



FREE EUROMONITOR INTERNATIONAL REPORT FOR AIP MEMBERS



As a supporter of the 2017 National Technical Forums held alongside of AUSPACK, Euromonitor International are pleased to share with you this free report which explores food and drink packaging trends around the world. The report focuses on three main drivers: glass packaging, on-the-go snacking and food and drink closures.

Glass packaging, after being stagnant for the past two years, is returning to growth across many product categories. In food packaging, on-the-go snacking and portion sizing is shaping the industry. Food and drink closures are on the rise and will likely maintain this trend to 2020.

Download this free report to:

- Identify packaging opportunities and challenges across food and drinks
- Build sizing strategies in global food packaging
- Determine performance and opportunities among global food and drinks closures

Global Trends in Packaging

Free Report for AUSPACK Attendees

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ASEPTIC 'SPOUTED POUCH' PREPARES TO MAKE WAVES



PKN Packaging News reports: Idealpack general manager Giulio Ghisolfi announced a breakthrough in flexible packaging in the 2017 National Technical Forums at AUSPACK.

Idealpack has introduced a packaging solution which it claims will improve the application of reclosable spouts on aseptically filled stand-up pouches (SUPs).

According to GM Giulio Ghisolfi, the Aseptic Spouted Pouch (ASP), which launched for the first time in Australia at Auspack, is based on the idea of creating a new double-gusset pouch with an external piercing spout.

www.packagingnews.com.au/events/auspack/aseptic-spouted-pouch-prepares-to-make-waves?

NEW MEMBERS

The AIP would like to welcome the following new Members.

NAME	GRADE	STATE
Michael Van Dord	Associate	VIC
Mawera Gunn	Associate	VIC
Craig Lems	Member	QLD
Chew Ang	Associate	VIC

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'PACKAGED' TOUR TAGGED WITH PEFC SUSTAINABILITY LABEL



Welcoming Ben Gunneberg (third from right) at a dinner in Sydney in March are Andrew Dunn, CEO, Timber Development Association, Dr Hans Drielsma and Suzanne Little, AFS board directors, Simon Dorries, AFS CEO, and Rob De Marco, marketing manager for Ta Ann Tasmania.

Do you wake up and wonder which country you are in?" "Actually, no – not yet anyway," came the reply in a distinctive Edinburgh burr. Globe-trotting Scottish-born Ben Gunneberg, secretary-general of PEFC International, was in Australia recently meeting stakeholders and visiting paper and packaging operations in Sydney and Melbourne, as well as addressing the National Technical Forums alongside of AUSPACK, the largest processing and packaging event in the southern hemisphere at Sydney showgrounds.

He has taken 25 flights and visited more than 100 countries this year carrying the standard of the Program for the Endorsement of Forest Certification, the world's largest forest certification system, supported by 750,000 forest growers with 300 million ha certified.

A total 46 national members and 38 endorsed national certification systems have joined forces under the PEFC umbrella to collaboratively promote sustainable forest management.

Mr Gunneberg said an increasing number of companies were keen to demonstrate that the fibre they used in packaging came from a certified sustainable source.

"This is important as consumers are increasingly conscious of the impact of their purchasing decisions on the environment," he said. "There is a growing demand for more environmental information on packaging, to help consumers make informed choices; 54% of consumers trust environmental labels."

PEFC has been working closely with the packaging sector in particular over the past year, helping to explain the benefits of sourcing packaging materials from certified sources. Global packaging sales are projected to rise by 3% in real terms to \$797 billion in 2013 and grow at an annual rate of 4% to 2018. The Future of Global Packaging to 2018 provides a detailed five-year forecast of the global packaging market. Based on expert research and analysis, this report contains more than 500 tables and figures revealing essential industry trends and information.

According to this report, sales of packaging are concentrated in Asia, which accounted for 36% of the total in value terms in 2012. North America and Western Europe totalled shares of 23% and 22% respectively. In 2012, Eastern Europe was the fourth largest consumer of packaging with a global share of 6%, closely followed by South and Central America with 5%. The Middle East represents 3% of the global demand for packaging, while Africa and Australasia each have a 2% share.

