



AIP NEWS

AUGUST 2019



AUSTRALIAN INSTITUTE
OF PACKAGING

AIP EDUCATION DIRECTOR APPOINTED SICHUAN UNIVERSITY PROFESSOR



Pierre Pienaar, Education Director for the Australian Institute of Packaging (AIP) and President of the World Packaging Organisation (WPO), recently received an appointment as Professor to the Sichuan University in Chengdu, China. Chengdu is the fourth largest city in China with a population of 17 million and is the capital of Sichuan Province.

Sichuan University was founded in 1896 and is one of the three oldest universities in China. It is one of the most prestigious national key universities in education, research and social impact in China. It is engaged with 248 global academic universities and research institutes in 42 countries.

The University has 34 faculties, 354 Doctoral programs, 438 Master Programs, 142 undergraduate programs and is ranked #13 out of 2914 universities in China. Sichuan University has some 60,000 full time students and 3,000 international students living on campus and attending classes each year. Including Postgraduates, Master and PhD level students, teaching and administration staff the number increases to 100,000 across three campuses located in Chengdu.

Pierre has been lecturing Industrial Design students as a part of the Sichuan University Immersion Program for three years now.

According to Prof Pienaar 'his focus within the Immersion Program is Material Science, Packaging Management, Sustainability in Packaging and Packaging Design subjects. All of the units have assessment pieces at the end where they need to attain a minimum of 60%.'

"Whilst my teaching focuses on Industrial Design students, people from other courses and faculties, such as design, graphics, engineering, arts, sciences, often attend my classes," Prof Pienaar Msc, FAIP, CPP said.

"The number of students vary from year to year in the Immersion Program, but on average there would be 55 to 75 attending classes; which run from 8am to 5pm, Monday to Friday, I am certainly honoured to have this conferred on me from a prestigious university like Sichuan University. I am even more thrilled that leading universities, such as Sichuan University, acknowledges packaging and all that it is and means to society," he said.

"Sichuan University acknowledges the principles of good academic practice and high ethical standards and they want to see innovative teaching that aims to educate students as critical and responsible members of society and provide them with advanced knowledge." Prof Pienaar said.

Prof Pienaar has been lecturing at a number of other Universities in China since 2014 including Beijing University and Jiangnan University in Wuxi. Please join with the AIP in congratulating Pierre Pienaar on his recent Professorship.

NEW MEMBERS

The AIP would like to welcome the following new Members.

NAME	STATE	GRADE
Adam Carrig	NSW	Associate
William Feng Wu	VIC	Associate
Oliver Frobose	VIC	Associate
Stephen Keating	VIC	Member
James Patrick Manejero	O'seas	Member, CPP
Christopher Moffat	VIC	Associate
Richard Stock	NSW	Member
Eric Taking	VIC	Associate
Hoang Tran	O'seas	Associate
Nikki Withington	New Zealand	Member

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GROUP TODAY



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ALL MEMBERS ARE INVITED TO ATTEND ANY EVENTS ACROSS AUSTRALASIA

LIVE PACKAGING PRINT 2019

NSW



WHEN: 12 August
WHERE: Darling Harbour, Sydney
WHAT: One day forum on packaging print technology. Learn first-hand from local and international printing experts and leading packaging designers and converters. Packaging is a powerful medium, an increasingly valuable consumer touchpoint. The emergence of new technology is seeing the printed pack transforming into a digital data carrier and brand identity protector while driving consumer engagement and delivering shelf appeal.

ASK ABOUT AIP DISCOUNTED RATE

FUTURE OF FLEXIBLE PACKAGING HALF-DAY TRAINING COURSE

VIC

WHEN: 28 August
WHERE: St Kilda, VIC
WHAT: The training course will cover the basic fundamentals of flexible packaging, its benefits, how you chose the specific structures to match the product, its performance, marketing challenges and how the packaging is manufactured.

**NEW
COURSE**

The objectives of the course are to provide participants an understanding of:

- A good broad understanding of the benefits of Flexible packaging.
- The process of manufacturing.
- Where the future lies with flexible films and the changes ahead.
- Snapshot of some of the latest packaging trends and what are the driving forces.
- Understanding the challenges facing us with the sustainable packaging race toward 2025.

PRESENTER: Joe Foster MAIP
Managing Director
OF Packaging



Joe Foster MAIP has been heavily involved in the flexible packaging industry for over 35 years with experience in engineering, Production, Technical, sales and marketing.

2019 FOODBANK WAREHOUSE VOLUNTEERING PROGRAM

VIC



WHEN: 10 September
WHERE: Yarraville, Victoria
WHAT: The AIP Foodbank Warehouse Volunteering Program will provide you the opportunity to better understand how Foodbank works and will be a combination of picking and packing of on-line food orders and packing mixed grocery boxes. The on-line orders have been placed by many of the 470 charity partners who look after the thousands of Victorians currently experiencing food insecurity. Each volunteer will have the opportunity to work in both areas.

AIP PARTNERS WITH PACKEXPO LAS VEGAS

USA



September 23–25, 2019
Las Vegas Convention Center
Las Vegas, Nevada USA

WHEN: 23 – 25 September
WHERE: Las Vegas Convention Center
WHAT: PACK EXPO Las Vegas Is Powering Innovation With 2,000 exhibitors and 30,000 attendees from 40+ vertical markets, PACK EXPO Las Vegas 2019 is the year's biggest and most comprehensive packaging event in the world. There's no better place to explore technology and gain the expertise you need to stay relevant and competitive in a global marketplace. Professionals from All Across the Packaging Industry Attend PACK EXPO Las Vegas.

PACK EXPO Las Vegas attendees come from all vertical industries and include:

- Corporate, general, plant and project managers
- Engineers
- Production supervisors
- Purchasers
- Operations and quality control professionals
- Package designers, brand managers and marketers
- Logistics and supply chain management

ASK ABOUT AIP RATE FOR VISITOR PASSES

ALL MEMBERS ARE INVITED TO ATTEND ANY EVENTS ACROSS AUSTRALASIA

AIP PARTNERS WITH K2019: FREE VISITOR PASSES AVAILABLE FOR MEMBERS

GERMANY



ASK ABOUT
AIP RATE FOR
VISITOR PASSES

WHEN: 16 to 23 October
WHERE: Dusseldorf, Germany
WHAT: Are you planning to visit K2019: the World's No.1 Trade Fair for Plastics and Rubber in October?

From 16 to 23 October 2019 over 232,000 visitors from 160 countries will be heading to Düsseldorf Exhibition Centre to see over 3,000 exhibitors from 60 nations at K2019. Global megatrends are calling for new creativity triggers from industry to shape the paradigm shift for our planet with sustainable solutions. The exhibitors at K2019 will be presenting their answers to these challenges. Be part of the most important business platform for the global plastics and rubber industry.

