

AUSTRALIAN INSTITUTE
OF PACKAGING

43 SPEAKERS
7 COUNTRIES

1 & 2 JUNE

2016 AIP NATIONAL CONFERENCE

PACKAGING & PROCESSING WEEK
CROWN PROMENADE, SOUTHBANK, VICTORIA

2020

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AIP NATIONAL CONFERENCE



MEET SOME OF THE AIP FELLOWS



The Fellows of the AIP don't get the opportunity to get together very often and many attended the recent National Conference. The significant contribution that these people have made to the industry is remarkable.

TOP TEN AIP NATIONAL CONFERENCE TAKE-OUTS



Based on comments overheard in the breaks, the conference-room vibe during sessions, and the questions raised, here's PKN's snapshot of the topics and issues that caused most discussion and engagement.

- 1.** To grow our manufacturing industry, we need a collaborative problem-solving mindset: collaboration is key to industry survival, between brand owners and suppliers, and within the supply chain itself.
- 2.** Training and educating people in packaging is vital to attracting and retaining young talent.
- 3.** Saving food (preventing food waste/loss) needs to move higher on the packaging designer's brief/agenda.
- 4.** While improving recycling rates and material recyclability remains a goal, don't lose sight of the overriding importance of designing packaging that is sustainable in itself, protecting and preserving the value already inherent in the supply chain.
- 5.** Asia offers a huge opportunity – Australian and New Zealand products have a reputation for being safe and of high quality. Investment in innovation will underpin our success in being a supplier of choice to the burgeoning Asian market.
- 6.** When it comes to exporting to Asia, brand protection, proving product provenance and building consumer trust are priorities.
- 7.** Packaging should be seen not only as vehicle for brand promotion on shelf, but as a platform to a deeper, more engaging experience for the consumer in the digital realm.
- 8.** In a world where the internet is in everyone's pocket, the pace of technological change will only quicken. Automation and the Internet of Things is radically reshaping the factory floor.
- 9.** "Be prepared to change and be prepared that the pace of change will not necessarily be dictated by you" – Alex Commins, VP & GM of Graphic Packaging International.
- 10.** Practise your storytelling for better communication in business: managers need to get better at using stories to be understood and remembered, and to increase employee buy-in to business strategy.

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AIP NATIONAL CONFERENCE



**LINDY HUGHSON AAIP, WHO WAS ONE OF THE KEYNOTE SPEAKERS AT THE 2016 AIP NATIONAL CONFERENCE
WROTE A POEM JUST FOR THE EVENT...
A VERY TALENTED LADY WITH A LOVE FOR PACKAGING...**

Ode to Packaging

By Lindy Hughson

It's a tough gig
being a piece
of packaging
these days...

Life starts quite simply
[as it does for you guys]
I'm a twinkle in the eye
of my designer,
an espresso-fuelled
sketch-in-play
on a paper napkin
in some hipster café

In a gush of inspiration
I take shape on screen
my curves are drawn
I ease into my first form

The maternity ward
is a 3D printer
I'm a prototype
just a beginner

In my birthday suit
With 'oohs' and 'ahhs'
from most
I'm passed from
marketing pillar
To consumer group post

Until at last
every test is passed
and it's time to accede
to my material need

Virgin or recycled?
Glass or plastic?
[Check the specs
for I must be fantastic]

They'll shape me
and mould me
choose my barriers and seals,
my layers and coats
[it's a very big deal]
Next, they'll question
Their parenting skills...

Am I light enough?
green enough?
strong enough?
sexy enough?
[Such pressure
on the young,
it's pretty tough]

Stripped bare,
washed clean
I'm pushed
through a machine
cameras on watch
keep my act clean
[One wrong move
and I'm a has-been]

Jostled along
my conveyor commute
neck tall and mouth gaping
I wait in line down the chute
to be nozzle-fed
my measured dose
the rest of my kin
following me close

Belly filled up
I'm hustled on by
yet another discreet
but beady eye
to don my cap
and receive with grace
my tamper-evident
necklace
get my bottom tattooed
for track and trace
and finally yield
to the mechanical embrace
of robotic arms lifting me
to the next resting place

Now, nested in
the shipping case
my cohorts and me
firmly put in our place
are off to the shrink
to get the [w]rap for the ride
next stop: the shelf
easy street, outside?

I've done the hard yards
I'm ready to stand
priced and poised
proud for my brand

Tucked up tight
in my shelf-ready case
my best face forward
the tension picks up pace

Down the aisle
comes my shopper
harried and hurried
smartphone in hand
now I'm getting worried

It's the moment of truth
[I've got seconds I'm told]
to make her pick me
to have and to hold

But my shiny new label
does not do the trick
she's chosen my neighbour
whose branding is slick

His contents the same
only packaged up smarter
she can scan him
and go places
and I'm left trailing after...

So, it's time to take stock
and revamp myself
because it doesn't feel good
to be left on the shelf.

AIP NATIONAL CONFERENCE



HOW TO EVOLVE, GROW, INNOVATE... AND HAVE NO REGRETS



Alex Commins gave a candid account of his company Colorpak's journey to its recent takeover by global packaging giant GPI.

Four weeks before presenting as a keynote speaker at the AIP National Conference last week, Alex Commins was the MD of Colorpak. Today he is VP and GM of Graphic Packaging International, and his family company, purchased by his father in 1985 and subsequently listed on the ASX, has now been absorbed to become part of a global force in the folding cartonboard market.

His opening words of wisdom were a prevailing theme throughout his delivery: "Be prepared to change and be prepared that the pace of change will not necessarily be dictated by you."

Commings gave a refreshingly frank account of the company's evolution against the backdrop of a fast-changing industry, providing insight into the challenges along the way and the repercussions of some big decisions, not least of which was the acquisition of then competitor Carter Holt Harvey (CHH).

He described the "blood sweat and tears" of the CHH acquisition and rationalisation, against the backdrop of an industry buckling under market forces.

"In fact, one could argue we had a 'perfect storm' that conspired against us," Commings said.

"The folding carton industry continued to shrink. Not so much by consumption but by production. Local manufacture was being replaced with fully packed imported product.

"This was well assisted of course, by a long term high sustained period of the Australian dollar being well over parity with the US dollar.

"And... the two major retailers in this country were really getting traction with their private label strategy, which only added to the woes of local markets where locally produced products and their associated packaging were now being produced in countries offshore."

Commings summarised the journey that Colorpak took, navigating an industry where the only constant was change:

"We started with 60% of our revenue being derived from the tobacco industry. Realising this would all end in tears we strategically – in every way from internal systems, plant investments and acquisition targets – went about grabbing the lion's share of the pharmaceutical industry in this country. To that extent we were very successful."

The small company that grew up through the industry and was completely independent of a paper mill has now been taken out by one of the world's leaders in folding carton manufacture – Graphic Packaging International.

"We are now the only fully integrated company in Australia and New Zealand integrated within its own network of seven paper mills."

As a final comment, Commings said that investment in world class, leading edge equipment had underpinned Colorpak's success, but in the end the company had become a bit too "highly geared" and became "stuck".

However, the US\$4bn-turnover GPI has high growth ambitions for the Australia/New Zealand market and therefore the market can anticipate strong investment.

Asked whether, given the chance, he would have done anything differently along the way, Commings replied that he has no regrets, and to have reached this point in the company's history where he has secured the future for its people is very satisfying.

AIP NATIONAL CONFERENCE



A FUNNY THING HAPPENED ON MY WAY TO THE CONFERENCE...



Master storyteller, Mark Schenk of Anecdote, demonstrated the power of stories to improve communication in business, build connections and get an organisation aligned behind its strategy.

Storytelling is the best way to be understood and remembered, says Schenk, who delivered an engaging presentation at the AIP National Conference in Melbourne last week on how we can put stories to work to establish rapport and connection in business relationships.

The stories he is referring to are not made-up tales, they're actual events or experiences relayed in order to establish a connection between two people and enhance understanding.

The best way to influence people is to establish rapport and connection, and stories based on personal experience bridge the gap.

But in business we are not good at telling stories.

