

SUPER BOWL CHAMPION JORDAN MAILATA TACKLES PACKAGING WASTE WITH AMAZON AUSTRALIA



Amazon Australia drafts Jordan Mailata, a proven expert in efficient protection, as its 'Packaging Reduction Officer'

Sydney, Australia, 20 March 2026 – Australian NFL Super Bowl Champion and singing sensation **Jordan Mailata** is trading the gridiron for the packing line this off-season, taking on a new position in Amazon Australia's sustainability team: '**Packaging Reduction Officer**'. Best known as a Left Tackle on field with the Philadelphia Eagles, Mailata is now tackling packaging waste.

The endzone: ensuring every item shipped from Amazon's Australian fulfilment centres is shipped with the right amount of packaging, without compromising protection. As Amazon Australia's 'Packaging Reduction Officer' Mailata suits up for the team who is constantly finding ways to use better packaging materials, and less of them.

Mailata explains: *"The most sustainable packaging is no added packaging at all, but I know from experience, some things need extra protection to make it to the endzone. And that's where I step in. My role is to make sure Amazon can protect your package, so it comes to you in perfect condition, but using the least amount of delivery packaging needed."*

Many of the millions of products that Amazon delivers every week can be shipped safely in their original packaging without an additional Amazon box or bag. Products are assessed carefully and tested to ensure deliveries have the right protection to reach customers undamaged. When packaging is needed, Amazon prioritises lightweight, minimal packaging. Globally, 50% of customer orders ship with less packaging or no added packaging at all.

In Australia, one in 10 orders that ships from an Amazon fulfilment centre today is delivered in just its original packaging. [Since 2021](#), Amazon has more than tripled the number of orders to Australian customers with no added delivery packaging, in a bid to reduce packaging waste. Amazon Australia has also [stopped](#) packing products in single-use plastic delivery bags, with limited exceptions. Customers also receive packages in flexible paper bags and padded envelopes, which can be recycled in household recycling bins across Australia.

Mailata said: "While I'm used to life as a Left Tackle, it turns out I'm just as good at tackling packaging waste problems too. Like most Australians I care about my impact on the environment and reducing waste. I hadn't realised how much work Amazon puts into making its delivery packaging more sustainable, so it's been awesome to join the team here and help shine a light on the progress they're making."

Matt Benham, Country Manager, Amazon Australia said, "We know our customers care about reducing waste, and so do we. That's why we're focused on eliminating delivery packaging where we can, reducing it where we can't, and improving recyclability across the board as we work to deliver what's best for customers and the planet. Jordan is the best Aussie there is when it comes to tackling problems and efficient protection on the field. He's proven just as capable in the warehouse as our

Packaging Reduction Officer, showing how we deliver the right protection for every product using the least packaging possible.”

Amazon has a range of other ways it has worked to deliver more sustainable packaging solutions in Australia. This includes using recyclable packaging material, replacing plastic air pillows with paper dunnage (brown packaging paper that is scrunched up to protect goods in a box), and using water activated tape – all of which can go in the kerbside recycling bin.

Since 2015, Amazon's packaging reduction initiatives have helped us avoid more than four million metric tonnes of packaging globally.

Head to <https://www.aboutamazon.com.au/planet> to learn more about Amazon’s commitment to operate more sustainably.

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Notes to Editor

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