



AIP NEWSLETTER



AUGUST 2016

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AUSTRALIAN INSTITUTE OF PACKAGING



AIP JOINS SAVE FOOD PAVILION AT INTERPACK

AIP joins 17 other WPO Members to confirm participation at Save Food Pavilion at Interpack 2017

The AIP is pleased to confirm that it is joining 17 other active members of the World Packaging Organisation (WPO) in the Save Food Pavilion, created by Messe Düsseldorf as one of the main attractions of Interpack 2017 (May 04-10).

The WPO, and its Members, are supporting the SAVE FOOD Initiative which is a joint initiative of the Food and Agriculture Organization of the United Nations (FAO), the United Nations Environment Programme (UNEP), Messe Düsseldorf, and Interpack; the leading global trade exhibition for packaging and processing in Europe. The goal of the SAVE FOOD Initiative is to fight global food waste and loss; through a global alliance of all stakeholders.

Johannes Bergmair, WPO Vice President of Sustainability and Food Safety confirmed the participation of the following WPO country members: Argentina, Australia, Austria, Brazil, China, Croatia, Czech Republic, Finland, Germany, India, South Africa, Spain, The Netherlands, UK, USA. APO (African Packaging Organization) and APF (Asian Packaging Federation), that joins countries, respectively, from the sub Saharan region and from Asia, also confirmed their participation. WPO member in Lebanon will coordinate the participation of the country as well as Morocco, Egypt and Tunisia in only one group.

As a part of the Save Food Pavilion at Interpack 2017 the winners of the Save Food Packaging Award programs from across the world will be showcased including the 2016 and 2017 AIP Save Food Packaging Awards winners.

NEW MEMBERS

The AIP would like to welcome the following new Members.

NAME	STATE	GRADE
Leonard Chin	NSW	Member
Meng Chong	VIC	Member
Ashraf Salah El Din Amin Mohammed	O'Seas	Associate
Dion Grobbelaar	NSW	Dip.Pkg.Tech. MAIP
Phil Hargans	NSW	Member
Michael Robitaille	NZ	Member

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

ACCESSIBLE PACKAGING DESIGN: EASY TO OPEN & EASY TO USE HALF-DAY TRAINING COURSE

VIC

IN CONJUNCTION WITH



NEW COURSE

When: **Wednesday 3rd of August**
Where: Viewpoint Centre
Presenter: **Michael Grima MAIP, Founder, QDesign Enterprises**



This half-day training course will allow attendees to become aware of the required design requirements and understanding the Ease of Use packaging design tools which includes examples from around the world.



NHP SITE VISIT

VIC

When: **Wednesday 3rd of August**
Where: Manufacturing Facility, Laverton North
What: Upon arriving at NHP's national manufacturing and distribution center in Laverton, attendee's will be provided with a brief overview of NHP's capabilities accompanied with a site tour of both the production office and manufacturing floor.

Included in the walk through, attendee's will visit NHP's Solar System plant room where the inverters and controls for the 100kW solar array featured on the roof of the facility are housed. NHP will share some of the lessons learnt in relation to design, installation and on-going benefits. After the tour, NHP's Engineering Manager will talk about the process used when developing a new NHP branded product.



AIP/SPE TECHNICAL DINNER

NSW

When: **Thursday 11th August**
Where: Novotel Sydney Olympic Park
Speakers:



Claude D'Amico MAIP
ANZ Sales Manager/Market Development Manager
Innovia Films (Asia Pacific)
Safety and security features for plastic packaging applications



Trent Munro
Product Manager – Coding Technologies
Matthews Intelligent Systems
New developments in printing of plastic packaging films and bottles



SUPPLY CHAIN & LOGISTICS CONFERENCE

QLD



When: **1st & 2nd of September**
Where: SOFITEL Brisbane Central
What: More than 5500 delegates from across Australasia have attended the Queensland Supply Chain & Logistics Conference in its 17 year history. Will you be among the delegates in 2016? This conference is a recognised national event designed for Supply Chain, Logistics, Transport and Procurement professionals and practitioners.

