Press release:

**Hydropac Launches Wool Thermal Postal Pocket: High-Performance Cold Chain Packaging,** **Now 80% Less Plastic**

[Hydropac](https://hydropac.co.uk/), one of the UK’s leading manufacturers of temperature-controlled packaging, has officially launched its new [Wool Thermal Postal Pockets](https://hydropac.co.uk/product/wool-thermal-postal-pockets/), replacing the company's former plastic-based solution with a high-performance, environmentally sustainable alternative.

This launch is a firm step in Hydropac’s wider mission to redefine cold chain logistics through eco-innovation, material responsibility, and sector education.

*“This isn’t a trend-following decision,”* says Colin Rowland, Managing Director at Hydropac. *“It’s a strategic commitment to better materials, smarter design, and genuine circularity in packaging. We’re proud to offer our customers a solution that performs even better than the plastic version it replaces - without the long-term environmental cost.”*

 **Proven Performance, Naturally Delivered**

The new Wool Postal Pocket is engineered for temperature-sensitive sectors including meal prep, perishable food delivery, retail sampling, and pharmaceutical distribution.

Key performance data includes:

* Maintains thermal integrity for up to 24–48 hours, depending on pack-out configuration and ambient temperatures
* High performing with consistent density, airflow control, and reduced thermal leakage
* Offers enhanced breathability, helping prevent condensation buildup common in synthetic alternatives
* Supports temperature compliance for chilled and ambient-sensitive payloads without the need for bulkier packaging

Available in two sizes: small (250x310mm), and medium (320x410mm), the pouches are designed for efficient box loading, minimising void space while supporting load stability and carrier compliance.

**Smarter Materials, Cleaner Outcomes**

Hydropac’s new packaging format achieves an 80% reduction in plastic content compared to its predecessor:

* Outer layer is 100% recyclable plastic (via supermarket soft plastic collection schemes)
* Wool liner is fully compostable, biodegradable, and reusable
* Designed to support both single-use and reuse-cycle logistics
* Offers full kerbside separation compatibility, enhancing post-use recovery

 **A Catalyst for Industry-Wide Change**

This latest product launch aligns with Hydropac’s broader sustainability roadmap, which includes the active development of eco-conscious alternatives to gel packs, EPS boxes, and mixed plastic insulation.

Earlier this year, Hydropac launched its ‘Switch Sides’ campaign, challenging businesses that use chilled packaging to move away from outdated, non-recyclable materials - especially gel packs and plastic-heavy components. The campaign has garnered attention across the food and pharmaceutical sectors for its candid messaging and practical tools to help companies make the transition.

*“We’re not just telling others to evolve - we’re doing the work ourselves,”* says Colin, *“The Wool Postal Pocket is just one in a growing line of solutions we’re developing to empower our customers to meet their ESG goals and regulatory targets.”*

From new material sourcing frameworks to closed-loop packaging pilots, Hydropac continues to invest in innovation that balances performance, cost-efficiency, and ecological responsibility.

**-ENDS-**

**Photo caption:** The new Wool Postal Pocket from Hydropac

**About Hydropac:**

Hydropac is a leading provider of temperature-controlled packaging solutions, specialising in the design and manufacture of insulated packaging materials. With a commitment to innovation and quality, Hydropac serves diverse industries, including pharmaceutical, food and beverage, retail and healthcare. Trusted by leading companies including Butternut Box, Parsley Box, and other industry leaders.

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