According to the study, this segmentation of the market is expected to change significantly by 2018; Asia is predicted to represent over 40% of global demand, while North America and Western Europe lose out noticeably. Ben Gunneberg said Ecuador was the latest country to show interest in PEFC certification. Situated on South America's west coast, the country is considered one of the world's 'mega diverse' countries, with the Amazonian region in particular containing large tracts of intact natural forest of global conservation significance.

The majority of forest biomass – about 9.8 million ha – is in the Amazon region (80%), with about 13% near the coast and the remaining 7% in the Andean highlands. Based in Geneva, Switzerland, Mr Gunneberg has spent most of his working life in forestry, starting as a forestry worker. He has held positions with the Timber Growers Association in the UK where he dealt with technical and policy aspects of forestry. While in Australia, Mr Gunneberg was hosted by Australian Forestry Standard Ltd chair Dr Hans Drielsma and CEO Simon Dorries. His itinerary included the Forestry Corporation of NSW and visits to building and construction sites.



Dairy for life

POSITION VACANT

PACKAGING TECHNOLOGIST

- Packaging lead for NPD projects, cost optimisation, business support projects and activities
- A passion to continually innovate, improve and challenge the status quo
- Mount Waverley location

Are you looking for an exciting, challenging role? ... and what's more you'll gain depth and breadth of exposure to the dairy packaging industry in this consumer focused position with Fonterra!

With your passion, innovation and expertise for all things packaging this role based in Melbourne, will utilise your already strong knowledge and take it to a new level

As part of a dedicated team of Packaging Technologists that report to the Packaging Application Manager, the role will focus on Packaging Technology problem solving solutions, talking to and influencing suppliers, whilst facilitating work across marketing, procurement, technical, quality and the plants.

Given the breadth and variety of Fonterra's product range you will be required to apply your packaging solutions experience to our unique challenges, from concept to commercialisation, providing sound packaging development principles to deliver projects in line with business strategy.

This is the chance to provide innovative, strategic improvements, NPD technical support and issue resolution relating to specification development and packaging concerns.

Do you have the professional courage to challenge the status quo and show your leadership in the packaging field?

If so apply for this role today!

Please note there will be intermittent travel between production sites on an adhoc basis in Regional Victoria and Tasmania

Skills and Experience

To be successful in this role you will need ...

- Strong packaging experience from a Dairy or other FMCG environment.
- Proven knowledge of cross functional specification and regulatory requirements
- Experience with multiple substrates
- Outstanding stakeholder management, problem solving ability and communication skills
- Robust organisational ability and attention to detail
- Strong Project Management and prioritisation skills

This is a fantastic opportunity to gain breadth and depth of packaging experience in a varied product environment with Fonterra.

TO APPLY FOR THIS ROLE PLEASE [CLICK HERE](#)



As well the Victorian AIP team getting out and going places, we were very fortunate to visit Abbe Corrugated Pty. Ltd., a company that is certainly going places by their investment in the latest equipment and technologies.

The corrugated packaging industry in Australia has had an O'Sullivan family presence since 1954 when the late P.J. (Jack) O'Sullivan started Cardboard Containers Mfg. Co. In 1991 a corrugator was installed and the business changed its name to Abbe Corrugated Pty. Ltd. Abbe could now compete effectively in the market with the manufacture of its own corrugated board.

In 2012, the business took another significant step by moving to a 20 acre site in Coolaroo. This state-of-the-art facility incorporates industry leading materials handling and manufacturing. This site provides further opportunity to expand and diversify the business' current offering and provides a platform into the next phase of growth and development.

Abbe demonstrated for the AIP team their unique position as an independent manufacturer in not having to source materials from a parent company. They have been able over the years to build relationships with the World's Best Practice Suppliers. This has assured them quality, consistency and continuity of a raw material supply that produces the best corrugated and cardboard cartons. Abbe is able to customise a combination of flute types and board grades to suit companies individual applications and specifications.

ABBE IMPRESSION - DIGITAL PRINTING

Abbe has the latest in Digital printing technology and demonstrated for us their ability to print, in a single pass, direct to corrugated board, a full CMYK process. This printing technology gave a high quality finished print for even small to medium run lengths. They indicated that they can provide this flexibility at significantly lower cost with minimal establishment fees.