If you are wanting to visit K2019 then please let us know as the Institute has complimentary visitor passes for AIP Members.

Simply email info@aipack.com.au and let the AIP know how many tickets you need. Limited number of passes are available so don't delay!

AUSTRALASIAN WASTE & RECYCLING EXPO

NSW

COME AND VISIT THE AIP ON STAND F40



WHEN: 30 to 31 October
WHERE: Sydney, NSW
WHAT: Australians are looking towards the waste and recycling industry to drive positive change. As the premier business event for the waste, recycling and resource recovery sector, the Australasian Waste & Recycling Expo (AWRE) is where the best come together to join forces for a world of solutions towards a cleaner, more sustainable future.

The AWRE is a two-day live experience promoting ideas and opportunities for Australia's waste and recycling community and offers new connections, solutions and strategies to build a more stable, sustainable and profitable economy. Year on year, AWRE has proven to be a standout success for exhibitors providing waste collection, processing or recycling services to the commercial, industrial or municipal sectors.

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technology & manufacturing

Food processing, packaging & design

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per week

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INTRODUCTION TO SUSTAINABLE PACKAGING TRAINING COURSE HEADED TO NZ



AIP New Zealand Members and industry colleagues headed to Visy Recycling in Onewhanga for the second time this year to attend the in-demand 'Introduction to Sustainable Packaging Design' training course.

The course includes a detailed and interactive tour of the Materials Recycling Facility and is designed to provide participants an understanding of the current environmental issues that are impacting the producers of packaging and the manufacturers and retailers of packaged product. Participants walked away with an understanding of sustainable packaging design and the practical design guidelines and approaches required including End of Life (EoL) thinking. Due to popular demand in the last 6 months the course, and modified workshop and seminar versions, have now been run multiple times across Australia, New Zealand, Thailand and the Philippines.

AIP HELPS PACK 12,760.44 KILOS OF FOOD ORDERS



Australian Institute of Packaging (AIP) Members headed down to Foodbank Victoria in July to pack food orders and mixed grocery boxes as part of their volunteering program. The AIP packed 12,760.44 kilograms of food orders, equivalent to approximately 22,883 meals for the community. 22,883 meals are the equivalent of feeding a family of 4, 3 meals a day for 1906 days or 5.22 years.

The efforts supported Foodbank Victoria and 20 charities across the state.

Among the 20+ charities who the AIP packed food orders for are:

- Salvation Army
- Asylum Seekers Resource Centre
- Father Bob McGuire Foundation
- Dandenong and District Aboriginal Corp
- Quang Minh Temple

Foodbank Victoria supports 470 charities across the state, and each charity is doing marvellous work supporting struggling Victorians.



AIP HEADS TO COCA-COLA MOORABBIN



Over 30 AIP members had the opportunity this week to tour the largest VIC manufacturing facility for Coca-Cola Amatil. Located at Moorabbin the site includes 6x packaging lines and Syrup Make-up area. The tour also provided familiarisation of the Moorabbin Manufacturing Operations system - Business Excellence LEAN program. The AIP would like to thank Michael Stoneman, Craig Walker and the Moorabbin team for opening up this amazing site to the Institute.



- FLAT BOTTOM BAGS
- POUCHES
- REWIND FILM
- CARTONS
- DIGITAL PRINT & MOCK-UP SERVICE



AIP RUNS TWO-WEEK INTENSIVE LECTURING AT MASTER OF FOOD & PACKAGING INNOVATION



The AIP once again provided lecturers for a two-week intensive component covering packaging, materials, components and design as a part of the Master of Food and Packaging Innovation Degree at the University of Melbourne. This took place during the winter university vacation of July 2019 on the UoM campus.

New attendance records were set this year when 64 students on the program had the opportunity of experienced and industry-based lecturers sharing their vast knowledge and expertise with students from 9 countries including: Australia, China, Ecuador, India, Indonesia, Mexico, New Zealand, Taiwan and Thailand.

It was a thrilling week where the students were motivated in the field of packaging, so much so that 3 students are keen to undertake their PhD, once they have completed their Masters degree, in one or another aspect of packaging. 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 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, over 60 of the students were kindly hosted by Read Label & Packaging where they were able to learn and see digital printing in full swing. This firsthand experience they found most enlightening. Here they enjoyed this time seeing right up close how this future printing technology really works.

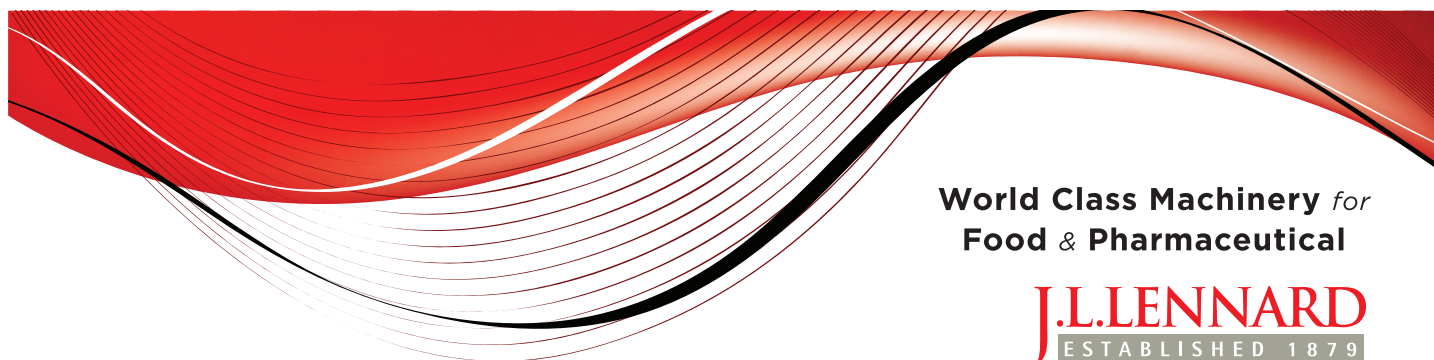
It was most encouraging to witness the passion and excitement that Ross Read MAIP, Managing Director, Read Labels & Packaging and Mark Daws MAIP, Labels & Printing Director, Currie Group brought to this tour. It was also very pleasing to see how Ross and Mark have formed a relationship between their two companies, to the benefit of the printing industry, and at the same time motivated the students into this vibrant and fascinating form of printing. 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 out in the field. 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 some student commented, that they had no idea that packaging was so involved, intricate and interfaced with so many other aspects of industry. Students mentioned that they use packaging in their everyday life but never considered the science and engineering, not to mention the thought and involvement that was necessary in creating a pack.