Schenk made the point that the overwhelming majority of what we communicate is highly abstract – we are a product of our education, we have been taught to talk impressively, use elevated register in our language, and this type of abstract communication sets up barriers and undermines understanding.

“There is no correlation between being impressive and being understood or remembered,” he said.

A well delivered story, told in plain language and with emotion, can help business leaders inspire and influence their employees and customers.

“Emotion has a huge impact on our understanding and our decision-making,” Schenk explains.

Ninety-five per cent of people in organisations don't understand the business strategy because of the way the 'story' behind it is relayed, according to Schenk.

“Strategies don't stick because we don't tell people why,” he said.

He provided some clear steps for how to create what he called a clarity story pattern to explain a business strategy: [Step one] In the past we did things like this, [Step 2] then something happened, [Step 3] so now we need to do this, and [Step 4] to achieve this we're going to...

By telling the strategy story in this way, you create an emotional connection between the teller and listeners, and you'll have better buy-in from employees.

Storytelling is not a superpower possessed by the gifted few, it's a powerful tool that is accessible to all of us, and with practice, we can unleash it and put it to work effectively in our business.

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AIP NATIONAL CONFERENCE DINNER



AIP 2020 VISION: KHS LAUNCHES RETAIL-FRIENDLY DISPLAY CONCEPT



A growing demand for variety in pack display has led filling and packaging systems manufacturer KHS to develop a new packing and palletising concept.

Launching at the AIP Conference tomorrow, the film-free KHS Innopack Kisters DP DisplayTray palletises all standard single packs according to the familiar, proven principle of continuous operation.

The products are placed singly and compactly on a tray which can be individually printed, with the outside edges providing space for clear brand messages.



This will enable more retailers to effectively display milk, soft drinks and food products such as vegetable oils and sauces. Film is only required for the stable transportation of the finished pallets.

Depending on customer requirements, film-wrapped combipacks and multipacks can also be arranged on the trays. The company says the concept, which is also available as a block unit if required, holds potential for cost and material savings.

The new DisplayPacker series from KHS can be adapted to suit different capacities, production and market-specific requirements. The DisplayTray can be positioned and stacked on full, half or quarter euro pallets.



The KHS Innopack Kisters DP processes the units to be packed in a single process, with the finished tray exiting the line straight onto the pallet. Instead of utilising several single machines, the products are processed on a compact system.

This means that operating and maintenance processes can be coordinated with one another and the amount of production space required is reduced.

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AIP RECOGNISES OUTSTANDING PEOPLE IN THE INDUSTRY

One of the key objectives of the AIP is to recognise individuals who are making a significant contribution to the packaging industry and during the biennial 2016 AIP National Conference dinner the Institute honoured some extremely deserving people.



Allan Kenny FAIP & Michael Grima MAIP



Michael Mobbs FAIP & Michael Grima MAIP

LIFE MEMBERSHIP

The second award is designed to recognise someone who has consistently contributed to not only the packaging industry but also to the AIP as a volunteer. This person has been a Member for 49 years and even today continues to help the Institute wherever they can. We are very honoured to announce our newest Life Member is Allan Kenny FAIP.

50 YEAR AWARDS

The AIP is now in its 53rd year and we are very proud to announce that two members have been part of the Institute for 50 Years. These are Ken Alexander FAIP and Michael Mobbs MAIP.



AIP AWARDS FELLOWSHIPS FOR 2016

2016 AIP FELLOWSHIP

The grade of Fellow is the highest recognition to AIP Members and is designed to recognise the significant and sustained contribution to the technology, science or application to packaging in the industry.



Alistair Sayers FAIP & Michael Grima MAIP

This year we have two Fellowships to award. The first Fellowship is to be awarded to Alistair Sayers, Packaging Manager, Frucor Beverages.

Alistair has been involved in packaging technology and development for over 20 years commencing with NZ Starch Products in the early 90's. He has subsequently worked for Andrew Group, NCI, Chequer Packaging and NZ Dairy Foods. Alistair is currently employed by Frucor Beverages as Packaging Manager, Research and Development incorporating the environmental and packaging development portfolios. He has also been involved the creation of the NZ Packaging Council Code of Practice for packaging design. Alistair is chairman of Glass Packaging Forum and board member of the Packaging forum.

Alistair has contributed to the Massey NZ Foods Award as a Packaging Expert. Alistair is at the forefront of packaging innovation within the New Zealand market. His well-rounded experience in commercial packaging development brings in his modest technical expertise. His real passion and reward comes from developing his people and building his packaging team at Frucor. He currently heads up the biggest, most innovative FMCG packaging team in NZ.

The second Fellowship has been awarded to Jason Goode, Group Packaging & Processing Improvement Manager, Simplot Australia.



Ralph Moyle FAIP, Jason Goode FAIP & Michael Grima MAIP

Jason has worked in the packaging industry for over 20 years and is a person who always strives to maintain and give his best in our profession of Packaging Technology. He holds a Masters in Engineering Science, as well as Degree in Materials Engineering. Jason has a sound knowledge of the science of packaging and always has the patience and ability to share that knowledge in a way that those around him who may not be in our field, understand and remember it. His application to sound packaging is beyond repute. His support of the Australian Packaging industry has not been limited to the AIP, as he has been a solid contributor to the Packaging Council of Australia for many years.

These efforts to support Australian Packaging Industry have most recently been demonstrated with him leading a team from the AFGC/AIP/Major Packaging Companies/FMCG businesses to produce a standard for packaging specifications. This digitally-based system is based on having uniform information in this computer-driven world. This standard for packaging specification will ensure not only savings for businesses but uniform communication between packaging technologists to drive the value that data can add to the business through having it available, usable, secure and accurate.

Anyone that knows Jason can testify to his passion for sound, efficient, functional packaging and his willingness to get out in front of the industry and lead. It is this passion which has driven him and continues to this day. It is the strongest value to inherit and it is what makes him worthy of being elevated to the membership level of Fellow of the AIP.

Please join with the AIP National Board in congratulating both Alistair Sayers and Jason Goode for their significant contribution to the packaging industry!

2016 APPMA SCHOLARSHIP WINNER ANNOUNCED



Australian Packaging and Processing
Machinery Association Limited



The APPMA are very proud to announce the winner of the eight annual scholarship program which enables one person each year the opportunity to undertake a Diploma in Packaging Technology to the value of \$9000.

The Diploma in Packaging Technology prepares students to take responsibility for packaging operations at any level through the supply chain. The qualification is internationally recognised, comprehensive, and provides an opportunity to study the principles of packaging, packaging materials and packaging processes.

The judges would like to recognise each of the five finalists as they are fine examples of the future leaders of this industry.

The finalists were:

- Shabbeer Ahmed Shaik Mohammed, Packaging Engineer, General Mills
- Liz Cagorski, Creative Director, Liza Rose Design & Communications
- Michael Seaman, Packaging & Process Improvement Specialist, Integra HealthCare
- Evone Tang, Quality Manager, The Kraft Heinz Company
- Dineshan Thangavel, Packaging Technologist, LION

The winner for the 2016 APPMA Scholarship winner is Michael Seaman, Packaging & Process Improvement Specialist, Integra HealthCare.

Michael was an outstanding candidate who is extremely passionate about packaging. He has a broad understanding of the applications and implications of packaging and the judges believe his passion will greatly assist his studies.

In Michael's own words ***"The impact of packaging on, and within, business continues to have me hooked. Moreover, the opportunities to impact both product and the environment, through the choices made on packaging related matters, reinforces that the packaging arena is for me. Put simply, I love working in the field of packaging, and my desire to continue the journey of learning, and applying those learnings, continues to grow."***

Michael will commence his Diploma in Packaging Technology this year and both the APPMA and the AIP look forward to seeing him graduate in a few years.



AIP 2020 VISION: PACKAGING KEY TO FOOD WASTE REDUCTION



If we are to reduce food waste, packaging must continue to improve. This is the view of Alan Davey, the director of innovation at food packaging manufacturer Linpac.

The United Nations' Food and Agriculture Organisation says close to one third of food produced for human consumption is lost or wasted globally, amounting to around 1.3 billion tonnes per year.