DESIGN CAPABILITIES

Abbe's experienced artwork team demonstrated their ability to design a tailor made box packaging solutions, with the latest technology in design programs and automated sampling processes.

Abbe's computer aided design (CAD) can create designs to meet most individual requirements, plus they a large range of standard designs. These designs can be adapted to ensure product fits perfectly and they can also develop an individual design solution from concept.

SAMPLING OF PROTOTYPES

Abbe has the latest in sample making equipment and is able to handle a maximum dimensions up to 3200 x 2200mm for sampling of prototypes, as well as the ability to produce short run orders.

PALLETISATION SPECIFICATION

Abbe provides customers with the ability to design the right carton to meet specifications for erecting equipment, sizing to maximise palletising and transport efficiencies, including goods for exporting.

The Victorian AIP visitors would like to thank the team at Abbe Corrugated Pty. Ltd. for hosting us and particularly to Paul Camilleri MAIP for all his efforts in setting up the tour.



L to R: Charles Bugeja (Manager Specialty Products), Daniel O'Sullivan (Sales Director), Matthew Trezise (Plant Manager), Andrew Owens (Sales & Marketing Manager) & Chris O'Sullivan (Operations Director).



DON'T MISS OUT ON THE LATEST AIP ACTIVITIES FOR 2017

ALL MEMBERS ARE INVITED TO ATTEND ANY EVENTS ACROSS AUSTRALIA & NEW ZEALAND

To register to attend any of the events simply email info@aipack.com.au or visit the events page on www.aipack.com.au

REPLAS PLASTICS RECYCLING PLANT SITE VISIT

NZ



When: **Wednesday 12th of April**

Where: Pakuranga, Auckland

What: Attendees will have the opportunity to visit the Replas Limited Recycling Plant which is a wholly owned New Zealand company with operations in NZ and Australia. The Replas family of products and services are provided locally as well as to many other countries. Dedicated to providing plastic recycling solutions wrapped in end to end products and services, Replas has built an international reputation for creating meaningful value for businesses.

SMC SITE VISIT

NSW



When: **Wednesday 10th of May**

Where: Castle Hill 2154

What: SMC is a global leader in pneumatics and automation. With customers in almost every industry, there is hardly an application which they have not seen.

AIP/APPMA TECHNICAL DINNER

VIC



When: **Wednesday the 7th of June**

Where: Box Hill Golf Club

What: PACKAGING AND PROCESSING INNOVATIONS DISCOVERED AT INTERPACK 2017: Come and hear a series of panellists discuss the innovations seen and ideas drawn from attending and exhibiting at interpack 2017; the world's leading trade fair.

Panellists will include:



Pierre Pienaar (Prof) MSc, FAIP, CPP
Vice President
World Packaging Organisation



Lindy Hughson AAIP
Publisher
Yaffa Media



Michael Dossor MAIP
Group General Manager
Result Group of Companies

LINPAC SITE VISIT MEMBERS ONLY

VIC



When: **Wednesday 24th of May**

Where: Truganina 3029

What: With over 50 years of experience in food packaging design and a deep understanding of the demands of today's fast moving consumer goods industries, LINPAC, and its sister company Infia srl, lead the global packaging industry in the development and production of innovative packaging solutions. Attendees will have the opportunity to tour the manufacturing and warehouse operations at the Truganina site.

AIP PARTNERS



2015–16 NATIONAL RECYCLING AND RECOVERY SURVEY (NRRS) FOR PLASTICS PACKAGING



Australian Packaging Covenant

Last year the Australian Packaging Covenant commissioned Envisage Works and Sustainable Resource Use (SRU) to undertake the 2015–16 National Recycling and Recovery Survey (NRRS) for plastics packaging.



The latest survey results show an improved plastics packaging recycling rate of 31.1%, up from the 29.3% in the previous year. Approximately 263,000 tonnes of plastics packaging was recycled across Australia during the survey period, with a total consumption figure of 844,300 tonnes.

