Our objective is to build Averro into a serious sustainable packaging platform supported by practical products, certification-led confidence, customer demand and the ability to scale."

About Averro Group Pty Limited

Averro Group Pty Limited, ACN 698 517 396, is a sustainable packaging platform focused on water-soluble, biodegradable and practical packaging solutions for commercial and institutional supply chains. Averro has been established to support the transition away from selected conventional plastic packaging by offering alternatives across high-volume recurring-use categories.

About Terra Firma Equity Limited

Terra Firma Equity Limited, ACN 675 999 747, is an Australian unlisted public company focused on building institutional-grade platforms across food, protein, supply-chain, infrastructure and aligned commercial sectors. Through Averro, Terra Firma is extending its supply chain and infrastructure strategy to include sustainable packaging.

About Soluvia Australia Pty Ltd

Soluvia Australia Pty Ltd, ACN 666 211 249, is an Australian company focused on water-soluble, biodegradable and sustainable packaging materials. Soluvia's technology platform includes PVA / PVOH-based packaging systems, selected biodegradable material systems and certification-led product documentation pathways for commercial packaging applications.

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Forward-Looking Statements and Market Data Note

This press release includes forward-looking statements regarding Averro's strategic objectives, product development, market opportunity, commercial rollout and future customer engagement. These statements are based on current expectations and are subject to commercial, regulatory, operational, supply chain, customer adoption, and market risks. Actual outcomes may differ materially from those expressed or implied.

Market estimates are based on third-party market research and may vary by provider, category definition, geography, methodology and timing. Regulatory references are included as general market context and should not be interpreted as legal advice.

Phillippe Barros

Terra Firma Equity Limited

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