Prof Pierre Pienaar MSc, FAIP, CPP
Education Director
Australian Institute of Packaging (AIP)



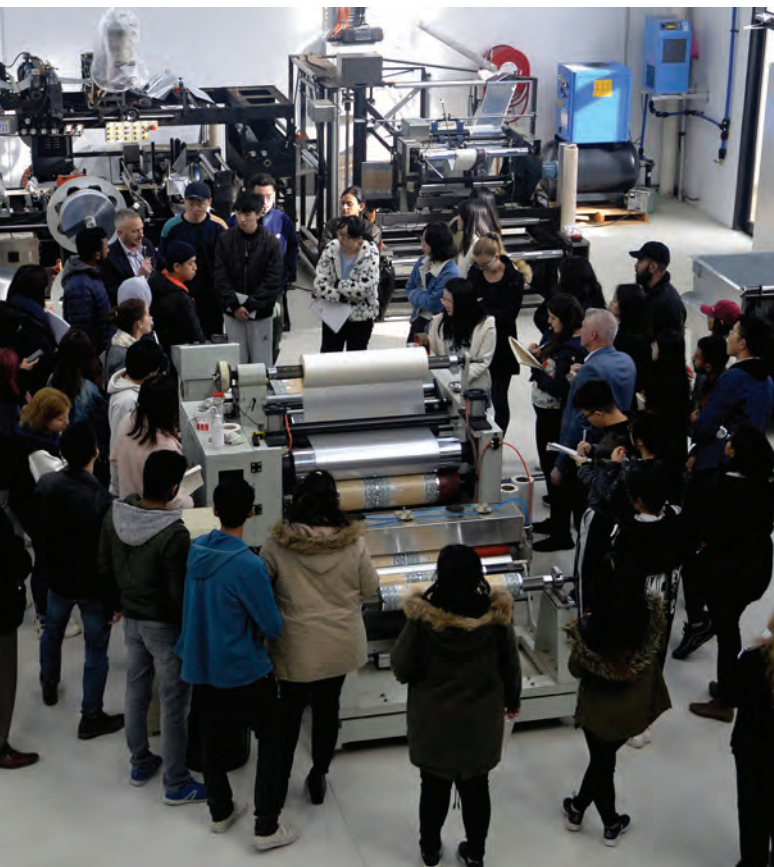
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READ LABELS & PACKAGING OPENS FACILITY TO 60X MASTER STUDENTS



The demonstrations and lectures were delivered by Mark Daws, Labels and Packaging director at Currie Group, distributor of HP Indigo digital printing technology in this region, and Ross Read, managing director of Read Labels & Packaging.

The duo took the students and visiting lecturers through the digital printing and pouch making process, which was recently depicted in an augmented reality execution triggered by scanning the cover of PKN Packaging News magazine, or a sample pouch that was inserted in the magazine (and which had been digitally printed and made by Read Labels & Packaging).

The benefits of digital printing were outlined, and students got to see the workings of the digital press on site – the HP Indigo 20000 – which Read installed last year.

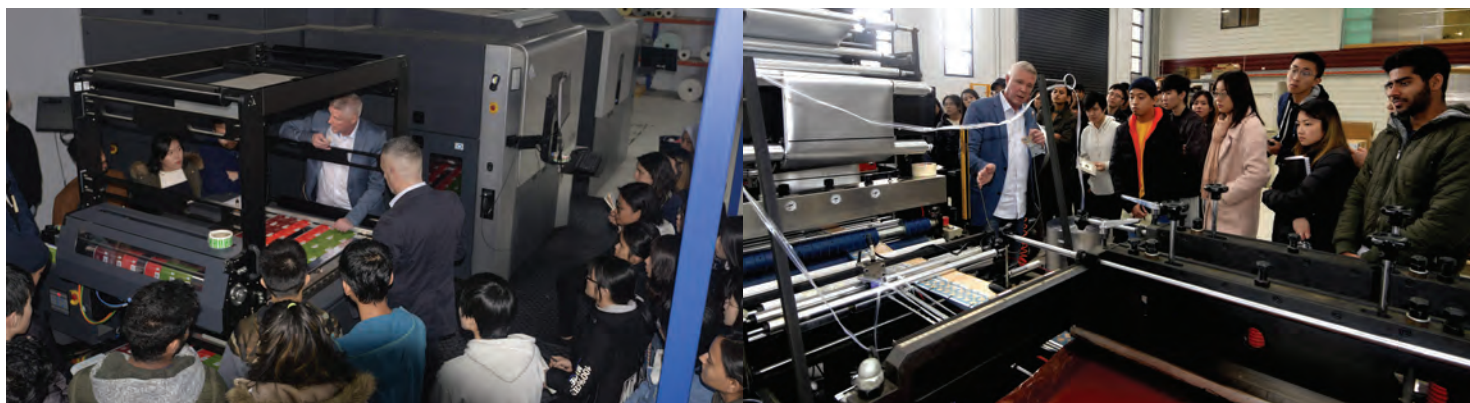
“The wider format of this press (flat size area 760mm) is a real boon. It allows us to digitally print material for small and large pouch sizes as well as shrink sleeves for tubs, which is a capability few companies have,” Read told PKN.

Students currently undertaking the Master of Food & Packaging Innovation Degree at the University of Melbourne were treated to a hands-on demonstration of digital printing and pouch making at the Read Labels & Packaging facility.

The students are currently engaged in a two-week intensive training course as part of their degree, led by the Australian Institute of Packaging. The course covers Food Packaging Materials and Processes and Packaging Design.

Read says his decision to invest in the capability to print and manufacture flexible pouches in-house has given the company its point of difference – being able to provide a full end-to-end solution.

Read Labels & Packaging services companies of every size, from contract packers requiring printed film to feed into form-fill-seal machines at their own factories, to larger companies requiring formed pouches for smaller runs of variants, prototypes or market testing.



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READ LABELS & PACKAGING OPENS FACILITY TO 60X MASTER STUDENTS



"Digital printing gives brand owners considerable creative freedom and flexibility, and the fact that we can break up even the smallest run into multiple SKUs – all printed in one pass – has further widened the scope of possibility," Read says.

In his view, this is an exciting time for the digitally printed flexible market, and he anticipates continued growth in demand.

Mark Daws agrees, noting that the adoption of digital printing for flexible packaging is increasing. "It's a technology that's time has well and truly come, and I was pleased to have the opportunity to share the technology with the students – the next generation of packaging leaders in the making," he told PKN. Currie Group is a partner company of Australian Institute of Packaging.

Prof Pierre Pienaar, AIP education director and also president the World Packaging Organisation, was in attendance.

Commenting on the AIP lecturing programme, he says: "It's always an exciting and enjoyable week lecturing to the Masters students in Food Innovation and packaging at the University of Melbourne. A good group of enquiring minds that challenge the status quo of packaging. This is the future of the packaging industry, which bodes well for us all."