Plastic packaging recovery saw a relatively minor decrease of 5,500 tonnes on the 268,500 tonnes of plastics packaging recycled in 2014–15. This represents a decrease of 2% in overall recovery from 2014–15. In comparison, total consumption was down by 11% in the same reporting period. The decrease is driven mostly by a drop in reported locally reprocessed plastic packaging, in tandem with steady exports of plastic packaging recycle.

Another factor that may have influenced the drop in recovery are low oil and gas prices that have resulted in cheaper virgin resins, the main competitor to recycled plastics. A general oversupply of virgin polymer manufacturing capacity internationally has also compounded competitive pressure.

A total of 48,100 tonnes of flexible plastics were recycled in 2015–16 compared to 49,700 tonnes in 2014–15. This represents a 3% decrease in overall recovery year on year, and is a similar result to 2013–14.

Although recycling rates have enjoyed a steady increase, the results highlight a real need for Australia to understand and support plastics closed loop economies, particularly in relation to soft plastics. This is an area that the APC is committed to addressing in our new five-year strategic plan, and has been further explored recent Packaging Sustainability Think Tank held in Sydney in February.

The National Recycling and Recovery Survey is a significant component of the Australian National Plastics Recycling Survey (NPRS), the well-regarded and long-running annual reporting of plastics consumption and recycling in Australia across both packaging and non-packaging applications. The study is one of the most comprehensive annual surveys of any recycled material type in Australia, and plays an important role in the Australian plastics industry's reporting in a national and global context.

Since 2014, the survey has used a new calculation methodology, taking account of imported finished and semi-finished plastic goods. This new method significantly improves the survey results by giving a more accurate representation of consumption figures. Read the full survey data and analysis in more detail in the final report.

http://www.packagingcovenant.org.au/data/R01-03-A21101_NRRS_201516_for_plastics_packaging_Project_report.pdf

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AIP WELCOMES NEW MEMBERS



Craig Lems MAIP
Strategic Account Manager
Hally Labels Pty Ltd

WHY DID YOU JOIN AIP AND WHAT BENEFITS YOU BELIEVE AIP OFFERS THEIR MEMBERS?

CL: I joined the AIP for education in contemporary packaging systems, increased knowledge of packaging trends, updates of legal and environmental changes and trends. I would also like to develop a network of peers for reference and consultation and personal development of packaging expertise.

MG: I am privileged to have been invited to join the AIP network. Mainly I have found the AIP a great place to listen and talk to people in the industry. I support the AIP initiatives to bring members together, particularly for technical discussions and training. I started attending the Technical Dinners and Conferences in 2013 and have since enjoyed many interesting presentations on a wide range of topics, some related to our testing work and others of new horizons. I have always found the people in AIP meetings welcoming, and willing to engage in mutual learning. I appreciate the effort of AIP members who contribute to giving us all the opportunity to broaden our understanding of packaging innovations and uses.

HOW LONG HAVE YOU BEEN IN THE INDUSTRY AND WHAT ARE YOUR AREAS OF EXPERTISE?

CL: I have 25 years experience in the industry. Initially I worked with Golden Circle in research, product, brand and marketing management, where I worked with and promoted products packed in steel and aluminum cans, tetra-brik aseptic cartons, PP, PET and glass bottles, PP tubs, and cardboard cartons. Steel cans, PP bottles, and cardboard cartons were all manufactured on site, and through product development I spent time in the other supplier plants as well. I led innovation projects to achieve better decoration of flexo printed tetra-brik cartons and aluminum soft drink cans, where traditional 2D bromide images of fruit were replaced by 3D fruit images, by introducing screen to these printing methods. I also re-branded the Golden Circle range with over 300 skus. Additionally I also worked on the fresh cut pineapple project in tub packs as a market innovation.



Mawera Gunn AAIP
General Manager
GunnLab Plastics Testing

While at Golden Circle I was also our representative to the now defunct Can Food Information Service, in promoting canned food to the market. As Marketing Manager for Ice Cream with Peters and Brownes I worked on new Ice cream packaged in plastic and paper tubs, stick in wrap, and cones in wrap and lid, I launched the innovative Picnic Ice Cream and Chuppa Chups Ice Cream with an innovative handle containing the stick of/ and a Chuppa Chups lolly contained in a tube of ice cream. With Energizer I developed innovative point of sale units for the fixtures and off locations and worked on the re-branding of Eveready batteries in blister packs. With Schick I launched in ANZ, Quatro and Intuition in blister packs and several disposable products in flow wrap, as well as shaving cream in aerosol cans.

