



MEDIA RELEASE

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Opal Packaging Plus partners with Phantm to develop market-first packaging data asset

Opal Packaging Plus, which retails packaging supplies, has partnered with Australian packaging technology company [Phantm](#) to build a future-ready packaging data asset that strengthens reporting and compliance through better packaging data.

Opal Packaging Plus is a division of [Opal](#), one of Australia and New Zealand's largest recycling, paper and packaging businesses.

Working with Phantm's packaging intelligence platform, Opal Packaging Plus is building an enterprise-wide view of the materials, formats, mass, and performance of its packaging supplies to meet the growing need for granular insight across its operations. As global Extended Producer Responsibility (EPR) regulations increasingly hold businesses to account, this deeper level of visibility enables Opal Packaging Plus and its customers to better navigate material complexity.

By embracing this challenge early, Opal Packaging Plus is positioning itself as a leader, working with Phantm to build trusted data that underpins robust customer and regulatory reporting, addresses shifting market expectations and helps identify opportunities to reduce waste and improve packaging circularity.

The partnership signals a decisive shift in the packaging industry, where data and intelligence are now as critical as materials and machinery. As packaging regulations accelerate globally and customer expectations rise, maintaining high-quality, accurate packaging data is becoming essential to competitiveness.

"As an Australian technology company, we're proud to be working with Opal Packaging Plus to build a packaging data asset that reflects where the industry is heading," said Elliot Costello, CEO of Phantm. "This partnership shows what's possible when leading Australian businesses invest in local technology and talent to create world-class solutions with global relevance."

Phantm's approach is straightforward. It helps businesses capture, validate and maintain packaging data by bringing together diverse inputs, including PDFs, specifications, and images from teams and suppliers, then uses Artificial Intelligence to improve accuracy and fill gaps. This AI-enabled enrichment accelerates insights and outcomes, creating long-term data assets that can be reused and repurposed as businesses grow, and regulatory and market expectations continue to evolve.

Matthew Maude, General Manager Opal Packaging Plus said the business was excited to partner with a forward-thinking Australian tech company and drive innovation.



“This partnership will help support Opal Packaging Plus’ extensive packaging solutions in market by leveraging our product data to provide comprehensive information for our customers and support our regulatory reporting requirements,” said Matthew Maude.

While industry leaders like Opal Packaging Plus are simplifying complexity at scale, Phantm is also seeing growing interest from SMEs seeking to capture, structure and report packaging data across increasingly complex supply chains.

The partnership demonstrates how a long-term data asset can be reused, extended and repurposed as the business grows and regulatory and market expectations evolve.

To learn more about Phantm go to phantm.com

For information on Opal visit opalanz.com

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Available for interview:

- Elliot Costello, CoFounder and CEO, Phantm
- Matt Maude, General Manager, Opal Packaging Plus

Media assets: [Here](#)

About Phantm: Phantm is a climate technology company that transforms packaging data into packaging intelligence. We combine AI-powered technology with expert human oversight to deliver the most accurate and comprehensive packaging materials data available – custom-built for brands’ portfolios. Phantm collects, enriches, and manages complex packaging materials data so companies can reduce costs and waste, and meet compliance requirements. Learn more <https://phantm.com>

About Opal Packaging Plus: Opal Packaging Plus supplies a large range of packaging supplies, warehouse equipment, safety gear and industrial consumables and is a division of the Opal group. Opal is one of Australia and New Zealand’s largest recycling, paper and packaging businesses. It manufactures innovative cardboard packaging and paper solutions and is committed to a circular economy approach. www.opalanz.com