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AIFST SEMINAR



the Australian institute of
food science and technology
incorporated



VIC

When: **Thursday 8th of September**
Where: CSIRO Research Way, Clayton VIC Building 121, GK Williams Room
What: This seminar has been developed to provide participants with information to ensure that the choice of food packaging will be based upon current industry information and innovative practices as well as comply with current regulations. Topics will include:

- Standards and regulations
- Active packaging
- Shelf Life verification and validation - including food safety
- Shelf life extension
- Packaging choices and innovation

The AIP has provided two speakers on packaging for the seminar. Keith Chessell FAIP will be discussing 'Packaging considerations for your product' and Michael Van Dord will be talking about 'Closures: What's New & What's needed'. All AIP Members will receive a discounted price to attend.



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OWNING IT: COPYRIGHT, CONTRACTS AND THE LAW HALF-DAY TRAINING COURSE VIC

When: **Wednesday 5th of October** NEW COURSE
Where: Viewpoint Centre
Presenter: **Sharon Givoni**



Following on from the recent publication 'Owning It: A Creative's Guide to Copyright, Contracts and the Law' by renowned Melbourne intellectual property lawyer Sharon Givoni the half-day training course aims to demystify copyright, contracts and intellectual property law for Australians working in creative industries and running their own businesses.

The Owning It: Copyright, Contracts and the Law Half-Day Training Course will provide attendees with a broader understanding of how Intellectual Property Laws impact on packaging, food, beverage and manufacturing businesses.



ACCESSIBLE PACKAGING DESIGN: EASY TO OPEN & EASY TO USE HALF-DAY TRAINING COURSE NZ

IN CONJUNCTION WITH



When: **Wednesday 12th of October**
Where: ASB Showgrounds, Epsom, Auckland
Presenter: **Michael Grima MAIP, Founder, QDesign Enterprises**



This half-day training course will allow attendees to become aware of the required design requirements and understanding the Ease of Use packaging design tools which includes examples from around the world. It will also provide information on changing household demographics, meal preparation requirements and case studies from users. Attendees will learn measuring techniques, injuries caused by packaging and current consumer satisfaction levels with packaging accessibility.



FOODTECH PACKTECH NZ

COME AND VISIT THE AIP ON STAND 2037



When: **11th to 13th October**
Where: Auckland, New Zealand
What: Running strong for over 20 years this free to attend event brings industry professionals and decision makers together providing a forum for education, discussion and the sharing of knowledge and expertise, critical in the sustainability and growth of the industry.

www.foodtechpacktech.co.nz

AIP VIC CHRISTMAS DINNER VIC



When: **Wednesday the 23rd of November**
Where: Quaff Restaurant
436 Toorak Road
Toorak VIC 3142
What: Located in the heart of Toorak village Restaurant Quaff is the perfect place to get together and enjoy sumptuous food from a sophisticated Modern Australian Menu, which is seasonally crafted by the chief John Pfanis. The AIP private dinner will be in the spacious upstairs Crystal Room, which has its own bar and outdoor courtyard.

FOOD BANK CHRISTMAS HAMPER PACKING DAY QLD



When: **Friday the 9th of December**
Where: Officers Mess, Victoria Barracks
What: Members spend the day packing Foodbank Hampers to distribute to those in need at Christmas; many of whom are without employment, families with young children and living on the poverty line.



AIP NSW Members recently visited Offset Alpine Printing which is recognised as one of Australia’s leading web offset and sheetfed printing companies. The plant has a large number of heatset web and sheet-fed presses to provide flexibility across a diverse product range.

Extensive prepress, bindery, finishing and mailing facilities complement the printing capability, providing a well balanced plant to deliver on time, every time. Offset Alpine Printing specialise in high-quality magazine, catalogue, corporate and commercial printing and possess wide ranging capabilities to meet or exceed the needs of all market sectors.

The company was established over 75 years ago and has an enviable reputation for quality service and product. In more recent times it has been recognised for setting the benchmark in the industry in Australia. In its history Offset Alpine has pioneered such technologies as computer to plate in this country and uses leading edge technology throughout the business to meet clients’ deadlines and quality demands. Visitors saw how the print process works from files arriving from client to finished product walking through the process on the factory floor, including viewing the printing and stitching/binding machines through to despatching. The AIP would like to thank Offset Alpine for allowing us on their site and also a special thanks to Andrew Davies for making this tour possible.