MG: I started working with packaging in our laboratory business over twenty years ago, in a business administrative capacity. Originally I trained as computer programmer and IT systems tester, and performed business analysis and I.T. management roles. Around ten years ago I became fully involved in our testing laboratory, supporting all aspects of operation. We provide testing services to a broad range of Clients who develop, manufacture, sell or use packaging in many forms and in many fields.

WHAT IS YOUR CURRENT ROLE AND WHAT ARE RESPONSIBILITIES?

CL: As Strategic Account Manager with Hally Labels I work with our biggest customers, providing labelling solutions for their product packages. This includes self-adhesive, tags, inserts, unsupported film, and shrink. The industries I work in include FMCG, Meat and Poultry, Industrial and Chemical, Pharmaceutical and Nutraceutical. I work with flexographic and offset digital printing, and recommend substrates and embellishments.

MG: As a business owner, I primarily manage the administrative side of the laboratory. At an operational level I schedule and track all orders and supplies, carry out Q.A. on testing, organise marketing, and manage delivery of improvement projects. I value the opportunity to become more actively involved in the AIP and their programs.

NEW TRAINING IN LIFE CYCLE MANAGEMENT ON OFFER FROM THE COMPANY BEHIND PIQET



If you want to improve the environmental impact of your company or product, you have to understand it first. Sounds simple, but calculating life cycle impacts is traditionally a complex and costly exercise.

Melbourne based specialists lifecycles are working hard to make sure Australian packaging businesses can use life cycle assessment (LCA) to their advantage. "We have been training LCA specialists for years now", says Tim Grant, director of lifecycles and veteran of the life cycle approach in Australia and internationally, "but there was nothing available for managers or packaging designers that want to use life cycle information without delving into complex modelling systems".

Starting in May in Fitzroy, this comprehensive training is designed specifically for managers and others who need to get to grips with complex life cycles concepts so they can put them to work in their business or organisation.

After completing this course,

- Designers and manufacturers will have a deep understanding of how life cycle assessment tools work, and how to improve the impact of their products across their life..
- Purchasers and product specifiers will be able to make informed decisions on inputs they are sourcing and reduce supply chain risk.
- Managers who outsource life cycle assessments will get a deep understanding of the tools and results of their life cycle assessment (lca) and how to communicate them to different audiences.
- Sustainability managers will learn how to hone in on material environmental issues and track the real impact of their programs.

But it's more than a course. Each participant will be guided through a three-month work-related project (after the face-to-face training in Fitzroy, Melbourne), by lifecycles' trainers who work with the best data and tools every day. This is an opportunity to bring a problem or project to the table and learn-as-you-tackle the issue with specialists. Not only do you advance your skills, but you undertake a work project at the same time and you can drill down on the questions that concern you with expert support. "I guess we prefer to train our clients up rather than only providing consulting support" explained Tim. "It's the same reason why we have invested so heavily in redeveloping our streamlined LCA software for the packaging industry – PIQET. LCA needs to be easier for businesses if we want it to be a relevant decision making tool.

This is the first time this training has been offered in Australia, and there will even be the opportunity to achieve accreditation and become a certified life cycle executive with both the American and Australian life cycle societies. More about the course: <https://www.lifecycles.com.au/training> Contact: Jodie Bricout, Senior Sustainability Specialist at Lifecycles jodie@lifecycles.com.au 0438 653 311



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DUAL-COMPARTMENT POUCH WARDS OFF DISEASE-CARRYING MOSQUITOS

INNOVATIVE FEATURES

- Applying known technologies to a new end-use category results in a product that truly depends on the package to help prevent mosquito-borne diseases
- Combining convenience and consumer safety are highly marketable attributes brands seek to exploit, especially in the household and lawn/garden categories

CONSTRUCTION MATERIALS

- Laminated polymer material. Dual compartment pouch with a frangible seal. Plastic ultrasonically welded dispensing spout.