Davey, a keynote speaker at the Australian Institute of Packaging (AIP) National Conference that kicks off in Melbourne last week, discussed why packaging in itself is a green technology, protecting and preserving food throughout the supply chain – therefore reducing food waste.



Davey argues that rPET packaging sets the standard in packaging sustainability. Linpac manufactures fully recyclable rPET rigid packaging for meat, fish and poultry in Australia, as well as supplying a range of innovative packaging solutions for bakery, prepared and chilled foods and fruit and vegetables in conjunction with its global INFIA and barrier films businesses.

Linpac has brought to market Rfresh HB and Rfresh Elite, both fully recyclable at the end of use.

The super lightweight, mono-material tray uses a patented sealant on the tray flange to create a secure seal with the lidding film. This removes the need for the industry standard laminated PE base film.

"While food waste is a massive problem, recyclability of packaging is another key issue," Davey says.

"The sealant on the Rfresh Elite trays can be removed in the hot wash processes typically used by plastics recyclers.

"This means a recycled Rfresh Elite tray will yield 100 per cent crystal clear PET."



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INCLUSIVE PACKAGING & PROCESSING INNOVATION & DESIGN AWARDS LAUNCHED FOR ANZ



The new Packaging & Processing Innovation and Design Awards (PIDA) marks a number of industry firsts, including a collaboration between three established and respected industry associations in the Australasian region, and the World Packaging Organisation.

Before the announcement at the AIP National Conference gala dinner, PKN Packaging News sat down with key members of the Australian Institute of Packaging (AIP), the Australian Packaging and Processing Machinery Association (APPMA) and the Packaging Council of New Zealand to find out how the program will be structured and how it will roll out.

PIDA has four clear objectives:

- To merge a number of existing awards programs from across Australia and New Zealand into one cohesive industry-based program to recognise innovative packaging and processing designs, from materials through to packaging and machinery.
- For the new awards program to be the exclusive access point to the prestigious World Star Awards, creating global recognition for ANZ innovations each year.
- For the new awards program to be the premier program in Australia and New Zealand.
- For the new awards program to be an annual gala event alongside AUSPACK and the National Conference in alternate years, under the Packaging & Processing Week umbrella.

In the coming months, the program will be fine-tuned. The AIP, drawing on its extensive experience in developing and judging awards programs, will play a large part in developing a recommendation on how the program will work, and how best to merge the criteria and awards from the four associations that will serve the industry's best interests going forward. In terms of timing for the rollout, the New Zealand PIDAs will be launched later this year. The Australian version will have its inaugural presentation on 8 March 2017 alongside AUSPACK at a gala awards night at the Novotel Hotel. The organisations will then work to harmonise the programs to create a single Australasian platform. PKN Packaging News is pleased to announce it has been appointed as the exclusive media partner for PIDA.





SAVE FOOD PACKAGING AWARD WINNERS ANNOUNCED

The Australian Institute of Packaging (AIP) announced the winners of the inaugural Save Food Packaging Awards in ANZ during the 2016 National Conference gala dinner on the 1st of June. The Awards were formally presented by the President of the World Packaging Organisation, Tom Schneider who was over from the United States. The AIP are the first Institute in the world to launch the new awards program. The Save Food Packaging Awards are a global program that have been developed by the World Packaging Organisation, in conjunction with Messe Dusseldorf and Interpack, and are designed to recognise companies who are developing innovative and sustainable packaging that minimises food losses and food waste, extends shelf life and improves the supply of food. A key purpose of the Save Food Packaging Awards is to raise awareness of the critical role of packaging

in reducing food waste resulting in a positive overall environmental impact. We believe that it is time that packaging technologists design packaging to save food. The winners of the inaugural Save Food Packaging Awards for Australia and New Zealand are:

RETAIL CATEGORY



The winner of the 2016 Retail Category is DON KRC for Cryovac Darfresh Vacuum Skin Packaging.



A High Commendation goes to Botanical Food Company for Gourmet Garden Herbs & Spices.

FOOD SERVICES CATEGORY



The winner of the 2016 Food Services category is SPC Ardmona for SPC ProVital Easy-Open Portion Control Fruit Cup.



A High Commendation goes to HealthShare NSW for My Food Choice.

The Australia and NZ winners and High Commendations will be formally recognised and displayed as a part of the global Save Food Packaging Program that will coincide with Interpack 2017.

SAVE FOOD PACKAGING AWARD JUDGES

The AIP would like to personally acknowledge the Judging Committee who have worked hard to develop the Save Food Packaging Awards for ANZ in record time. The AIP are the first country in the world to have launched their Save Food Packaging Awards and this was down to the efforts and expertise of the judges: Victor Barichello, Keith Chessell FAIP, Karli Verghese FAIP, Pierre Pienaar FAIP CPP and Anthony Peyton MAIP.



Signed, sealed, delivered



Do you know your rights and responsibilities when it comes to contract law? Intellectual property lawyer Sharon Givoni outlines five different types of contracts packaging professionals need to know about.

CONTRACT law. Not exactly the two most exciting words in the English language, especially when side by side. But you'd be surprised. Contract law involves more than just boring jargon and signing on dotted lines.

For example, a binding contract can come into existence by a casual conversation over a beer, through a series of emails, or even through how you conduct yourself. It doesn't necessarily have to be formally written and signed.

Whether you're a freelancer, an employee, or run your own business, it's essential to ensure you have a clear understanding of your role in contract law.

1. DO I REALLY NEED A CONTRACT?

It may be tempting to cut corners when it comes to legal documentation. To some degree, this is understandable. Creating a

contract takes time, and legal jargon can often be overwhelming and confusing.

In small creative businesses, relationships are often informal, based on trust, and certain dealings are commonly understood without the need to put them in writing.

Nonetheless, in many instances, the importance of having written contracts cannot be underestimated. They enable all parties to have a shared understanding of what has been agreed to and can assist in the event that things don't go as planned.

Even if you are doing a small job for friends or family like creating a package for their family-farmed eggs, it's usually best to have something in writing that both you and your 'client' agree to.

Okay fine – I get it. Contracts are important. So, what's a contract?

In basic terms, a contract is a legally binding agreement between two or more parties.

Some people are surprised to learn that contracts may be enforceable even if they are not in writing.

In order for a contract (written or oral) to be enforceable, some essential elements must be present:

- **Agreement (offer and acceptance):** Basically, an agreement needs to be reached between the parties, and there must be an 'offer' by someone and an 'acceptance' by the other.

For example, you may make an offer to design the packaging and labeling for someone's beer by providing them with a quote, and the brewer would then agree by orally accepting the quote for work by telling you to go ahead.

- **Consideration:** A valid contract requires that the parties to a contract each provide something of value. This is known as consideration under the law. This does not necessarily have to be a monetary value. For example, your quote may be to receive 10 slabs of the beer in consideration for designing the packaging.
- **Additional elements** such as "intention to create legal relations", "certainty of terms" and "capacity" are also required, but we can leave those for another day.

2. COMMON TYPES OF CONTRACTS AND AGREEMENTS

Now that you know the basic elements of a contract, a few examples of the different types of contracts that may be relevant to packaging professionals include:

A) EMPLOYMENT CONTRACTS

Employment contracts generally cover the following terms:

- an employer's obligations and an employee's duties;
- details such as hours worked, probation period, salary, superannuation benefits, performance reviews, leave, and termination; and
- ownership of intellectual property.

B) CONTRACTOR AGREEMENTS

Creative businesses often hire packaging professionals for various jobs such as engineering, designing, or testing, and usually as freelancers or sub-contractors rather



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than as employees. Agreements are important in this situation and they should include a description of the contractor's specific rights and responsibilities, such as:

- ownership of intellectual property (generally owned by the contractor, and not the hired employee);
- confidentiality;
- fees and payment terms; and
- any special conditions.

C) COLLABORATION AGREEMENTS

The concept of collaboration, or working with someone to produce something, is gaining popularity in the fashion and design industries. This sort of arrangement can be mutually beneficial, but the parties must agree on certain terms. Collaboration agreements should cover things like:

- who is responsible for certain tasks;
- who owns the IP in works jointly created;
- on what terms the joint works will be licensed;
- whether a right to sublicense exists;
- whose responsibility it is to take legal action against someone who copies the work; and
- how profits will be shared.