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NPI PROJECT COORDINATOR POSITION



NPI PROJECT COORDINATOR

The NPI (New Product Introduction Project Coordinator) role is a key position within the organisation working closely with the key internal departments, customers and suppliers to ensure all NPI projects are started and completed and managed satisfactory to meet customer's NPI launch dates.

SPECIFIC DUTIES:

- Leading new product introduction projects and multifunctional project teams the goal being to ensure that new product introduction projects are initiated, completed and launched in a timely manner.
- Manage, route and facilitate new packaging artwork and proofing throughout the design process, design briefs and concepts, change control management.
- Initiating new product documentation and updating MRP system with any changes.
- Maintaining project milestone time lines, project documentation and customer WIP project tracking reports.
- Preparation of local and global monthly summary reports.

TO BE SUCCESSFUL IN THIS ROLE YOU WILL NEED:

- Experience in leading new product introduction projects, preferably in pharmaceutical and or health and nutrition industries.
- Experience in technical packaging roles, an understanding of packaging in terms of materials specifications, product design, testing, tooling and final finished product manufacturing.
- Demonstrated experience in the development of packaging componentry to ensure specifications meet production requirements.

UNDERSTANDING OF GMP:

- General understanding of pharmaceutical packaging process.
- Computer literacy with a high proficiency in Microsoft Office programs including MS Project and basic CAD.
- Well developed numeracy, analytical and problem solving skills.
- Excellent interpersonal skills with the ability to interact with clients and across all departments at all levels of the business.
- Excellent verbal and written communication skills.
- Time management skills, with the ability to prioritise tasks, multi task and meet tight deadlines.
- The ability to work with limited direct management or supervision (after initial training).

EDUCATION:

- Australian Institute of Packaging (AIP) Diploma of Packaging Technology.
- Engineering, Science or Pharmaceutical Processing Degree / Diploma with packaging design background would be viewed favourably.

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COME AND VISIT THE AIP ON STAND 2037

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11-13 OCT
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www.foodtechpacktech.co.nz

Written by Noelene Treloar - IP, Licensing and Brand Protection

Many businesses incorporate patent markings on their packaging products. What does this mean and how can an effective patent marking strategy be used to benefit the packaging products of your business?

EXAMPLE:

The packaging container for my locally-purchased blueberries refers to Australian and Chinese patents and patent applications. From searches of the Australian Patents Register, the inventions relate to claimed novel and inventive features of the container base, and the lid, that allow for the structural integrity of the container to be maintained while allowing the engagement of the lid with the base.

WHY ARE THESE PATENT MARKINGS IMPORTANT?

The term 'patent marking' refers to incorporating patent-related information on 'articles' such as packaging products. Through incorporating the patent markings, the patent owner is notifying the market, and potential infringers, of the patent rights associated with the packaging product. This notification can act as a deterrent to patent infringement, as well as discouraging competitors to innovate in the same area of technology given the pre-existing patent landscape.

Patent markings can have a significant impact on the award of damages in any patent infringement action. If patent markings are incorporated and the relevant packaging product is sold 'to a substantial extent' before the date of infringement, the patent owner will be in a strong position to claim that the infringer was aware of the existence of the patent or patent application. Depending upon the circumstances, an appropriate Court could then award damages commencing from the date of infringement rather than, for example, the date the patent owner notified the alleged infringer of the existence of the patent or patent application.

WHAT DOES MY PACKAGING BUSINESS NEED TO DO?

If you have granted patents or patent applications relating to your packaging product, you can use patent markings to maximise the investment in your patent portfolio by:

1. Incorporating patent markings in a prominent position on your packaging product. Under Australian legislation, there is no requirement to specify a patent reference number, although it is preferable. Terminology such as "Patented" or 'Patent Pending' may be used;
2. Continuously review the patent markings to ensure they are correct and correlate to your packaging product. It is an offence to falsely represent that your packaging product is the subject of a patent or patent application when this is not the case. This may also be a breach of Australian consumer law;
3. Review patent licensing arrangements to require licensees to incorporate patent markings on any packaging product they manufacture, and allow you as the licensor to inspect the packaging product at any time; and
4. Consider the patent marking requirements in your countries of interest, and incorporate any patent markings as appropriate. Multiple patent references may be required in light of your manufacturing and export needs.