The AIP lecturing team are selected for their extensive experience in their packaging related fields so that the students can learn from leading packaging professionals who work in the industry.

The 2019 intake for the Master degree sees 64 students enrolled from eight countries including Australia, New Zealand, India, China, Taiwan, Thailand, Indonesia and The Philippines.



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SAVE FOOD PACKAGING CONSORTIUM MEETING



During FoodTech QLD this week the Australian Institute of Packaging (AIP) convened a meeting with the Save Food Packaging Consortium to discuss the next stage of their Fight Food Waste Cooperative Research Centre (CRC) project.

Attendees included AIP, Sealed Air, ZipForm Packaging, Multivac, Result Packaging, Plantic and AFGC. (RMIT research team participated via Skype)

In addition, Nerida Kelton, Executive Director of the AIP presented a Save Food Packaging Consortium project outline during a session on National Packaging and Food Waste Targets that was coordinated by the organisers of the show. Alan Adams MAIP, Sealed Air and Jayne Paramour, APCO were also participants in the same panel discussion and Prof Pierre Pienaar, President, World Packaging Organisation (WPO), facilitated the session.

QLD MEMBERS UNDERTAKE SUSTAINABLE PACKAGING TRAINING



During FoodTechQLD the AIP ran their Introduction to Sustainable Packaging Training course. Attendees included Primo, Australian Country Choice, Integria HealthCare, Komatsu, Cormicks, Platypus Graphics, Manbulloo, Yates, Tip Top and more.



AIP EXHIBITS AT FOODTECH QLD FOR FIRST TIME



The AIP recently exhibited at FoodTech QLD which was a great opportunity to catch up with local and interstate members. The AIP was extremely busy for the three-day show with many enquiries focussed on shifting to sustainable packaging from small companies in the meat, dairy and produce industries across Queensland.



AIP RUNS FOURTH IN-HOUSE TRAINING COURSE AT CASPAK



The AIP ran another in-house customised training course this month for Caspak which was covering an **Introduction to Print Technology**. The lecturer was Andrew Readman Senior Educator – Printing, Holmesglen TAFE. This is the fourth in-house training course that the AIP have provided for the staff at Caspak over the last 18 months.



GET ON FRONT FOOT WITH PLASTIC: AIP



Packaging professionals at last month's NSW AIP meeting were urged to get on the front foot with plastic and spread the message about its positive benefits, as the industry comes under sustained attack.

Some 100 people were at the packed lunchtime event, which heard speaker after speaker spruik the uses of plastic, both virgin and recycled, and highlight the steps being taken by the industry to stop its adverse environmental impact.

A feisty question time saw the panel deal with whose responsibility it was to communicate to the public, wrestle with why one tray is marked as recyclable while another ostensibly identical one is not, and question whether laminate coated fibre packaging, such as Tetra Pak, should be marked as recyclable when only part of it is. The question time reflected the tumultuous impact the new-found public awareness of plastic packaging is having on the industry.

Opening proceedings Keith Chessell said, "There needs to be education as to what is happening with plastic. The industry is under siege, plastic packaging in particular. Australia has been sending eight million tonnes of plastic bags a year into the ocean. That is now being stopped. We need to ask ourselves as an industry, is there a future for soft plastic. The answer is yes, but recycling is clearly key."

Caitlyn Richards, responsible sourcing manager, sustainable products and packaging at Coles talked about the supermarket's own efforts, which include having all its own brand packaging 100 per cent recycled by the end of next year.

She also said, "The lightning rod issues, like plastic wrapping of individual cucumbers, are far more complex than the public imagines. Plastic wrapping extends the shelf life significantly, which reduces waste, whose environmental impact is actually greater than the plastic, especially if that plastic is recycled."

The Redcycle programme – which sees the public actively involved in plastic recycling – was hailed as major success, with all 812 Coles stores around the country running it.

Anthony Peyton gave an insight into the PREP programme, and challenged brand owners to be the first to embrace the Roll 'n' Recycle of stand up pouches, which enables consumers to prepare them for recycling in a way that means they go into the plastic and not the paper sorters.



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GET ON FRONT FOOT WITH PLASTIC: AIP

Replas sales and marketing director Mark Jacobson gave an impassioned presentation, highlighting the ability of his company to take post-consumer plastic and produce sellable products like bench seats, promenades and car park wheel stops.

He said, "It is the brands that have to drive it though. And they are coming on board, we have bench seats for sale at Coles that have been made from the plastic waste the Coles customers have brought back through the Redcycle programme. That is the circular economy, where the waste has a value."

Replas has 55 brand owners on board, up from 40 last year, which is up from 30 the year before. Jacobson said, "As brands become more accountable we should see an increasing number looking to take responsibility for the plastic they produce. The Replas solution meets the challenge.

"Plastic packaging is growing exponentially. It is not going anywhere, the opposite in fact. We all have to take responsibility. For instance in your own workplace, what are the car park wheel stops made of? Concrete, or your own recycled plastic?"

Final speaker of the day Peter Tamblyn, sales and marketing manager from Close the Loop said the zero waste to landfill slogan was a big ask, but it is breeding great innovation. Close the Loop has so far recycled 41 million printer cartridges, with the vast majority of them being converted into pellets for road building, through a partnership with Downer. Close the Loop uses multiple recycled products in its pellets, which like toner are polymer based.

Tamblyn said, ***"We have reached tipping point with the roads. Our recycled product is in roads in every state in the country, except NT. And the quality of the roads is better in terms of both the fatigue and the consistency, 65 per cent better in fact when it comes to fatigue."***

The event ran well over time, as the industry wrestled with ways to respond to consumer concern over plastic, and the issue of perception versus reality. Audience members bemoaned the public on the one hand lambasting plastic, while on the other driving its use through their lifestyle choices.



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The AIP would like to welcome our latest Members William Wu AAIP and James Patrick Manejero MAIP, CPP



William Wu AAIP
General Manager
AESON Material

Q1: Why did you join the AIP?

William: I have been associated with the AIP since 2012 when I was working as the General Manager for Cyclelink Australia which is one of the major wastepaper merchants in the world. I joined the AIP to be able to connect with the industry, network and maintain up-to-date industry knowledge. The AIP is made up of an extensive network of packaging experts who are a generous think tank to me. I am also very interested in attending AIP training courses which are great means to improve and enhance my industry knowledge.

James: I was actually looking for other organisations similar to the IoPP and found out about the AIP. I then decided to join to expand my information network in the packaging industry. I believe that the AIP will also add value to my current occupation as well as in other facets of my career. I am looking forward to learning more about packaging trends and new technology as well as meeting colleagues who share the same passion and interest in Packaging as a field of study.