D) LICENCES AND ASSIGNMENTS

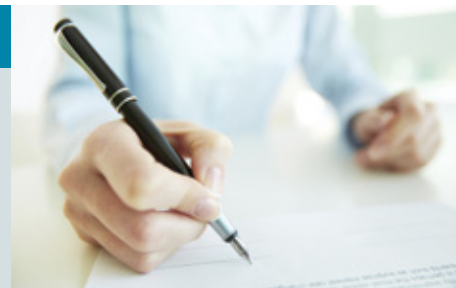
Copyright licences and assignments are other forms of contracts that become relevant when someone wants to use your work for certain purposes.

As the copyright owner, you can grant a 'license' for the right to use your work, which means giving somebody else permission to use some or all of your work on certain terms, while at the same time retaining copyright and ownership over the work.

Alternatively, you can 'assign' your rights in a work, which can mean transferring the complete ownership of the work and all

FIVE QUICK CONTRACT TIPS

- 1 Using template contracts can be dangerous, as they may not address your specific needs. If you draft a contract yourself (not always advisable), ensure your terms are clear and unambiguous, or they may not be enforceable.
- 2 Communications do not have to be written down to give rise to contractual obligations. They can arise out of oral agreements or even through one's conduct.
- 3 Never sign documents you don't understand or haven't fully read. You cannot go backwards and erase your



signature in the eyes of the law. Contracts are used as proof of what was agreed to.

- 4 All designers who work independently should have a good set of terms and conditions in place to submit to clients. Sharon Givoni's book, *Owning It: A Creative's Guide to Copyright, Contracts and the Law*, can help with this.

rights in it to someone else. An assignment of copyright is only effected if it is in writing by or on behalf of the copyright owner.

Essentially, licensing is a bit like 'renting' out your work to someone, and assigning it is 'selling' it.

E) CONFIDENTIALITY AGREEMENTS

As the words suggest, confidentiality agreements aim to protect information that is confidential. This information may include ideas and sketches for new package designs, such as written content, textile designs, and more.

In order to secure your designs and ensure full disclosure it's always best to have a written confidentiality agreement in place, at least for some peace of mind. Also, make sure it's signed before you show the design or pitch an idea to others, and not after.

Whether the contract is an employment contract, a contractor agreement, a licence

or otherwise, it's beneficial to seek legal advice to ensure the contract reflects your needs, especially if a contract submitted to you for signing contains terms that you do not understand.

Always be aware of signing any contracts you don't understand, so as not to give away your intellectual property too easily. It's important to ensure the terms and conditions to clients are well thought out and clear.

Although contract law may not be exciting, it's important.

Don't learn these lessons the hard way. ■



Sharon Givoni is a Melbourne-based intellectual property lawyer who advises in copyright, trade marks, commercial agreements and disputes. Email

sharon@iplegal.com.au, call 03 9527 1334 or visit www.sharongivoni.com.au.



1 & 2 JUNE
2016 AIP NATIONAL CONFERENCE
PACKAGING & PROCESSING WEEK
CROWN PROMENADE, SOUTHBANK, VICTORIA



40 SPEAKERS
7 COUNTRIES
2 DAYS

Designed for packaging designers, technologists, engineers, sales and marketing people the biennial AIP National Conference is the largest packaging and processing conference of its kind in Australia and New Zealand. Run by industry for industry the AIP National Conference has been leading the way in professional and personal development for decades and is a part of the annual Packaging & Processing Week.

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Metal on the move?

In his keynote presentation at the AIP National Conference in June, Jamestrong MD John Bigley gave insight into the challenges and opportunities for the metal packaging sector in the Australasian region. Lindy Hughson reports.

THE Australasian metal packaging market is highly consolidated, with a small number of large packaging converters, of which Jamestrong is one.

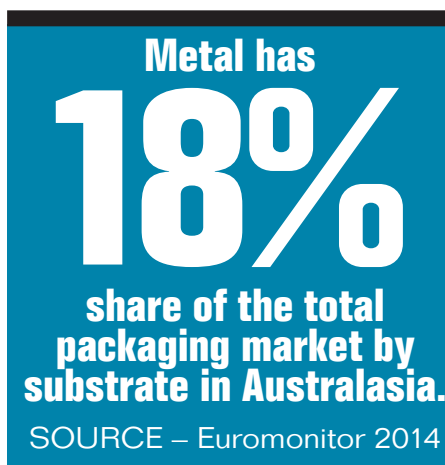
"The market is cost competitive and aggressive – with players all fighting to get a larger slice of a relatively small cake," said John Bigley, MD of Jamestrong Packaging.

The main metal pack types are cans (food, beverage, nutrition and aerosol), speciality tins, drums and pails, aluminium trays and bottles. The two largest end-use sectors are food (54%) and beverage (37%), with pet food (4%), beauty and personal care (3%) and home care (2%) making up the balance (Euromonitor, 2014).

According to Euromonitor figures from 2014, of the total Australasian packaging market (36 billion units at retail volume) metal packaging has 18% share and is the third largest after flexibles (29%) and rigid plastics (24%). Glass has 16%, paper-based packaging 8% and liquid cartons 5%.

"In this region, there's a higher proportion of metal versus others substrates than in the global market (11%). This could be interpreted as a risk or an opportunity.

"It could mean that we're still to see fur-



ther erosion of the category in favour of flexible pouches in line with world trends, or, optimistically, it could reflect a regional preference for metal based on a perception of it as premium packaging option," Bigley said.

Looking at forecast figures, Bigley said the outlook remains stagnant as brand owners embrace other forms of packaging, notably pouches. Asia Pacific, however, is forecast to enjoy strong year-on-year growth (4% to 2020) for three main

reasons: developing economies, increased recyclability infrastructure, and increased demand and consumption.

ANZ GROWTH STORY

Bigley highlighted one of the major opportunities for metal packaging in Australasia – increased demand and growth in the nutrition market, notably infant nutrition.

"The infant formula market in China will grow from \$18bn per annum to around \$33bn per annum within three years," he said.

"In the key export markets of China, Japan and Korea, there's a perception of Australia and New Zealand supply of these products as safe and of high quality."

He said that Jamestrong will have invested more than \$30m in its nutrition footprint in the 2015-2017 period, including \$10m in its brand new infant formula can line (see page 10).

THE WAY FORWARD

Local manufacturers continue to face the challenge of operating across a huge geography while servicing a relatively small domestic market, Bigley noted.

"For this reason, flexibility and responsiveness is key. Agility will drive customer reliance," he said.

Bigley suggests that investing in and maintaining both people and machinery is a priority, and growth will come through a combination of investment, acquisition and customer proximity.

The biggest opportunity remains in leveraging Australia and New Zealand's food safety reputation. ■

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New industry awards for Australia and NZ



THE new Packaging & Processing Innovation and Design Awards (PIDA) program – launched in June at the AIP National conference gala dinner – marks a number of industry firsts, including a collaboration between three established and respected industry associations in the Australasian region, and the World Packaging Organisation.

Before the announcement, *PKN* sat down with key members of the Australian Institute of Packaging (AIP), the Australian Packaging and Processing Machinery Manufacturers Association (AP-PMA) and the Packaging Council of New Zealand to find out how the program will be structured and how it will roll out.

The members explained that PIDA has four clear objectives:

- To merge a number of existing awards programs from across Australia and New Zealand into one cohesive industry-based program to recognise innovative packaging and processing designs, from materials through to



PIDA partners, from left: Tom Schneider, president of WPO; Michael Grima, president of AIP; Sharon Humphreys, executive director of Packaging Council New Zealand; and Mark Dingley, chairman of APPMA.

packaging and machinery.

- For the new awards program to be the exclusive access point to the prestigious World Star Awards, creating global recognition for ANZ innovations each year.
- For the new awards program to be the premier program in Australia and New Zealand.
- For the new awards program to include an annual gala event alongside AUSPACK and the National Conference

in alternate years, under the Packaging & Processing Week umbrella.

In the coming months, the program will be fine-tuned.