FINAL THOUGHTS

The packaging industry is alive with innovation and patent protection. Through incorporating patent markings on your packaging product, you can increase the value and protection of your investment.

Noelene Treloar - IP, Licensing and Brand Protection
www.noelentreloar.com

Important Information: This article is of a general nature only and should not be relied upon as legal advice.



As the course lecturers for the Food Packaging Materials and Processes Unit of the Master of Food & Packaging Course the AIP recently spent a week with the latest intake of students in Melbourne. 39 students in all participated in the 2016 intake of the course. The students were from Australia, New Zealand, USA, Mauritius, China, Thailand, Vietnam, Singapore, Taiwan, Malaysia and India. Such wonderful diversity added another inspiring aspect to the intensive lecturing and learning experience.

Each day was filled with the seven experienced AIP lecturers from industry covering a significant range of packaging technology topics. By the end of lectures each late afternoon, the students had their heads full of information which they had to digest each evening while also preparing for their poster assignment to be presented alongside their oral exam on the last day of the intensive week. The poster assignment, which formed part of their major written assignment, was based on how convenience drives food packaging innovation; as well as how environmental sustainability drives innovation in food packaging. These are really thought provoking assignments which challenged the students to contemplate what packaging is and what its impact is on society.

Midweek, the students were kindly hosted by Sealed Air manufacturing facility in Faulkner where they were able to learn and see how flexible packaging materials are produced. This firsthand experience they found most enlightening. After presentations by Sealed Air, a factory tour and lunch, they were off to the Sealed Air manufacturing facility in Tullamarine. Here they enjoyed another factory tour but this time seeing right up close how rigid plastic containers are produced. This certainly assisted the students to process the theory they had learnt.

Thursday saw the students back in the lecture theatre, but with a fresh mind about packaging from their previous, practical day in the factories. The involvement and questioning during lectures by the students was most encouraging to all the lecturers. Students researched their selected topics well and lecturers spent late afternoons and early evenings still answering eager questions from the students.

As one student said,

“ *I had no idea how involved and intricate packaging was. I merely use packaging in my everyday life but never thought about the science and engineering, not to mention the thought and involvement that went into creating a pack.* ”





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-

Metal has
18%
share of the total
packaging market by
substrate in Australasia.
SOURCE – Euromonitor 2014

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 though-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."

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

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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 Colopak 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 Integria 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.

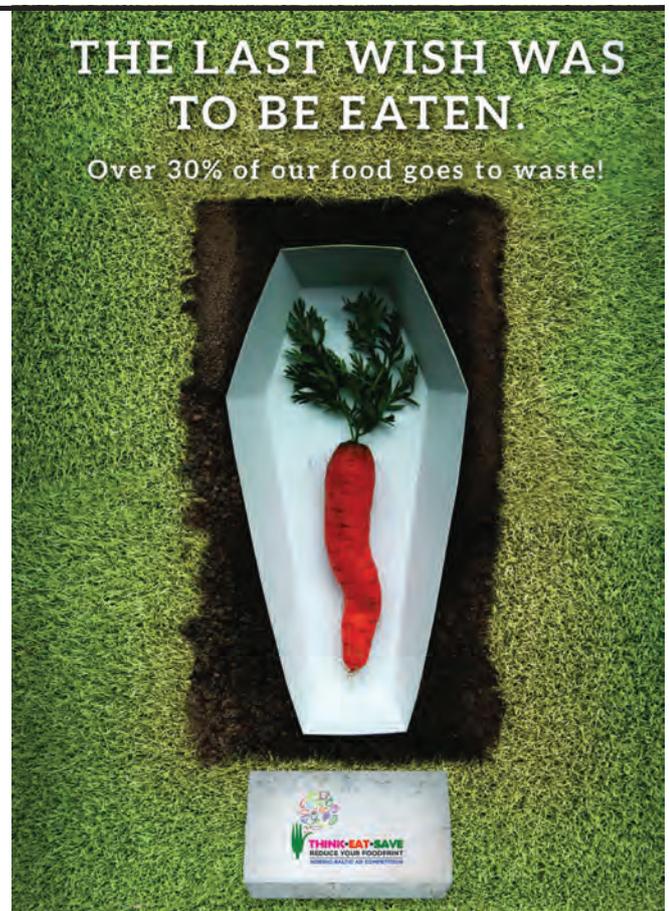
There are many reasons why food is wasted. In agriculture it may be due to damage from pests, frosts, rain, hail or being burnt by the sun. In post-harvest it could be because it was not the right size or shape. In distribution the losses may be due to incorrect temperature controls and ventilation resulting 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

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www.packagingnews.com.au

WHO DO YOU TRUST?