James Patrick Manejero MAIP, CPP
Packaging Engineer
Reckitt Benckiser Healthcare
Philippines Inc.

Q2: How long have you been in the industry and what are your areas of expertise?

William: I have been in the industry for 17 years, with 10 years working in China paper mills on international business development. I have now had 7 years working experience in Melbourne. My area of expertise covers paper machinery, paper making raw materials, international trading and logistics, market research and environmental regulation analysis.

James: I have been in the packaging industry for around 7 years and consider myself an end-to-end Packaging Engineer. I started my career as a Trainee for a Packaging Specialist for Materials and Factory Operations. This was then followed by around five years in the area of Packaging Equipment which included sourcing, testing, qualification, maintenance and auditing.

Currently I am back in the field of Packaging Materials and am responsible for qualification and development. I have extensive experience in Packaging Equipment - VFFS and HFFS systems, sourcing, modification, Plastic Moulding - Thermoforming, Injection, Printing - Thermal Transfer, Inkjet, Laser, Materials - Flexible Laminates, Paper, Paperboard, Corrugated Boards, Metal Cans, Software - Cape, TOPS, Optiva, SAP and more.

Q3: What is your current role and what are your responsibilities?

William: I recently founded AESON Material which is a company that will focus on Bio-degradable packaging materials. My role is to draft company strategy on business development, also to maintain industry networks, as well as company management. With Australia releasing the 2025 national packaging targets environmental friendly packaging solutions will be important for the industry. AESON material is proud to produce container boxes (to replace Waxed carton boxes), bio-degradable tape (to replace PVC tape), corn starch garbage bags and many other products to replace or reduce plastics dumping. Certificated by SGS/Din Certco, we are confident that we can provide the Australian Packaging industry new packaging materials to meet the 2025 national packaging target.

James: I am currently a Packaging Engineer so my scope of work is the qualification, development, updating, cost savings, and system maintenance of all Packaging Materials to be used for Finished Goods. My responsibilities include Optiva/SAP set-up for finished goods Qualification of Packaging suppliers and materials, Development of Packaging Specifications, Artwork Conversion to packaging, Sustainability and Cost Reduction initiatives and Factory Support.

CAN YOU HELP THE AIP MAKE A DIFFERENCE?



As you may be aware the Australian Institute of Packaging (AIP) have spent their Christmas Party every year for the last eight years with a twist. The Members pack Foodbank hampers for people who need some assistance from their community at Christmas time.

In 2018 over 200 people packed 1400 hampers for Foodbank to provide to those in need during the holiday season. The hampers included 1000 family hampers and 300 ladies packs. The total valuing over \$120,000 worth of items that were either donated, or the funds raised for, by the Association and the wider industry. Over the last eight years, the team has packed 8000 hampers to the value of close to \$900,000 for people in need and they look forward to packing even more hampers in 2019.

All of industry is invited to donate items to the hampers, funds or attend and also participate on Friday the 6th of December at Eagle Farm Racetrack.

With this, it is that time of year again where the Australian Institute of Packaging (AIP) are starting to develop the plans for the items that will be in the family hamper and the women's hampers for our annual Foodbank Hamper program. This year we have plans to also add a children's back-to-school hamper which will include stationary items.

SO HOW CAN YOUR BUSINESS HELP US?

Your company can decide whether they would like to donate items to one, or both of the hampers with the quantities being 1000x for the Family Hamper and 300x for the Ladies Hamper packs. Any product donations - even if less than these quantities mentioned - are greatly appreciated as we use financial donations to help make up the difference.

OR

You could encourage your staff and colleagues to help you collect one of the nominated items on our wish list during the next 5 months, purchase the items, or donate funds towards the items. As above any product donations - even if less than these quantities mentioned - are greatly appreciated by your staff.

OR

You can simply provide volunteers on the actual packing day.

We also have the ability to accept the physical goods from now as we have a warehouse in Queensland that kindly provides us with space for our hamper items.

We do hope that you join us in 2019 for this wonderful program and to help us meet the \$1 million mark in donations.

Should you have any questions or wish to discuss this further please email info@aipack.com.au

Please find below a video of the actual packing day.
<http://aipack.com.au/about-us/helping-foodbank/>



CLICK HERE TO SEE OUR WISH LIST

PACKAGING DESIGNED TO LEAVE NOTHING BEHIND



With the war on packaging waste, together with 2025 global packaging targets, it's fair to say that the food packaging industry is busy finding new ways for smarter packaging. The strong media focus on "end of life" for packaging means consumer awareness and demand for green solutions is growing, along with the increasing concerns that packaging is ending up in our landfill and oceans.

While efforts to reduce end-of-life impact are certainly critical, the significance packaging plays in protecting food and reducing food waste is often underestimated. So, as we get busy finding new smarter ways for packaging, where exactly should we be focussing?

Designing food packaging for longer product shelf life and product protection is non-negotiable. Resources need to be optimised and end of life taken into account. Well-designed packaging takes the full life cycle of a product into account – end of life cannot be considered in isolation of the primary role of packaging.

Reducing, reusing and recycling are great ways to make a smart difference and certainly have their uses in the greater scheme of things. However, the best way is to embrace the opportunity to re-design, reinvent and change the status quo. For example, fresh proteins packed in a modified atmosphere tray lid configuration require absorbent pads to retain product purge. In fact, across ANZ's fresh meat sector, more than 750 million soiled pads end up in landfill each year.

That is a huge number. Rather than re-designing the pad to make it recyclable and therefore address 'end of life' concerns, a total rethink of the solution gave rise to a new sustainable way.

Sealed Air's Cryovac HydroLoQ barrier tray is a new concept where product purge is retained by the purposefully designed cavities in the tray, thereby eliminating the need for a soaker pad. The recyclable tray offers extended product freshness and shelf life and with no soaker pad to dispose of, Cryovac HydroLoQ is designed to leave nothing behind.

Another example of re-design and reinventing is the gradual evolution from modified atmosphere packaging technology to vacuum skin technology, which offers a step change to Sealed Air's food value chain. For example, Cryovac Darfresh is proven to at least double the shelf life of fresh red meat, enhance logistic and retail efficiencies and offer an enhanced consumer experience. Extended shelf life of this magnitude means less food waste, less packaging waste and it means better profits for our processors and this means better business sustainability. Not to mention, the best eating experience available.

Smart design means smart for everyone along the value chain, from processors to retailers and consumers. While down gauging (reducing) ticks one box, its benefits cannot be negated by poor operational throughput, down time and lost profits.

Cryovac OptiDure is an example where traditional barrier shrink bags have been re-engineered to use less material, drive improved abuse resistance, and improve operational efficiency and throughput. Its leading clarity and gloss characteristics drives stronger shelf aesthetics and that means greater consumer appeal. And once the product is opened, consumers can place the shrink bag into polyolefin recycling streams.