Around the world, in both developed and under-developed regions, mosquito-borne diseases are a constant threat to humans. Whether it's the continuing battle against malaria in sub-Saharan Africa, the spread of Zika from Brazil and the Caribbean to North America, or most recently, in Victoria, Australia, of Ross River fever, combating the spread of mosquitos, the debilitating diseases they carry as well as the potentially deadly harm they cause to humans, and even pets, is a constant battle. Victoria's chief health officer, Charles Guest, has said that recent heavy rainfall and warm weather across Victoria have made ideal breeding grounds for mosquitoes, which pass the Ross River infection to humans with their bite.

According to Mintel's 2017 Household Packaging Report, packaging is a key component in shaping a consumers' shopping and user experience in this category. This becomes especially relevant when packaging conveys such values as human safety. For a product such as a mixable mosquito repellent, where the consumer is actively involved in using the package to mix ingredients, on-pack communication is essential. Nearly half (47%) of consumers in the United States say they actively look for usage instructions on household product package labelling. The text and visual graphics on the MosquitoPaQ clearly show and tell consumers how to mix the product and properly place the package for maximum effect.

The MosquitoPaQ, developed by PPI Technologies, Sarasota, FL, and Penta5 Packaging in Canada, combines two pouches separated by a frangible seal. The smaller compartment of the pouch holds a dry powder, while the larger compartment contains a mixture of water and oil.

To break the seal, consumers simply grab the pouch along one side, and roll it over itself until the seal breaks and the dry and liquid ingredients mix. Because the pouch is still sealed, consumers are not exposed to either ingredient at any time during the mixing process. Once the ingredients are co-mingled, the cap on the spout can be unsealed and the pouch can be hung by looping a metal hook (included) through a grommet in the pouch. Clear instructions show that the pouch should be hung about 4 feet from the ground, in a shady spot.

The product works by emitting a gas that is not harmful to humans, pets, or plants. The gas attracts female mosquitos, confuses her and triggers a response that makes her forget to bite, and then feeds the wet sucrose product solution to her eggs. In this way, the MosquitoPaQ product both prevents mosquitos from biting and prevents new eggs from hatching.

Mintel research also shows that human health and safety associated with household products is a growing concern. This has spawned brands to include safety measures in both the product and the packaging. In the case of MosquitoPaQ, the fact that humans are not exposed to the product during mixing is certainly a plus. On the product side of the equation,

MosquitoPaQ uses only natural ingredients approved by the U.S. Environmental Protection Agency. Active ingredients include soy bean oil, citronella, peppermint, and thyme. Equally important to the fact that these are natural, non-toxic ingredients is that the formula exceeds DEET in repellences. Numerous field trials have shown that MosquitoPaQ no-bite OUTDOOR ZONE products provide long-lasting protection from 7 to 15 days, after a two-hour activation period.



PACKFOCUS

Brand & Product Name	MosquitoPaQ No-bite OUTDOOR Zone Pouch
Primary Package	Dual-compartment flexible spouted pouch with a frangible seal
Closure Type	Plastic screw cap with TE band
Product Category	Outdoor/lawn garde
Package Details Innovative Factors	A 'set and forget' package that enables active ingredient mixing at the point of use without exposing consumers to harsh chemical ingredients

Mintel Packaging Analyst's Points of View

- To be effective, package innovation doesn't always have to be new; it simply has to be a solution to a known need. In the case of MosquitoPaQ, the use of a frangible-seal spouted pouch, a widely used construction, was simply exploited against a known and pressing human safety need.
- The 'set-and-forget' aspect of this pouch technology makes it easy for consumers to use. Combined with clear on-pack 'show-and-tell' graphics that explain how to use the pouch, make it a strong candidate for repurchase based on its convenience.
- Too often, packaging is seen as waste. When such technologies as MosquitoPaQ, where the package is essentially the product, there is a clear value proposition associated with packaging.

A video of the MosquitoPaQ can be viewed here.

Mintel is the world's leading market intelligence agency. David Luttenberger is Mintel's Global Packaging Director. He has 25 years of diverse global packaging experience.