The AIP, drawing on its extensive experience in developing and judging awards programs, will play a large part in developing a recommendation on how the program will work, and how best to merge the criteria and awards from the four associations that will serve the

industry's best interests going forward.

In terms of timing for the roll-out, the New Zealand PIDAs will be launched later this year.

The Australian version will have its inaugural presentation on 8 March 2017 alongside AUSPACK at a gala awards night at the Novotel Hotel.

The organisation will then work to harmonise the programs to create a single Australasian platform. ■

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Packaging professionals converge in Melbourne



With the theme 2020 Packaging & Processing Vision, and a line-up of 43 speakers from seven countries, the AIP National Conference held in Melbourne in June promised varied views on where the industry is heading. Delegates were not disappointed. Lindy Hughson reports.



MAIN: The conference provides a forum for sharing ideas and launching innovations.

ABOVE: "No regrets" says Alex Commins about the Colorpak journey.

EVERY two years the Australian Institute of Packaging (AIP) gathers its members and affiliates at its national conference for two days of intensive ideas exchange, networking, industry announcements and awards presentations. It's a well-organised and worthwhile event, and forms part of a growing list of educational activities that AIP puts on, not only in Australia but throughout the Asia Pacific region.

This year saw a new awards program announced (see News, page 5), new products launched (see News, page 8 and 9), new fellowships and scholarships awarded (see page 16), and the inaugural Save Food Packaging Awards presented (see page 19).

An impressive line-up of speakers presented thought-provoking ideas and touched on some of the most topical challenges facing our industry today, the top 10 of which are summarised in the breakout on the facing page.

HOW TO EVOLVE WITH NO REGRETS

While I attended many excellent presentations across the two days, one of the stand-outs for me was delivered by keynote speaker Alex Commins, who gave a candid account of his company Colorpak's journey to its recent takeover by global packaging giant GPI.

Four weeks before the conference, Alex Commins was the MD of Colorpak. Today he is VP and GM of Graphic Packaging International, and his family company, purchased by his father in 1985 and subsequently listed on the ASX, has now been absorbed to become part of a global force in the folding cartonboard market.

His opening words of wisdom were a prevailing theme throughout his delivery: "Be prepared to change and be prepared that the pace of change will not necessarily be dictated by you."

Commings gave a refreshingly frank account of the company's evolution against the backdrop of a fast-changing industry,

providing insight into the challenges along the way and the repercussions of some big decisions, not least of which was the acquisition of then competitor Carter Holt Harvey (CHH).

He described the “blood sweat and tears” of the CHH acquisition and rationalisation, against the backdrop of an industry buckling under market forces.

“In fact, one could argue we had a ‘perfect storm’ that conspired against us,” Commins said.

“The folding carton industry continued to shrink. Not so much by consumption but by production. Local manufacture was being replaced with fully packed imported product.

“This was well assisted of course, by a long term high sustained period of the Australian dollar being well over parity with the US dollar.

“And... the two major retailers in this country were really getting traction with their private label strategy, which only added to the woes of local markets where locally produced products and their associated packaging were now being produced in countries offshore.”

Commins summarised the journey that Colorpak took, navigating an industry where the only constant was change:

“We started with 60% of our revenue being derived from the tobacco industry. Realising this would all end in tears we strategically – in every way from internal systems, plant investments and acquisition targets – went about grabbing the lion’s share of the pharmaceutical industry in this country. To that extent we were very successful.”

The small company that grew up through the industry and was completely independent of a paper mill has now been taken out by one of the world’s leaders in folding carton manufacture – Graphic Packaging International.

“We are now the only fully integrated company in Australia and New Zealand, integrated within its own network of seven paper mills,” he said.

► page 16

TOP TEN TAKE-OUTS



BASED on comments overheard in the breaks, the conference-room vibe during sessions, and the questions raised, here’s PKN’s snapshot of the topics and issues that caused most discussion and engagement.



- 1** To grow our manufacturing industry, we need a collaborative problem-solving mindset: collaboration is key to industry survival, between brand owners and suppliers, and within the supply chain itself.
- 2** Training and educating people in packaging is vital to attracting and retaining young talent.
- 3** Saving food (preventing food waste/loss) needs to move higher on the packaging designer’s brief/agenda.
- 4** While improving recycling rates and material recyclability remains a goal, don’t lose sight of the overriding importance of designing packaging that is sustainable in itself, protecting and preserving the value already inherent in the supply chain.
- 5** Asia offers a huge opportunity – Australian and New Zealand products have a reputation for being safe and of high quality. Investment in innovation will underpin our success in being a supplier of choice to the burgeoning Asian market.
- 6** When it comes to exporting to Asia, brand protection, proving product provenance and building consumer trust are priorities.
- 7** Packaging should be seen not only as a vehicle for brand promotion on shelf, but as a platform to a deeper, more engaging experience for the consumer in the digital realm.
- 8** In a world where the internet is in everyone’s pocket, the pace of technological change will only quicken. Automation and the Internet of Things is radically reshaping the factory floor.
- 9** Change is inevitable and necessary for growth. Be open to change, and know that you seldom have control over the pace of change.
- 10** Practise your storytelling for improved communication in business: managers need to get better at using stories to be understood and remembered, and to increase employee buy-in to business strategy.



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“Be prepared to change and be prepared that the pace of change will not necessarily be dictated by you.”

As a final comment, Commins said that investment in world class, leading edge equipment had underpinned Colorpak's success, but in the end the company had become a bit too 'highly geared' and became 'stuck'.

However, the US\$4bn-turnover GPI has high growth ambitions for the Australia/New Zealand market and therefore the market can anticipate strong investment.

Asked whether, given the chance, he would have done anything differently along the way, Commins replied that he has no regrets, and to have reached this point in the company's history where he has secured the future for its people is very satisfying.

THE WORLD VIEW

Tom Schneider, president of the World Packaging Organisation, closed the conference with a keynote address on how the packaging community is responding to the consumer at a faster pace.

He noted that packaging is big business – by 2018 the sale of packaging products will approach US\$1 trillion, with Asia Pacific accounting for US\$400bn of that.

“The internet has made the world shrink, exposing consumers to new, often attractive customs and fresh ideas that they would otherwise never have been exposed to in a whole lifetime,” Schneider said.

“While there is no culture on earth that can do without packaging, too often packaging is viewed by many as a problem. But packaging is the solution,” he said.

“We must educate people everywhere to respect the purpose of packaging and teach them how to incorporate this tool into the process of building an ever more sustainable society.”

As packaging professionals, it is our responsibility, our duty, to ensure that the packaging we use or recommend is the right solution for the packaging's intended purpose.

“Society demands that packaging professionals get it right,” he concluded. ■



Some of the AIP fellows in attendance at the conference, with the newest two, Alistair Sayers (kneeling far left) and Jason Goode (to his right).

HAIL FELLOWS, WELL MET... AND WELL DONE

THE AIP's highest award of recognition is the grade of Fellow, which recognises significant and sustained contribution to technology, science or application to packaging in the industry. This year it was bestowed on two top achievers working in packaging management roles for leading brand owners, Alistair Sayers of Frucor Beverages and Jason Goode of Simplot Australia.

Alistair Sayers is currently employed by Frucor Beverages as packaging manager R&D, incorporating the environmental and packaging development portfolios. Sayers is chairman of the Glass Packaging Forum and board member of the Packaging Forum. He has contributed to the Massey NZ Foods Award as a Packaging Expert. He has also been involved in creating the NZ Packag-

ing Council Code of Practice for packaging design.

Jason Goode is group packaging and processing improvement manager, Simplot Australia, with over 20 years' experience in packaging technology.

Goode's support of the Australian Packaging industry has not been limited to the AIP, as he has also been a solid contributor to the Packaging Council of Australia for many years.

His efforts to support the Australian packaging industry have most recently been demonstrated through his leadership of a team from the AFGC, AIP, major packaging companies, and FMCG businesses to produce an industry-based, standard, packaging specification system.

ENCOURAGING BRIGHT PACKAGING MINDS

ANOTHER lucky packaging enthusiast has the opportunity to upgrade their professional qualification by winning the annual APPMA scholarship, announced at the AIP conference in June.