Written by Michael B Halley FAIP



'In God We Trust' is the official motto of the United States; but as God is not a member of the Society of Plastics Engineers (SPE) or the Australian Institute of Packaging (AIP) we need to bring our trust down to earth.

Craig Benson Chair of SPE on behalf of both organisations introduced the guest presenters Gerard Mckone Business Development and Technical Manager for Clariant (New Zealand) Pty Ltd and Dr Oliver Jones from the School of Sciences at RMIT University. Each in their address came to conclude that trust is vital when addressing the issues relating to packaging of food.

Gerard Mckone immediately advised that in New Zealand there is trust between humans and sheep but not so for possums. He continued with a highly technical and informative address entitled bringing packaging to life through additives. Clariant offers a broad range of specialty additives with a variety of effects and possibilities to modify polymers for different applications: - light stabilisers, processing stabilisers, antioxidants, sulfur-containing co-stabilisers, metal deactivators and antistatic agents.

Highlighting that the global population is expected to be around nine (9) billion in 2050, and that we are already using resources that would support our current populations plus half as many again, which is not sustainable.

He stated that the global packaging industry holds the key to long-term sustainability. Global challenges such as resource use leads to innovation. Innovations in sustainability and the capacity to regenerate are the key drivers.

The buying power and wealth in emerging countries are growing, which increases demand. This is happening in the basic life supporting resources, fossil energy, minerals, water, renewables, nutrition and land. But environmental issues often countermand advances made by industry.

Clariant is looking beyond today's boundaries in the areas of changing lifestyles and the ageing population. In other words what is beyond the 'now society'! Then how to feed the future in the now and emerging markets which to a high degree are driven by convenience.

They are continually searching for emerging technologies such as:-

- Surface effect solutions known as slip additives. Packaging surfaces often exhibit high friction leading to problems during manufacture, processing and end-use.
- Surface effect solutions known as anti-block additives. Blocking results from the adhesion developed between two smooth layers of film or sheet placed in contact with each other. (Technicians were referred to the work of Dutch scientist Johannes Diderik van der Waals.)
- Surface effect solutions known as anti-fogging. Fogging occurs in food packaging films when there is a temperature difference inside and outside of the packaging. Anti-fogging additives can prevent soggy unpalatable food.

In his 'trust us' recital Gerard stated 'We do not compromise' 'Safety first Risk Management is important.' He said that consumers can have the confidence and knowledge to use Clariant materials which are 100% compliant to global standard and local regulations.

He gave a quick overview of the company product stewardship and then addressed questions from the audience. Out of these came the proposal that there is still a major gap in the ability to produce non fossil fuel based materials, due to food and packaging seeking the same agricultural based raw materials. Much has been written in recent years about migration of packaging materials into food, and this was the topic addressed by Dr Oliver Jones. He commenced with definitions of issues to be addressed.

Food contact materials (FCM) are either intended to be brought into contact with food, are already in contact, or can reasonably be brought into contact, or transfer their constituents to the food under normal or foreseeable use.



WHO DO YOU TRUST?

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Examples include food and drink containers, food machinery, food packaging materials, kitchenware and tableware.

Non-intentionally added substances (NIAS) are chemical compounds that are present in a material but have not been added for a technical reason during the production process. NIAS originate from break-down of food contact materials, impurities of starting materials, unwanted side-products and various contaminants from recycling processes. Sources of NIAS are the breakdown of products caused by impurities or contaminants from recycling processes. Degradation of polymers or additives is interesting as there are 6000 compounds approved as additives to plastic in Europe and USA.

Oliver noted there are many materials in packaging that can contaminate food. The one most publicised is where boxes for cereals made from recycled board leached inks and oils into the food. Contaminates could have come from glues in tape used to seal the previous packages or the inks used for graphics.