For more information, please visit: <http://www.mintel.com/packaging-market-research>

People in packaging: Roya Khalil



Roya Khalil explains why she believes the CPP designation is so important to the packaging industry.

Roya Khalil, PhD, MAIP, CPP, Research and Projects Manager, Bega Cheese, has just attained her Certified Packaging Professional (CPP) Designation and discusses this and answers a few questions about her career and packaging education in the Q&A with the Australian Institute of Packaging (AIP).

AIP: How long have you been in the industry? What are your areas of expertise?

Roya: I have more than 10 years of industrial and FMCG experience in packaging development and application roles. In 2005, I started my career with Plantic Technologies, manufacturer of biodegradable and bioresourced packaging materials. In various technical and R&D roles at Plantic, I worked on a number of projects developing and commercialising biopolymers for injection moulding resins, thermoforming sheets and multilayer blown films.

I am one of the inventors in the patent for Plantic eco Plastic thermoformable sheet which was commercialised by Coles supermarket for packaging their fresh red meat category.

From 2012 to 2014, at SPC Ardmona, in a packaging capacity I was privileged to work with an extensive range of packaging materials and formats. The assortment extended from primary packages such as plastic tubs, plastic and glass jars, metal cans, plastic pouches and secondary and tertiary packaging such as sleeves, cartons and shelf-ready trays, in varied product applications of packaged fruits, beans and spaghetti, tomatoes, jams and preserves, soups and sauces.

Since 2014, with Bega Cheese, whilst the role is not packaging only focused, there has been a great experience to learning about the application of various packaging formats, materials and machinery in the dairy industry. By qualification, I am a chemical engineer with a PhD in plastics engineering. I would refrain from calling myself an expert, but the major-

ity of familiarity has been in development and application of plastics and bioplastics.

AIP: What made you apply for the Certified Packaging Professional Designation?

Roya: Initially, I wanted to complete the Certified Packaging Professional Designation examination as a personal challenge and to gauge my knowledge of packaging. But as I started preparing for the examination and upon completion, I have developed a high level of appreciation for the designation.

AIP: How important is attaining the CPP designation to you as an individual?

Roya: I have been part of the packaging industry for a decade and have been very involved in the industry via AIP, trade shows and conferences. CPP designation felt a good fit to get professional recognition of the expertise and competency level amongst peers and international packaging fraternity. To me the CPP designation has been a good professional investment, as well as self-assurance of my competency level.

AIP: How important is the CPP designation for the greater recognition of packaging professionals?

Roya: According to Smithers Pira the total global value of the packaging market is set to rise at a CAGR of 3.8% from \$806.3 billion in 2016 to \$1,162.1 billion in 2026. This is a strong indication of the prominence of the packaging industry at a global scale today and in future. This would not have been possible without the contributions of packaging professionals around the world. Their role is of even greater importance in facilitating the future growth.

Whilst packaging, in some form, has been in existence for centuries, its ever evolving role has become an essential component of our modern lifestyle. The packaging industry has witnessed a rapid growth in its usage in the second half



of the twentieth century in industrialised and developed countries and, more recently, in developing countries.

The growth can be attributed to a number of drivers, depending on various geographical regions. However, a common theme is the sophistication of packaging design and application of material science and development that had evolved packaging's functionality beyond the basic containment and transportation of the products. Modern packaging contributes significantly to the shelf life extension of the products, better shelf presence, assisting in branding of the product. Contemporary packaging is also required to meet the sustainability and product stewardship responsibilities too with alternative applications post primary use and different disposal routes, focusing on the 4Rs of reduce, reuse, recycle and recover.


With the extension of the role of packaging, advancement of the technology and the global growth in demand and supply, the responsibilities of packaging professionals have also evolved and require a complex skill set of material science and processing, structural engineering, graphic design and much more.

However, it is discouraging to note how the art of packaging is not yet fully recognised as a field of science and engineering to be valued with a professional entitlement at a bachelor level at the least, by the majority of the leading universities globally. Packaging related units are thoughts as part of numerous disciplines such as food science, materials engineering, graphic and industrial design. Specialised certificate or attendance level trainings are provided by only a few professional institutes. Hence the majority of packaging professionals in Australia have come either from food sciences, chemistry or chemical engineering backgrounds and basically learned on the role.