A holistic approach to packaging design will yield the best outcome, but a design around end of life only is a flawed approach. The noise around end of life alone should not dictate future packaging design and development.

Beyond saving food and delivering operational excellence, smart design must also take into account product and consumer safety. As we commit to including recycled content into 'direct food contact' packaging, we cannot simply introduce a new recycled element into a re-design without proper validation. This is not an area of guesswork and must be validated from a regulatory perspective, ensuring it meets all necessary food law requirements.

While all of this logic may resonate across industry professionals, this is a story waiting to be told. In the minds of consumers, plastic waste is still perceived to be worse for the environment than food waste.

According to a recent survey, ANZ consumers agree that re-sealable packaging is the best way to reduce household food waste. The findings also show that packaging has a reputational impact on the supermarket. More than 45 per cent of ANZ shoppers state they would react positively to a store promoting their food items as being packaged in a way that optimises food freshness.

Now is the time for education and B2C communication. Consumers need to understand how packaging contributes to a safer and less wasteful food supply chain. They need to know how it impacts food accessibility around the world and how it drives better business sustainability for local producers and processors. Brand owners have a role in telling this story. Without a story, consumers and non-industry stakeholders see packaging as unnecessary, simply adding to our waste piles.

To reduce is priority, but whether we design for reduce, reuse or recycle, the full product lifecycle must be at the front of mind when designing packaging. A smart design that yields a sustainable outcome for all of our value chain is a fail proof way of leaving our environment in a better place than which it was found. And, that's a stronger story we should all own.

Part of the problem is that there are a few misconceptions out in the marketplace when it comes to the sustainability of food packaging.

Sustainable packaging is often met with the perception that it is green and environmentally friendly in that it is made from renewable materials and can be recycled or is compostable. Quite often, the focus on end of life and its disposal dominates. But, there's a missing part of this story about packaging's primary role in keeping food fresh and safe. If you consider the resource intensive nature of our food supply chain, packaging that can double shelf life offers immediate and substantial environmental benefits.

Longer shelf life and freshness allows us to consume products within a greater time period, enabling less waste. But, it also goes a step further. There are also peripheral benefits, such as not wasting the resources that surround the packaging of products, such as the water and energy required to produce an item.

Sometimes, damaged products, or spoiled foods, have a greater environmental impact than the products that protect them. For example, the carbon footprint of 1kg of beef is nearly 400 times that of the plastic packaging used to protect it during distribution and sales.

We need to remind stakeholders that sustainable packaging involves understanding the life cycle analysis of the whole package including the product, packaging and shipping. This is something some people do not consider when looking at the big picture.



Cost sensitivity is a concern, but is often negated when processors and retailers realise the myriad of supply chain benefits. From reduced re-work and down time through to extended shelf life and product appeal, it's easy to see how value sells itself. Again, while the initial outcome seems obvious, if you dig a little deeper, there are other considerations that need to be taken into account.

Sealed Air just doesn't talk the talk, it is dedicated to the 2025 pledge and its packaging targets, and it does so by strongly supporting its research and development team. While efforts are deployed to meet targets, smart design underpins Cryovac innovation. It starts by efficient design and waste avoidance, ensuring packaging design provides efficiency and functionality.

One of the challenges is changing the mindset of the consumer. In the minds of many customers, plastic is still perceived to be worse than food waste for the environment. Let's applaud the past three consecutive years where FMCG brands including Harvey Beef, The Bared Bird and Don KRC have been awarded gold for the Packaging that Save Food category at the Packaging Innovation and Design Awards (PIDA) using Cryovac solutions that extend shelf life and reduce waste across the supply chain. Brand owners have a great opportunity to leverage this and drive a sustainable brand story.

Sealed Air loves exciting the industry and we like to keep some things a secret. What we can say is that as we reinvent Sealed Air, we reinvent the way we make our products and solve our customers solutions. As an industry however, we know that education at store level and across consumer brands will drive better informed consumer buying decisions and thus we should start to see brands tell this story.

As mentioned, research shows more than two in five Australian and New Zealand grocery shoppers stated they would react positively to a store promoting their food items as being packaged in a way that optimises food freshness. But what they also said was that they would react positively to a store promoting that its fresh food items are safer to eat. The reputation and image of food brands and retailers is likely to be positively enhanced by participation in educating the public about food packaging and helping them to make more environmentally friendly choices. A store or retail brand being proactive in communicating about how to reduce food waste is likely to drive favourably among consumers.

Alan Adams MAIP, Sustainability Director, Sealed Air, APAC



As a part of an Australia and New Zealand wide partnership between O-I and AIP the Spotswood site in Melbourne recently opened their facility up to AIP Members for a tour.

O-I is undertaking a major transformation in many of its plants across the globe, including Spotswood. While these changes include upgrades of furnaces and equipment the showpiece changes are a focus on customer engagement. This and other research, leads the company marketers to identify opportunities for products and glass packaging which help customers tap into a previously undiscovered consumer trends.

Paul O'Driscoll the Plant Manager, supported by Bayard Sinnema Regional Development Manager conducted the afternoon's exercise which was in three parts. Initially we were given an overview of the company and plant history which has been on the same site for 129 years and is the oldest glass manufacturing plant in Asia-Pacific. (The company has 80 plants across the globe and a number of Joint Ventures and licensees in Africa.)

The company used to manufacture plant machinery but nowadays they purchase elsewhere, but still to the critical company specifications. Newer higher technical equipment is available and makes for shorter lead time of change. Talking about change Paul explained that job changes when a batch finishes and a new one starts have an impact on output. In one previous year 182 job changes were necessary along with six colour changes, but with expanded product lines a job change is likely almost daily. It is around one hour downtime to make the change and around 24 hours below full capacity is likely.

In 2016 180 kilo tonnes of beverage and food containers were produced. The number of units pushed out the door was 888 million in 71 different configurations. C&UB is the major user of Spotswood glass bottles, but other customers allow for continued expansion of newer designs and concepts.

One thing that has always been noticeable in glass packaging has been the clear and unambiguous description of a container. Base, shoulder, lip and body are still used and leave no misunderstanding.

After viewing a corporate video called Fire and Sand we split into groups to visit firstly the Mould Shop which is the unsung hero. Each container manufactured has a specific mould that is built to make molten glass into a unique glass container. Starting with a concept drawing of the marketable unit the mould is manufactured and embossed with any differentiation from another bottle. This will entail engraving or other manipulation to the inside of the mould. Once in operation the team at the Mould Shop are responsible for the upkeep and provision of the correct mould in its correct grouping to be fitted in the processing room.