The law of unintended consequences came into play when we heard about inert jute material woven into bags for foods such as coffee beans. To make jute pliable to weave the material it has to be treated with mineral oils. These in turn have been found to leach out in some circumstances. The subject of Epoxidised soybean oil (ESBO) and Bisphenol A (BPA) came into focus and much science was used to explain the manufacture and application. While ESBO itself is not thought to be present at high levels in food, the reaction with PVC creates oil with a hydroxy group and a chlorine atom bound to a fatty acid. Such a compound has never existed in nature.

Dr Oliver remarked that BPA had been given an inordinate 'going over' for many years yet no clear evidence has been produced to say that it is a health hazard. BPA replacers such as BPS and BPF can still leach out, but again evidence of food contamination is scant. Oliver thought it was interesting to wonder why there are so many papers on BPA that show nothing unless unrealistically high doses are used, when a huge scandal might be around the corner on one of the many unstudied substances? (Perhaps buzz-word chemicals are easier to publish.)

Migration is the mass transfer from an external source into food by sub-microscopic processes and can cause degradation of food ranging from taste to illness causing. It can happen anywhere along the manufacturing or supply chain. Examples of the jute bags and cereal boxes were again noted.

A chart showing the regulations applicable under E U rules resembled the management hierarchy of a major company. The various subsections of the regulations attached to Framework Regulation (EC) No 1935/2004 were shown but not discussed in any detail.

To be fair it is likely that this would have needed far more than the 20 minutes speaking allotted; Oliver's point was that legislation on NIAS is increasing and is something the industry should at least have on their radar.

In summary we found that more than 6,000 different manufactured substances are now approved for use as packaging in the U.S. and Europe alone. There are many NIAS which can migrate into food from FCM but many of these chemicals are not structurally or toxicologically characterised, but are present in much higher concentrations than pesticides and other well-known problem chemicals.

Regulations on food packing primarily covers only the starting materials (the FCM) and not potential reaction products (the NIAS), such as those produced from resins. Health risks are unknown but regulations are a continuing process. In his trust scenario Dr Oliver proposed that many consumers who support organic foods place their trust that non-intentionally added substances are safe, but distrust chemicals such as pesticides that are highly regulated and always under scrutiny.

One can imagine that an event where home produced food is sold that any package that is available will be given to the consumer. So again the question is who do YOU trust? The lingering audience was abuzz with questions and discussions indicating that they at least trusted what our professional presenters had spoken about.

MICHAEL'S MOMENT

Before proceedings commenced I was called upon by Carol Lawrence Victorian Chairperson and presented with a Distinguished Service Award which had been approved by the Board. This was in recognition of my reporting of meetings held in Victoria and elsewhere if required. Way back in the last quarter of the 20th century I took over as Secretary of the Victorian Division and produced our monthly newsletter until the National Newsletter was introduced.

I provided information about Victoria until my work took me away from Melbourne and attendance at AIP meetings. When I returned to the fold I 1999 I found that activities were going unreported. So after I became the owner of a computer and keyboard I wrote a story about our visit to Innovia Films and have continued. Carol described me as a scribe. The bible gives the Scribes and Pharisees bad marks but as a standalone profession Scribes would rank higher. We owe most of our knowledge of ancient Egypt to the work of her scribes. Scribes were central to the functioning of centralised administration, the army and the priesthood and in truth very little happened in ancient Egypt which did not involve a scribe in some manner.

I enjoy writing and try to explain to members who are not present at the meetings what they missed. So I hope to continue into the future and wish to say thank you to the Board and friends who congratulated me at the presentation.

Welcome to the new country of origin labelling laws

For as long as most of us can remember, Australia's country of origin food labelling laws have been controversial and confusing. As **Sharon Givoni** writes, they are now about to change.

From 1 July this year, country of origin and food labelling will become more meaningful even though essentially the same legal tests will apply (although there is some talk of them being changed).

The complexities first came about because of the specific way the laws were worded, food grown or produced overseas could still be labelled as 'Made in Australia'. The issue came under particular scrutiny in July 2015 when the frozen berries debacle emerged.