Michael Seaman, Packaging & Process Improvement Specialist at Integra Healthcare is the recipient of this year's APPMA scholarship, valued at \$9000, which covers the cost of completing the Diploma in Packaging Technology offered by the Australian Institute of Packaging.

For eight years now, the APPMA [Australian Packaging and Processing Machinery Association] has been supporting training and education in the packaging industry by granting the winner the opportunity to undertake the diploma.

This support of education in the packaging industry is vital, as in many instances employers are not prioritising professional training and education and often it's left to the individual to fund themselves.

The Diploma in Packaging Technology prepares students to take responsibility for packaging operations at any level



Scholarship winner Michael Seaman (centre) with APPMA chairman Mark Dingley and AIP president Michael Grima.

through the supply chain. The qualification is internationally recognised, comprehensive, and provides an opportunity to study the principles of packaging, packaging materials and packaging processes.

APPMA chairman Mark Dingley said: “Michael was an outstanding candidate who is extremely passionate about packaging. He has a broad understanding of the applications and implications of packaging and the judges believe his passion will greatly assist his studies.”

Hidden world of food waste

As much as a third of all food grown for human consumption is wasted. Associate Professor Karli Verghese asks members of the packaging industry what difference they can make.

It occurs in many locations around the globe, mostly out of an individual's sight. From the world's agricultural lands, through packing sheds, distribution channels, retail stores, and food service establishments like cafés and restaurants. And then in our homes where we can see it.

All up, the Food and Agriculture Organisation (FAO) estimates that up to one third of the food grown for human consumption is wasted along this chain. Many resources are expended in growing this food only to see it end up rotting in landfill.

This waste globally equates to 250 million mega-litres of water (450 Sydney Harbours) wasted and 3.3 billion tonnes of greenhouse gases being generated and released from the 1.3 billion tonnes of food waste sent to landfills annually.

There are many reasons why food is wasted. In agriculture it may be due to damage from pests, frosts, rain, hail or being burnt by the sun. In post-harvest it could be because it was not the right size or shape. In distribution the losses may be due to incorrect temperature controls and ventilation resulting in fresh produce ripening too quickly. In retail it could be a result of an expired shelf life. Waste can oc-

cur in food services from too large serving sizes resulting in leftovers on a plate. In the household, food can be wasted because the serving size of the packaging was too big.

So how can we make a difference? We each wear at least two hats – one as an individual in society and the other as a professional in the food and packaging industry. We need to value and appreciate food in a greater way and take responsibility for our actions. We need to change our attitudes and perspectives and take a greater role in identifying why waste occurs and then take steps to reducing the waste.

In the household take care to plan your meals; check your fridge, freezer and pantry before venturing to the shops; and cook only what you can eat.

In the workplace, observing and taking action to reduce waste can involve identifying new revenue streams for misshapen and/or damaged produce; understanding how your packaging materials/formats per-



© United Nations Regional Information Centre for Western Europe (UNRIC)
– 2013 European Ad Competition, "Think.Eat.Save", artist Marta Zarina-Gelze, Latvia.

ABOVE: Another perspective to this global issue is through the Last Wish Was to Be Eaten campaign by Think.Eat.Save of the Save Food Initiative, a partnership between UNEP, FAO and Messe Düsseldorf.

I LOVE LEFTOVERS CAMPAIGN

EVERY year Victorian households throw away enough food to fill the Eureka Tower and it's also hitting their hip pocket, costing \$2,200 a year on average.

Sustainability Victoria has recently launched the I Love Leftovers promotion as part of their Love Food Hate Waste campaign.

To help reduce the amount of food being thrown away, the I Love Leftovers promotion shares a suite of tips, advice, new recipes and videos to help Victorians get more from their food.

Sustainability Victoria CEO Stan Krpan said: "This is such a huge global issue, that if food waste were a country, it would be the third largest producer of green-



house gases in the world, behind only China and the USA."

"Our goal is to provide families with great tips and tricks so they can introduce steps at home to reduce the amount of food they throw away.

The Love Food Hate Waste website is full of information to help consumers adopt easy methods to get more from their grocery bill and waste less food.

www.lovefoodhatewaste.vic.gov.au

form in the supply chain ensuring they contain and protect the contents, including allowing for appropriate ripening, ventilation and/or product safety and quality; understanding the demographics of your consumer(s) and designing product-packaging formats that have the appropriate serving sizes, portioning and control features, re-closeable features, and appropriate date labelling.

In all instances, be it at home or at work, we need to discuss what is happening and work collaboratively to address these issues.

It's worth reflecting on these sage words from Jonathan Bloom, author of *American Wasteland* in the widely acclaimed movie *Just Eat It*, in reference to the irony that while not recycling and littering is taboo and generally a social no-no, wasting food is not only accepted, it's widespread: "To me, it's sort of funny that wasting food is not taboo. It's one of the last environmental ills that you can just get away with."

Let's make tackling and reducing food waste a priority. ■

Associate Professor Karli Verghese is Principal Research Fellow at the School of Architecture and Design, RMIT University, Melbourne

Tell-all code for infant formula cans



At the AIP National Conference in June, we heard why a local dairy processor is embedding laser coding into tins of infant formula heading to China.

WHILE the increasingly global supply chain can be good for business, it comes with its fair share of complexities and risks. Counterfeiting is hurting Australian products both here and overseas, from beef and wine to pharmaceuticals and even tattoo ink – it seems no industry is immune.

At the AIP conference in June, Gavin Evans, CEO of Camperdown Dairy International, and Matt Nichol, serialisation specialist at Matthews Australasia, teamed up to deliver a presentation highlighting the benefits of serialisation in combating counterfeiting.

A partnership approach, understanding market trends and an ability to integrate cutting-edge technologies saw Camperdown Dairy International choose Matthews Australasia as a key supplier for its foray into the Chinese infant formula market.

THE BACK STORY

Loosening the one-child policy and the deadly 2008 melamine contami-

nation of local product have driven continuing high demand for infant formula in China.

But with production permits renewed for only 61% of local formula manufacturers [according to a May 2014 China Food and Drug Administration statement], opportunities abounded for foreign firms. On top of this, the China Australia Free Trade Agreement, which came into force in December 2015, is tipped to triple Australia's exports of infant formula, aided by dropping the estimated 20% tariffs on powdered formula.

However, exporting baby formula to China is not open to just any foreign manufacturer.

In 2013, China clamped down on the flood of foreign infant formula companies. Importing manufacturers must provide the Certification

and Accreditation Administration of China (CNCA), plus meet a series of requirements under the Infant Formula Milk Powder Production License Examination Rules (2013).

Understandably, says Gavin Evans, there are some very strict regulations in place. Last year Camperdown was accredited by the Chinese Government to import powdered infant formula, enabling it to sign deals with distributors with a retail value around \$9 billion. Product traceability is a key part of that.

"The entire process took 14 months, and was rigorous and very comprehensive. It's all part of the Chinese Government strengthening the quality and safety of infant formula products," Evans said.

Product inspection, product safety-control and product traceability come under the Infant Formula Milk Powder Production License Examination Rules.

TOTAL SOLUTION

Starting from scratch, Evans says Camperdown Dairy International took the opportunity to research cutting-edge product ID technologies, and ultimately chose the solution from Matthews.

Matt Nichol explains: "Working in conjunction with Trust Codes' cloud-based platform, the solution uses a Matthews' Solaris scribing laser to print each tin with a unique, serialised QR code that also has human-readable information. The entire solution is managed by Matthews' iDSnet software platform."

"This is a rapidly evolving area in terms of consumer product, and Matthews provided excellent insight into the market trends around this style of coding and the equipment. They provided the solution for both the hardware – the laser – and the software and cloud-based traceability system through their relationship with Trust Codes," Evans said.

"But they were also prepared to share the risk with us and to move this forward on a tight time-frame.

"The key point for us was not only to have a solution that we're happy with, but the implementation had to happen in a hurry – yet it also wasn't

What we have is a unique identifier that can't be erased and is supported by a sophisticated cloud-based software management system."

a fully known quantity and we encountered issues and had to work with Matthews and Trust Codes to overcome those under a fairly pressured environment.