We then donned personal safety gear and went walkabout through the plant to see it all happen. The raw materials for glass are silica sand, soda ash, recycled glass (called cullet), limestone and other lower dose oxides. Once batched the melting process occurs and the solid admixture is melted at a very high temperature. Once melted the molten glass is further processed in one of two basic forming methods. They are press and blow or blow and blow, but for this report will not be expanded upon.

YOU SHOULD HAVE BEEN THERE

The molten glass moves along to where a shearing blade is used to cut and shape the glass into a cylindrical shape, called a gob. The cut gob falls, and using gravitational force, slides through the appropriate passage to reach the moulds.

A metal plunger presses the gob into the blank mould, where it assumes the mould's shape and is then termed a parison. Next, the parison is moved into a final mould, where it is formed to assume its final dimensions.

Once formation is complete, some bottles may suffer from stress as a result of unequal cooling rates. An annealing oven is used to reheat and cool the containers to rectify stress and make the bottle stronger. Inspection is then done by a combination of automated and mechanical inspection, to ensure the integrity of the final product and is quite stringent with no more than two hours between tests, and one worker group testing the other.

Some other finishing operations take place before the approved containers go to the automatic packaging station. All product is palletised and either wrapped in plastic, stretch or shrink bagged, or simply strapped.

Automatic transfer carts collect the finished pallet loads and vanish out of sight to hand over to first external link in the supply chain. When major refurbishments are completed the unit loads will be stored on site eliminating the need for third party warehousing costs.

We then reassembled and had the opportunity to explore some innovative glass packaging. Bottled milk direct from the farm is a major clock turn back that has been achieved in New Zealand (<http://auntjeans.co.nz>)

Aunt Jean post on their web site the message that was repeated in many forms during our stay at Spotswood.

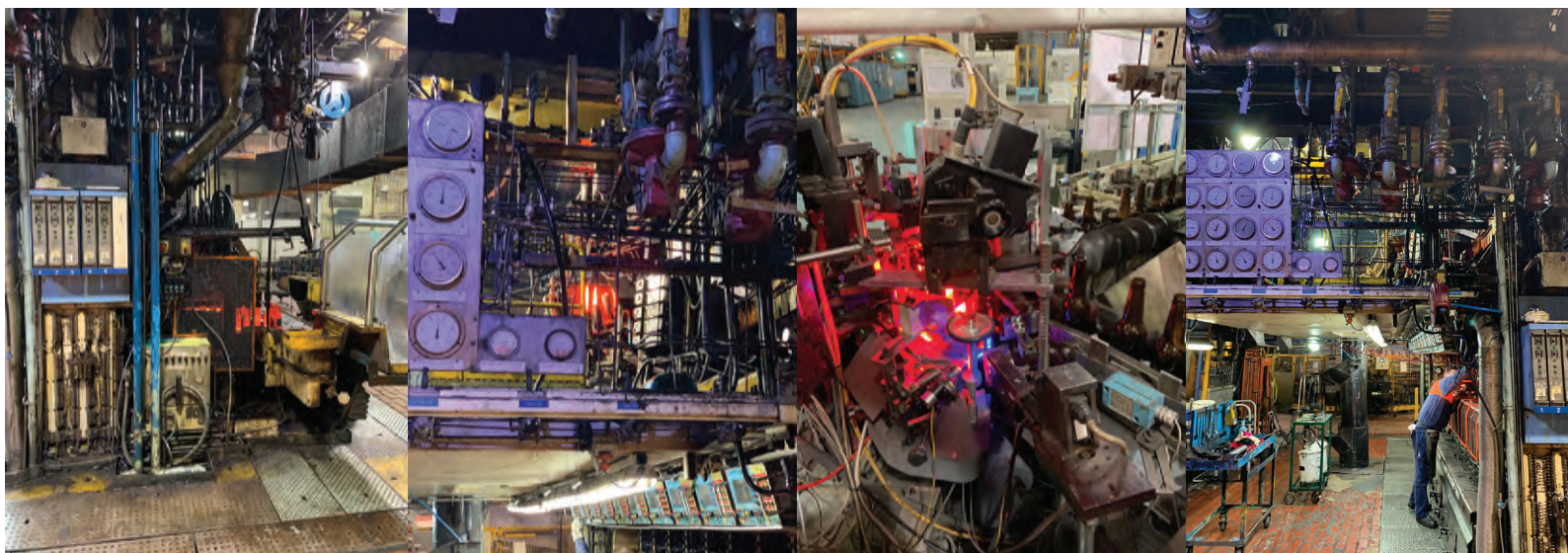
Glass is a better choice. Milk in glass bottles is fresher and healthier. It also tastes and looks better. Glass preserves flavour, so all you taste is the pure flavour of our premium quality milk. Glass is healthier too, because it's pure and non-reactive, forming a natural barrier to protect the quality of the milk.

Glass is made from 100% natural substances, so it's sustainable and infinitely recyclable.

Millennials came to the fore when we learnt about several specifically designed bottles to cater for changing dietary habits and the reduction in alcoholic intakes. Those who attended are much wiser than those who did not, as the saying goes "you should have been there"!

Carol Kilcullen-Lawrence FAIP, CPP, National President, AIP, presented our hosts with a commemorative plaque and a memento packaged in wine bottles made by O-I Glass.

If you'd like to learn more about O-I Glass visit www.recycleglass.com.au or connect with bayard.sinnema@o-i.com





Plastic products have become an integral part of almost every area of life. For good reason. Plastic packaging extends the shelf life of food, plastic parts in cars reduces their weight and CO2 emissions.

In medicine, plastics ensure maximum hygiene standards and make medical products safe. Despite its many advantages, this important raw material has come into disrepute for some time now - because of the plastic waste that pollutes entire regions and floats in huge carpets on the world's oceans. But this problem can be solved. As the concept of "circular economy" plays a central role in this, it has become a hot topic at K 2019, the world's flagship fair for plastics and rubber, which will be hosted from 16 to 23 October 2019 in Düsseldorf/Germany.

The idea at the root of the circular economy concept is quite simple: once used, valuable raw material can be processed at the end of its service life and be reused to create a new product - in an infinite loop. While some materials have limitations that do not allow this, a vast array of polymer materials are perfectly suitable for this approach. A circular economy dramatically reduces waste and also protects the resource of crude oil, because wherever new products are made from recycled plastic, there is no need to use raw, i.e. previously unused, materials.

About seventy years ago, plastics became a mass product. The University of California estimates that about 8.3 billion tons of plastics have been produced since then. Particularly in the wake of the strong population growth in many parts of the world, plastics production rates have shot up in recent times. The survey shows that the figures rose sharply: from 2 million tonnes of plastics produced in 1950 to 348 million tonnes in 2017. Accordingly, we have witnessed a substantial rise of plastic waste and we are faced with an urgent question: how to manage plastic waste sensibly? Two pressing problems are at the root of this complex challenge: littering and the unrestricted use of resources, which not only damages the environment but also slows economic growth.