Most consumers will remember the recalls that resulted from recorded cases of hepatitis A being linked to various brands of frozen berries. Apparently, the berries were imported from China and Chile.

At the time of the incident, consumer advocacy group, Choice wandered down our supermarket aisles and examined over 50 product labels, concluding that most consumers would struggle to identify

the origin of the food.

For example, when Choice conducted a survey, they found that frozen mixed fruit and vegetables had varied statements on their labels and some were barely visible on the packaging. Statements such as 'Made in Australia from local and imported ingredients' make it hard to know how much of the contents are actually from this country and how much are imported from overseas.

Further, as a result of the frozen berries outbreak, consumers voiced their preference for Australian-made products.

This has led to a general consumer awakening leading to criticism of our weak labelling system. So this is where we are at.

The new laws in relation to food labelling are set to address this problem with food labels now being required to provide more detail in relation to the quantity of local and imported ingredients.

The current laws relating to 'Product of Australia' or 'Grown in' are fairly straightforward as each significant ingredient or component of the product would need to have been packaged in or grown in the country it claimed; or most of the manufacturing and production services would have needed to occur in that country.

The 'Made in' claim is a whole different story. Under the consumer laws, food and beverage products are substantially transformed in a country if they undergo a fundamental change in that country in form, appearance or nature such that the goods existing after the change are new and different goods from those existing before the change.

The challenge is that the term 'fundamental change' is not defined in the law. Yet the cases indicate that if the form, appearance or nature of an imported product is changed such that the finished product would be regarded as a new and different product from the imported product, then this would be enough.

The controversy lies around the fact that this test could lead to a situation where certain processes such as freezing and crumbing may not have been enough to substantially transform the product and call it 'Made in Australia.' Conversely, peanuts, oils and salt sourced from overseas and made into peanut butter paste here in Australia may have fit within that definition.

Then there are the examples of other foods, such as a pizza. What if all the toppings were sourced from overseas but the frozen pizza itself was put together and packaged in Australia? In some situations, that may be enough to call it 'Made in Australia' but the average consumer may expect all the ingredients to be from Australia.

In the case of jam production, the raw ingredients such as fruit, spices and sugar could be boiled in Australia even though the ingredients were grown and sourced overseas. In some cases, the finished product could legally be described as 'Made in Australia.'

So by now you will be getting the picture: these new laws will be a welcome change.

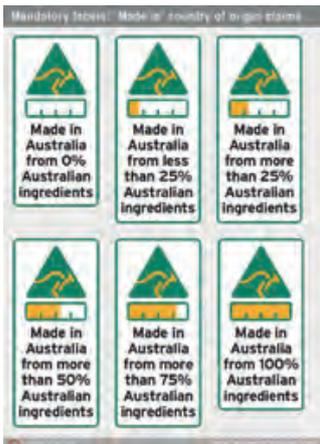
Now, under the new labelling system, labels that display statements such as 'Grown in', 'Product of' or 'Made in' Australia will also picture a kangaroo with a triangle so that consumers can identify the foods' origin at a glance. There will be an accompanying bar chart representing the percentage of the ingredients that are from Australia.

Therefore, although businesses will still be able to use the 'Made in' claims if the bulk of production occurs in Australia, consumers will be able to know whether or not (or how much of) the ingredients are in fact from Australia.

If the products have just

What if all the toppings were sourced from overseas but the frozen pizza itself was put together and packaged in Australia?





been ‘Packed in’ Australia then the labels should feature the bar chart representing the quantity of Australian ingredients, but it will not feature the kangaroo symbol.

The new laws apply to all food sold in Australia, from shops through to vending machines (but excluding restaurants, cafes and schools).

There is no reason for food companies to panic about the changes. There is a two-year transition period to change labelling as the laws do not become mandatory until 1 July 2018. Until then, we will not doubt be seeing dramatic changes to the food labelling laws. Further, as always, businesses will need to put systems

and procedures in place to ensure compliance with the laws and proper paper trails so substantiate their claims.

No doubt there will be a bit of getting used to the new labels but at the end of the day businesses and consumers alike should be left with

more meaningful country of origin information.

We can all share a toast to that!