"Once we'd gained Chinese Government accreditation, we couldn't manufacture without this solution, so the time-frames were challenging and we were under a lot of pressure. But we collaborated to get a solution that has really set us up as we launched the business in China and other parts of the world."

CUTTING EDGE

The ability to implement and show the effectiveness of the track-and-trace system is a key part of Camperdown's licence requirement.

Evans says, "This can be achieved through other forms of less-sophisticated serialisation, but we believe that this type of QR-laser coding is the most secure, and provides the most upside from point-of-sale, brand-protection and development angles.

Nichol adds: "Having a unique, scannable code that allows you to see in the cloud where that product is at any time – from the manufacturer through to the ultimate consumer – gives the manufacturer a much better handle on being able to recall product, should that need ever arise. Now contrast that to a static batch code that can't be scanned, where the manufacturer has to effectively use their own shipping logs to track down.

Evans says: "What we have is a unique identifier that can't be erased and is supported by a sophisticated

cloud-based software management system. It's the way the market is heading and where we need to be as a manufacturer and brand owner of premium infant formula."

The laser technology gives Camperdown depth of information, speed with in-line marking, accuracy to match its manufacturing requirements and supports the business's growth – "all with the confidence that we have a secure and difficult-to-reproduce code from an anti-counterfeiting perspective", according to Evans.

Authentication is another important element of the solution.

"Chinese consumers are very inclined to use the scanning capability on WeChat; they can scan and then get the information to gain a level of confidence around whether it's a genuine article. The Trust Codes software has an authentication step that says 'this product is where it should be', with all the documentation in the menu so the consumer can see when the product was shipped and so on.

"That trust, from the consumer perspective, is absolutely critical. Our competitors – especially the big global companies – have built trust with Chinese consumers over the years, but our aim is to build it quickly through the use of technology."

CONSUMER LINKAGE

There's more to the coding solution than authentication and meeting regulatory requirements for track-and-trace.

"There's the value-add at point of sale – the consumer linkage – where



The laser technology provides a secure and difficult-to-reproduce code.



the consumer has an ability to interact with the manufacturer or the distributor," Evans says.

"When a consumer scans the QR code, it brings up our whole manufacturing story.

"We're a vertically integrated dairy business with a view to controlling our supply chain from farm gate, through processing, right through to the ultimate end consumer. We believe that vertical integration is a real point of difference for us, and the scannable QR code brings us into the supermarket aisle and into people's handsets," Evans says.

Evans says Camperdown wanted an app-based code, rather than consumers needing to download a program, where take-up rate is markedly lower due to the extra step.

"If people can scan a QR code using the scanner that's embedded into WeChat, utilisation increases significantly. So that was a massive factor for us and another of the key decision makers around the service offering that Matthews provided in partnership with Trust Codes." ■

WHAT'S IN A CODE?

THE QR code on Camperdown infant formula tins allows consumers to scan and identify the individual product and see its history. It also shows key information about Camperdown Dairy International, Australian dairy products, and how best to consume the product. In China, WeChat (the local equivalent of Facebook) has a built in QR code reader, making it very easy for consumers to scan this code without the added step of downloading a specific scanning app.

The GTIN barcode, which conforms to GS1 Standards, is still an essential part of the packaging, and retailers will still use this at point of sale.

In this way, the QR code complements the GTIN barcode for consumer authentication.

★ FOOD WASTE

PACKAGING RECOGNISED FOR SAVING FOOD

Brand owners SPC Ardmona and George Weston Foods took out the top prizes in the new Save Food Packaging Awards for ANZ, announced by the Australian Institute of Packaging at its 2016 National Conference gala dinner in June. Lindy Hughson reports.

As global awareness of the issue of food waste and its detrimental impact on the environment grows, increased attention is turning to the role of packaging in preventing food waste. The subject was raised in a number of presentations at this year's conference, so it was fitting to see packaging formats that are successfully saving food in the Australian and New Zealand market being recognised through this prestigious new awards program.

The Save Food Packaging Awards is a global program that has been developed by the World Packaging Organisation (WPO), in conjunction with Messe Dusseldorf and Interpack. The awards recognise companies that are developing innovative and sustainable packaging that minimises food losses and food waste, extends shelf life and improves the supply of food.

The Save Food Packaging Awards for ANZ were launched earlier this year by the Australian Institute of Packaging (AIP), with the inaugural awards formally presented by WPO president Tom Schneider, visiting from the US. Schneider said he believed the awards program will encourage packaging technologists to design packaging with saving food in mind.

SPC Ardmona topped the Food Services category for its ProVital easy-open portion control Fruit cup (see breakout), with a High Commendation going to HealthShare NSW for My Food Choice. In the Retail category, George Weston Foods' Don KRC Fresh division scored top honours for its Cryovac Darfresh vacuum skin packaging. The High Commendation was awarded to Botanical Food Company for Gourmet Garden Herbs & Spices.

Is Don, is sustainable

Don KRC drives sustainable growth in the pork industry with Cryovac Darfresh.



AS the Australian pork industry continues to chart healthy growth and see a consumer shift towards convenience, Don KRC Fresh Division (a division of George Weston Foods) recognised the need to continue evolving its product offering to capitalise on the opportunities presented.

Having achieved success from its customer-driven innovation and focus on quality, Don KRC Fresh felt challenged by other major producers of pork around the world in its quest to become a strong export contender.

Don KRC Fresh identified packaging of its products as a key point of difference, especially in how the right solution would enable their quality products to remain fresh for longer.

"Shelf life extension is critical for retailers and for consumers," Don KRC Fresh general manager Matt Cartwright says.

"Retailers are currently challenged by loss rates in modified atmosphere packaging (MAP) case-ready fresh meat cabinets, which we

were using to supply fresh pork to retailers. We recognised mark downs and limited distribution as an opportunity for shelf-life advancement.

"We knew we needed to make an improvement and that was the essence of the brief we provided Sealed Air."

KEY CONSIDERATIONS

In addition to shelf-life extension, Don KRC acknowledged that improvements to product aesthetics would be needed, particularly for export markets, which generally require higher standards.

Packed in a polypropylene tray and multilayer lidding film, the existing MAP solution achieved a shelf life of 14 days. While this served Don KRC's current product range and business, the shelf life was deemed a limitation for further new product or market development.

One key area of focus for Don KRC Fresh in approaching the project was the impact of the

business on the local community and environment.

"It's critical for our partner to understand our sustainability goals, to ensure that whatever we do balances the impact of the industry to the broader ecosystem," Cartwright says.

THE SOLUTION

Extensive trialling of Darfresh skin packaging saw the product shelf life improve dramatically. This improvement allows a host of benefits to be realised by processors, retailers and consumers.

Cryovac Darfresh packaging extends shelf life, which facilitates more product movement at retail level and leads to less markdowns and waste. The total vacuum skin seal allows retailers to vertically display the products. The absence of product purge also facilitates extended shelf life and also enhances consumer appeal. Better merchandising and product aesthetics drives more sales and ultimately less waste at retail.



A longer shelf life gives consumers a larger window to consume the product and allows easier meal planning. Thanks to the skin tight vacuum seal, consumers can conveniently freeze the product in its original package. The absence of ice crystals in vacuum packed products prevents product dehydration and allows for a premium eating experience even after the product has been frozen. All of these benefits coupled with easy-open features work to drive food waste reduction in family homes.

Tina Pitman, national marketing and VA manager, Don KRC Fresh, who had overseen the project in partnership with Sealed Air's Food Care division, says the new packaging enabled the division to become more competitive.

"Darfresh vacuum skin packaging solved our previous distribution limitations with MAP, allowing us to be more efficient both operationally and logistically and for our products to reach their destination well presented," she says.

THE RESULTS

GWF's brand Don KRC Fresh launched the So Tender fresh pork range in Darfresh skin in February 2016. The product has exceeded sales expectations with significant growth forecast

into the next financial year. Since changing the packaging from MAP to Darfresh, sales have increased by 84 per cent, and the uplift is expected to increase five-fold as Don KRC Fresh launches nationally as well as overseas.

