



Creativeans and HOVARLAY Partner to Drive Sustainable Transformation at Supplier Sustainability Day 2025 by Mandai Wildlife Group and Changi Airport Group

Description

SINGAPORE, May 19, 2025 — In a strategic push towards a greener supply chain, Creativeans, an award-winning brand and design consultancy, has partnered with smart packaging solution platform, HOVARLAY, to empower brands with innovative, sustainable packaging solutions. As part of this collaboration, Creativeans and HOVARLAY participated in Supplier Sustainability Day 2025, held on Friday, 16 May 2025 at the Meranti Ballroom, Mandai Rainforest Resort, where the team showcased how design and technology can accelerate sustainability across industries.

Organised by Mandai Wildlife Group and Changi Airport Group, the event brought together a curated group of suppliers and changemakers to explore real-world solutions that make operations and product offerings more sustainable. The programme featured keynote addresses, expert-led panel discussions, and solution showcases aimed at enabling meaningful, measurable impact.

Making Packaging Smarter and Greener

In Southeast Asia, the sustainable packaging market is witnessing accelerated growth, fuelled by evolving consumer expectations and strengthened by regional regulations aimed at reducing

environmental impact. According to Precedence Research, the global sustainable packaging market was valued at USD 117.54 billion in 2024 and is projected to nearly double, reaching USD 240.52 billion by 2034. Southeast Asia plays a significant role in this growth trajectory, with countries like Vietnam, Indonesia, and Thailand leading the adoption of eco-friendly packaging solutions.

To tackle the challenges of packaging waste, Creativeans and HOVARLAY offer a transformative solution: Smart Packaging with Augmented Reality Technology. This approach allows brands to update marketing content, brand stories, and campaigns seamlessly without reprinting or reproducing physical packaging. The result is reduced waste, cost efficiency, and enhanced agility in marketing execution.

“Many suppliers today face increasing pressure to meet sustainability standards, but often lack the design knowledge and strategic clarity to embed these values meaningfully into their brand,” said Kimming Yap, Managing Director of Creativeans. “This challenge is especially apparent in nature-led destinations like Mandai, where sustainability is not just a requirement, but a shared responsibility. That is where we come in. Our role is to bridge that gap, by fusing creative storytelling with sustainable innovation, we help Mandai Wildlife Group and Changi Airport Group suppliers reimagine their packaging, unify their brand messaging, and build long-term value through environmentally conscious innovation. It is not just about looking sustainable, it is about being it, in a way that’s authentic, strategic, and future-ready.”

A standout example is Ho Nuts, a Singapore-based brand that reinvents the traditional peanut snack with a modern, sustainable twist. Featuring the characters Uncle Ho and Kacang, Ho Nuts offers sustainably sourced peanuts in eco-friendly, food-safe packaging that preserves freshness. Creativeans crafted a brand experience for Ho Nuts that extends beyond the physical jar by integrating digital storytelling powered by HOVARLAY. This innovation enables the brand to share seasonal campaigns, sustainability updates, and educational content seamlessly through the same packaging, resulting in a longer product lifecycle, reduced packaging waste, and stronger customer engagement.

Turning Traceability into a Business Advantage

Beyond packaging, HOVARLAY also addresses the growing demand for supply chain transparency. Customers want to know where their products come from, how they are made, and whether sustainability claims are real.

With HOVARLAY, brands can showcase their sustainability journeys, from farm to shelf, using interactive smart labels. This digital layer turns passive packaging into an engagement platform, where consumers can explore a product’s backstory, environmental impact, and ethical sourcing practices.

At the same time, brands gain access to real-time consumer engagement data. These insights help businesses understand what matters most to their audiences, enabling them to iterate smarter, invest better, and grow more responsibly.

“In today’s market, packaging is more than just a protective layer, it is a powerful touchpoint for transparency and trust. Yet many brands struggle to measure the environmental effectiveness of their packaging or keep up with evolving consumer expectations around sustainability. That is where HOVARLAY comes in. By embedding digital traceability and behavioural analytics directly into physical packaging, we help brands capture real-time insights on customer engagement and sustainability performance. This not only enables smarter decisions but also bridges the gap between impact ambition and measurable outcomes,” said Brian Tay, Co-founder of HOVARLAY.

Driving Sustainable Transformation Through Collaboration



At Supplier Sustainability Day 2025, Creativeans and its innovation partner HOVARLAY joined forces to support Mandai and Changi Airport Group's supplier ecosystem in advancing their sustainability efforts. As Singapore accelerates towards the goals of the Green Plan 2030, such as reducing landfill waste by 30% and achieving net zero emissions by 2050, Creativeans provided [strategic guidance on integrating sustainable practices](#) into business models. Through services like sustainability assessments, eco-conscious packaging design, and sustainability branding, we empower suppliers to align their operations with national targets while strengthening their brand relevance and market competitiveness.

[HOVARLAY](#) complements this approach by transforming packaging into a dynamic digital experience. Without changing the physical pack, suppliers can launch real-time campaigns, share traceability and sustainability data, and gain valuable consumer insights. Together, Creativeans and HOVARLAY deliver an end-to-end solution that combines design, strategy, and smart technology, enabling suppliers to reduce waste, extend packaging lifecycles, and build more responsible, future-ready brands.

Source: [Spot News](#), [Topic News](#)