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[Sharon Givoni is an intellectual property and labelling lawyer. For legal advice in this area, other labelling questions or trade mark protection advice, call 03 9572 1334 / 0410 557 907, info@iplegal.com.au, www.sharongivoni.com.au]

Disclaimer: The contents of this article are a summary only and must not be relied upon as a substitute for your own legal advice tailored to your own specific circumstances.



Retail brands set to make an impression with new packaging

FMCG marketers have a new packaging tool at their fingertips that will help their brands command shelf presence, enable them to react quickly to changing trends or customise a design in a matter of days.

Abbe Corrugated has commissioned the first single pass digital printer capable of printing high quality images onto corrugated cardboard. Called Impression, it’s also the fastest large format digital printer of its kind in the world.

With the acquisition, Abbe and its NSW partner, Austcor Packaging, now have the capability to change the face of retail packaging and displays in Australia.

“Impression isn’t just a step forward, it’s a leap forward,” said Anthony O’Sullivan, Abbe’s Managing Director. “There isn’t another printer in the world that matches Impression for size, quality and speed in this sector.”

For retail brands the opportunities are enormous.

“Impression is going to have a huge impact in a retail environment. We’re seeing supermarkets move to more shelf-ready packaging and brands that adopt this printing method will have a standalone marketing tool capable of stopping consumers in their tracks. After all consumers buy with their eyes,” said O’Sullivan.

“The printer uses a unique

combination of ink technology and UV curing to produce images that have never been seen before on corrugated packaging – they have real ‘pop’ and deliver the ‘wow’ factor at a store level.”

Being digital, there’s no plates or set up – art files are downloaded directly to the printer – which provides enormous flexibility and speed to market.

“This means that customers can run a short-term promotion, produce a greater variety of designs and even personalise packaging quickly and easily,” said O’Sullivan.

One such customer is Fine Food Holdings which has produced a display stand using the new Impression printer for its range of Ob finest gourmet crackers.

“For us the quality of print on a display stand is very important – it needs to capture customers’ attention and reflect the premium nature of our product,” said Fine Food Holdings’ Director Todd Wilson. “On the new display stand the images are eye-catching and appetising. We’re very happy with the results.”

O’Sullivan said the quality of

digital print has improved enormously in recent times but Impression is in a league of its own.

“We’re at a point where digital can compete cost effectively with offset without compromising results.

“Offshore printing may be slightly cheaper but you need to allow 6-8 weeks and sometimes when it arrives it’s not 100 per cent accurate. With Impression here in Australia brand managers have peace of mind.”

Abbe Corrugated has been servicing the packaging industry for more than 20 years. It is widely recognised for its

high quality service, innovation, speed of turn around and understanding of the end user.

“Service is at the heart of everything we do,” said O’Sullivan. “We don’t just want to meet customers’ expectations we want to exceed them.”

Abbe Corrugated
03 9301 8888
www.abbe.com.au

Austcor Packaging
02 9757 7500
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**IOPP'S INTERNATIONALLY RECOGNISED ON-LINE TRAINING CURRICULUM IS
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In today's challenging packaging environment, you can't afford to make mistakes or overlook the critical details that cost precious time and money. You need the knowledge—from materials properties and selection to transport packaging issues—that can help you make better decisions regarding your company's packaging dollars—now.

The Institute of Packaging Professionals' Fundamentals of Packaging Technology is now available to the packaging industry in Australasia through AIP's partnership with IOPP—respected for decades as the trusted authority for continuing packaging education in the USA.

Fundamentals of Packaging Technology on-line is set up for the convenience of busy working professionals, and the training platform is functionally intuitive. Complete your training when your time allows, and at your own pace. Wherever you are, the course goes with you!

Fundamentals of Packaging Technology on-line course content is developed by IOPP in consultation with packaging subject matter experts at leading global consumer packaged goods companies who face packaging challenges just like yours.

Take the complete course and learn about all the major segments of packaging—and beyond. Or customise your training by selecting from 12 lesson bundles organised by topic, or from single lessons as short as 30 minutes. Fundamentals on-line spans 42 modules and 27 hours of content that is recognised for its quality by the World Packaging Organisation.

The Fundamentals of Packaging Technology on-line course is ideal training to prepare for the Certified Packaging Professional (CPP) exam offered through the AIP and the IOPP.