"Retailers are currently challenged by loss rates in modified atmosphere packaging (MAP) case-ready fresh meat cabinets, which we were using for fresh pork."

In terms of meeting Don KRC Fresh's sustainability goals, Darfresh reduced the use of packaging by 12 per cent compared to MAP. Further reductions were also applicable in the size of outer cartons used, which meant cost savings with transportation.

"The new Darfresh packaging format has truly been a win-win proposition for everyone," Pitman says.

"Retailers receive products from us that not only look good, but stay on shelves for much longer. Consumers pick up the premium quality products with matching visual expectations.

"The environmental wins by using Darfresh have not only been realised with a reduction in transportation costs and reduced packaging costs but,

just as importantly, the consumer discards less packaging after consumption, which is less landfill."

The new capabilities provided by Darfresh has propelled Don KRC's readiness for the future and business expansion.

"We are now able to capitalise and build upon the momentum of the local pork industry and lead the local producers' foray into overseas markets," Cartwright says.

"Don KRC is always looking to lead and support innovation in Australia's pork industry. Exploring the Darfresh platform to drive expansion has been key to helping drive that growth more effectively."

This initiative was also commended at the 2016 Save Food Packaging Awards, an award organised by the Australian Institute of Packaging (AIP) and World Packaging Organisation (WPO) designed to drive awareness of the role of packaging in reducing food waste.

ABOVE: Don KRC's Skinform Packs Combo from Sealed Air reduce the use of packaging by 12 per cent compared to MAP.

BELOW: From left, Paul Mealar (Don KRC), Tina Pitman (Don KRC), and Paul McGuire (Sealed Air) celebrate success at the AIP 2016 Save Food Packaging Awards presentation.



Fruit cup aids accessibility, saves food

Brand owner SPC Ardmona topped the food services category of the Save Food Packaging Awards with a cup that makes life easier for patients.

COLLABORATION

MAKING LIFE EASIER

The aim of SPC Ardmona's project was to reduce food wastage and free up staff time and resources in hospitals and aged care facilities.

The ProVital fruit cup includes a textured and lengthened pull tab for easier grip, optimised seal to reduce opening force, decagon shape for easier grip, clear instructions for opening, a smaller grip span for easier hold, and extra-large font.

SPC Ardmona used recyclable materials in its cup and shrink sleeve label.

The project involved collaboration with Arthritis Australia, NSW Healthshare, Georgia Tech Research Institute, Amcor, Visy Food Plastics, Molenaar, Passport and Labelmakers.



Aged care patients have responded well to a better way of eating.

HEALTHCARE food waste is as high as 30 per cent in the hospital setting – much higher than other foodservice environments, according to SPC Ardmona.

"High levels of plate waste contribute to malnutrition-related complications in hospital, and there are also financial and environmental costs," a spokesperson said.

"Packaging accessibility has been identified as a key issue contributing to rates of poor patient nutrition within hospitals in Australia, where it is estimated that up to 40 per cent of patients experience some form of malnourishment."

Under government instruction, NSW Healthshare, in partnership with Arthritis Australia and Georgia Tech Research Institute, began work to improve the accessibility of portion control packaging within the healthcare sector.

The need for improvements in accessibility are in

response to factors such as Australia's ageing population, the need to reduce food wastage in hospitals, and improving nutritional standards within hospitals.

This work resulted in the requirement for all portion control packs to have an Initial Scientific Review (ISR) Accessibility Rating, to predict what percentage of the population can open the product without assistance and to be eligible for use in NSW public hospitals.

The development of the SPC ProVital easy-open portion controlled fruit cup range represented SPC Ardmona's commitment to being at the forefront of the accessibility issue within healthcare.

The SPC ProVital range of fruit cups were specifically designed with easy-open packaging, which was developed using the guidelines established by Georgia Tech and Arthritis Australia, to assist with designing products that all consumers can open, including those with reduced fine motor skills, dexterity and strength.

SPC ProVital Apple Puree was ISR tested and received Arthritis Australia's +8 accessibility rating. The highest rating, it predicts that 95 per cent of the population can open the cup easily.

"Packaging accessibility has been identified as a key issue contributing to rates of poor patient nutrition..."

The Save Food Packaging Awards is a global program that has been developed by the World Packaging Organisation, in conjunction with Messe Dusseldorf and Interpack.

The awards recognise companies that are developing innovative and sustainable packaging that minimises food losses and food waste, extends shelf life, and improves the supply of food.

The Save Food Packaging Awards for ANZ were launched earlier this year by the Australian Institute of Packaging (AIP). *



SPC Ardmona came up with a solution for the high levels of food waste in hospitals and aged care facilities.

Packaging saving food in the spotlight

Brand owners SPC Ardmona and George Weston Foods took out the top prizes in the new Save Food Packaging Awards for ANZ, announced by the Australian Institute of Packaging at its 2016 National Conference gala dinner in June. Lindy Hughson reports.

AS global awareness of the issue of food waste and its detrimental impact on the environment grows, increased attention is turning to the role of packaging in preventing food waste. The subject was raised in a number of presentations at this year's conference, so it was fitting to see packaging formats that are successfully saving food in the Australian and New Zealand market being recognised through this prestigious new awards program.

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The Save Food Packaging Awards for ANZ were launched earlier this year by the Australian Institute of Packaging (AIP), with the inaugural awards formally presented by WPO president Tom Schneider, a keynote speaker at the conference visiting from the US.

Schneider said he believed the awards program will encourage packaging technologists to design packaging with saving food in mind.

"A key purpose of the Save Food Packaging Awards is to raise awareness of the critical role of packaging in reducing food waste resulting in a positive overall environmental impact," Schneider said.

SPC Ardmona topped the Food Services category for its ProVital easy-open portion control Fruit cup (see breakout), with a High Commendation going to HealthShare NSW for My Food Choice.

In the Retail category, George Weston Foods KR Castlemaine brand scored top honours for its Cryovac Darfresh vacuum skin packaging (see breakout). The High Commendation was awarded to Botanical Food Company for Gourmet Garden Herbs & Spices.

The Australia and New Zealand winners and High Commendations will be formally recognised and displayed as a part of the global Save Food Packaging Program that will coincide with Interpack 2017. ■



Sealed Air's Alan Adams receives the award from WPO president Tom Schneider (left) and AIP president, Michael Grima (right).

SKIN-TIGHT SOLUTION

SEALED Air's sustainable vacuum skin solution for George Weston

Foods' Don KRC Fresh division's So Tender Pork range won top honours in the Retail category of the Save Food Packaging Awards.

Sustainable solutions for fresh meat are in high demand. With all of the resources invested in producing fresh proteins (meats), prolonging freshness is a high priority.

Sealed Air's Alan Adams explains that the carbon footprint of 1kg of meat is 370 times greater than the package used to protect it, making it vital to maximise product protection.

"Shelf life extension is critical for retailers and for consumers," he says.

Previously Don KRC Fresh used modified atmosphere packaging (MAP) for its fresh meat, but the switch to Darfresh has doubled the shelf life.

GWF's Tina Pitman says, "Don KRC Fresh is pursuing growth in the fresh pork category through point of difference packaging that also enables the product to remain fresh for longer, and this in turn drives wider distribution."

The packaging has been on shelf since February this year, and apart from extended shelf life, it also provides an 'in-built' tamper evident seal so increasing food safety, and is 12% lighter than conventional comparable packs.



FRUIT CUP PREVENTS WASTE

BRAND owner SPC Ardmona topped the Food Services category of the Save Food Packaging Awards with its ProVital easy-open portion-control fruit cup.

According to the company, healthcare food waste is as high as 30 per cent in the hospital setting, much higher than other foodservice environments. High levels of plate waste contribute to malnutrition-related complications in hospital, and there are also financial and environmental costs.

Packaging accessibility has been identified as a key issue contributing to food waste and poor patient nutrition within hospitals in Australia, where it is estimated that up to 40 per cent of patients experience some form of malnourishment.

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SPC ProVital Apple Puree was ISR tested and received Arthritis Australia's +8 accessibility rating. This is the highest possible rating and predicts that 95 per cent of the population can open the SPC ProVital fruit cup easily.