“... the responsibilities of packaging professionals ... require a complex skill set of material science and processing, structural engineering, graphic design and much more.”

The lack of specialisation prerequisite has created a void in identification and recognition of packaging roles in a number of organisations and the contributions are often overlooked or consumed in alternative disciplines or roles, such as brand managers or food/product development technologists. Therefore, I appreciate the CCP designation, a step forward in recognition of and rewarding the specialised skill set and expertise of packaging professionals in the industry and within the wider professional community. I envisage that the credibility of the certification will assist in an individual's professional confidence and career development and progression.

Attaining the CPP designation is an excellent investment in your professional development and the credential defines the packaging professional and allows organisations to seek out and hire the right professional based on verified knowledge, skills and industry contributions. Using the CPP program to assess and evaluate one's professional competency validates you as internationally proficient as a packaging professional; a cut above your peers. 

The Certified Packaging Professional (CPP) designation is a registered trademark of the Institute of Packaging Professionals (IoPP) and is now internationally recognised by both IoPP and AIP. To find out more about the CPP designation, visit <http://aipack.com.au/education/certified-packaging-professional-cpp/>.

Australian Institute of Packaging
www.aipack.com.au



Dr Roya Khalil

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OF PACKAGING



BUILD YOUR PACKAGING CAREER ON FIRM FOUNDATIONS WITH THE AIP.

The Australian Institute of Packaging (AIP) is at the forefront of packaging training and education in Australasia; helping to shape the careers of generations of packaging professionals - from packaging technologists to international packaging business leaders along with a host of people in associated disciplines - sales and marketing, purchasing, production and environment.

DIPLOMA IN PACKAGING TECHNOLOGY

The Diploma in Packaging Technology is an internationally recognised Level 5 foundation qualification that prepares students to take responsibility for packaging operations at any level through the supply chain and can also lead to higher level study.

WHAT'S IN IT FOR ME?

Completion of the Diploma in Packaging Technology demonstrates your commitment to your career and to the industry. Delegates who successfully complete the Diploma are equipping themselves for senior positions within the packaging industry. Networking opportunities abound, providing the chance to draw on the experience and knowledge of others.

CERTIFICATE IN PACKAGING

The Certificate in Packaging is an internationally recognised Level 3 qualification designed to meet the training needs of a wide variety of personnel in packaging, from the new entrant looking for a great start, to design, production, management, sales, marketing or purchasing staff looking to deepen their packaging knowledge.

WHAT'S IN IT FOR ME?

The Certificate in Packaging provides a level of insight and understanding of the packaging industry that adds real and measurable value to careers and businesses. Packaging is a fundamental part of modern business, and the Certificate in Packaging provides you with the 'detailed overview' of packaging processes that broadens your knowledge, adds value to your business and helps you to prove your worth.

MASTER OF FOOD AND PACKAGING INNOVATION

The Master of Food and Packaging Innovation is a new inter-disciplinary degree that explores food science, entrepreneurship and innovation in product and packaging design at an advanced level. This unique course forms part of a joint University of Melbourne, Mondelez International and the Australian Institute of Packaging initiative, with the support of the Victorian Government.

WHAT'S IN IT FOR ME?

You will learn the skills necessary to develop valuable and innovative food products that address key issues such as transportability, durability, tamper proofing and perishability issues, as well as key environmental, economic, social and ethical factors.

CERTIFIED PACKAGING PROFESSIONAL DESIGNATION

The Certified Packaging Professional designation is the leading mark of excellence internationally and a must-have recognition of industry proficiency and achievement for packaging professionals under a new partnership announced by the Institute of Packaging Professionals (IoPP) in the U.S. and the Australian Institute of Packaging (AIP).

WHAT'S IN IT FOR ME?

Attaining the CPP designation is an excellent investment in your professional development, and the credential defines the packaging professional and allows organisations to seek out and hire the right professional based on verified knowledge, skills and industry contributions. Using the CPP program to assess and evaluate one's professional competency validates you as internationally proficient as a packaging professional, a cut above your peers.