TACKLING THE PROBLEM

Many countries have now realised that they need to change their approach if they want to harness the undeniable benefits of plastic products for years to come. In its plastics waste management strategy presented in 2018, the EU has shifted its focus to the recycling sector.

In China's current five-year plan, circular economy is postulated as a goal. Countries such as India and Indonesia have declared war on plastic waste pollution. There are also approaches to a cycle in Africa, for example in Nigeria. Because criticism of plastics has also been growing among consumers in many places, a whole series of international brand manufacturers have already committed to the cause and adopted their own recycling strategies.

Companies such as Coca-Cola, Ikea, Kraft Heinz or Adidas have promised to increase the proportion of recycled plastics in their products or their packaging in the future or – as in the case of Chinese Gree Electric Appliances, one of the largest manufacturers of electronic domestic appliances in China – have vowed to make their products completely recyclable.

MANY FACTORS COME TOGETHER

However, the implementation of a circular economy is still very much in its infancy. Many prerequisites still have to be met. First of all, we need waste collection systems. If used plastics are to be recycled, a sufficient quantity must be available. At present, there are various different recycling systems established in many countries throughout the world. In Germany, for example, there are deposit systems for PET bottles or models that coerce the industry and retailers to participate in the financial costs of packaging collection.

They are all based on the idea that plastic waste is a valuable asset worth collecting. Product design is also important. So far, the main focus has been on functionality and, in the case of consumer goods, appearance. In the future, recyclability should become an important aspect that comes into play in the early product development stages.

www.messe-duesseldorf.de

Making his mark

Packaging evangelist and educator Professor Pierre Pienaar has had a passion for all things packaging running through his veins since early in his working career. Today, as president of the World Packaging Organisation, he has reached a professional pinnacle but his personal journey in packaging is far from over, he tells Lindy Hughson.



LEFT: In his element, talking packaging: Prof Pierre Pienaar, WPO president.

BELOW: Pierre Pienaar and Lindy Hughson at the WPO stand at Pack Expo 2018 in Chicago.



I ask him, “When I say packaging, you say...?” His response is quick: “I say customer satisfaction – it’s all about designing the pack from the outset to ensure the consumer gets the product in the state they’d like to receive it, without negatively impacting the environment from whence we draw the resources.”

His personal goal echoes that of the WPO – to bring better quality of life through better packaging to more people. ■

Professor Pierre Pienaar, founder of PackTech Solutions, can be contacted on e:packsol@onthenet.com.au; www.packsol.com.au



PIERRE Pienaar and I go back a long way. We met in South Africa in the early 1990s at a two-day training course on pharmaceutical packaging. I was new to packaging trade journalism, and Pierre was running the course as the education director of the Institute of Packaging South Africa – an association which he also served as national president for a number of years.

I remind him, over coffee at the recent ProPak Asia – where I’ve stolen time with him in between his various presidential duties – that the task he set us that day was to design the on-pack graphics for a cough syrup. I don’t remember much more about the coursework per se, but what I do remember is the positive impression Pierre made as an educator and committed contributor to the wider industry.

Not long after that, Pierre relocated to Australia. Drawing on his previous success as a packaging engineer and technologist working for major pharma and food multinationals in South Africa, he established the consultancy business he still runs today: PackTech Solutions.

It wasn’t long, however, before his calling to serve in the field of packaging education found him involved with the Australian Institute of Packaging, learning the local education ropes from industry doyen

Professor Harry Lovell. Pierre has served as national president of the AIP, as well as education director, a position he still holds. He expanded his reach as an educator not only through the AIP, but also in his role as VP Education on the WPO, where he has been instrumental in growing the training programmes offered in developing countries. His long-term involvement in training at University of Beijing earned him his first honorary professorship, bestowed on him in 2016. And on the very morning of our catch-up, he’d received news of a second such honour, this time from Sichuan University in China.

His current WPO role sees him globe trotting to fulfill his official duties, and to interact with his hand-picked executive team of ambassadors and advisors, a group he credits with his success.

“You have to surround yourself with the right people; my cohesive team drawn from a diversity of cultures and nationalities has enabled WPO to increase its membership base of industry associations from forty-two to fifty-eight countries in the last eighteen months, and raise the profile of all the positive work we are doing.”

Pierre says the experience he gains through being exposed to the cut-and-thrust of the global packaging industry has benefited his PackTech Solutions clients enormously.

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Accessible Packaging Design is a Must for Modern Food Manufacturing

Words by Nerida Kelton, MAIP

How many times have we all grabbed a knife to open a pack of ham, spilt food across the kitchen because the pack was too hard to open, been unable to read the text on the pack (even with glasses on) and then vowed to never buy that brand again? These challenges are even more pronounced for the ageing population, those hospitalised, people with a disability, arthritis sufferers and children.

Accessible Packaging Design that is intuitive, easy-to-open and innovative should be an integral part of packaging new product design (NPD) processes.

All too often accessible packaging is not considered when designing products, which in turn leads to unnecessary frustration when opening and closing packs or reading the ingredients or instructions on packaging. It is important that packaging technologists consider how their packaging design could affect someone's ability to eat and drink and the flow on effect on food wastage.

Research from Arthritis Australia in 2018 shows that:

- All consumers struggle with packaging at times, but those most impacted are the ageing population, consumers with disabilities, arthritis sufferers and children
- 44% of consumers struggle with packaging every day
- 92% of consumers have spilt or damaged a product when trying to open the packaging

- When consumers experience hard-to-open packaging:
 - 56% look for the production a different type of packaging
 - 21% look at buying a competitor's product
- 65% of consumers have had to wait for someone to come and open packaging for them
- Half of all consumers have injured themselves opening packaging – including deep cuts and chipped teeth
- 89% of consumers feel 'frustrated' or 'furious' with packaging
- 67,000 consumers in the UK visit hospital casualty departments every year due to an accident involving food and drink packaging.

Accessible design and ease of use critical design elements need to be considered in all packing design decisions and packaging technologists should be using available resources and training to better understand the needs of the wider consumer market.

Step one: accessibility packaging design guidelines

If the accessibility packaging design guidelines aren't being utilised, then it's possible brands could be losing customers whose abilities are not being considered and needs are not being met. These Guidelines were developed by Arthritis Australia, in conjunction with Dr Brad Fain from Georgia Tech Research Institute, and are available in New Zealand through a

partnership with Arthritis New Zealand.

Some of the key guidelines are that packaging must be easy to open and use for those with limited functional abilities, packaging labelling must be highly legible, packaging shall be fit-for-purpose, and must be able to demonstrate accessibility.

Step two: accessible packaging design training

The Australian Institute of Packaging (AIP), in conjunction with Arthritis Australia and Georgia Tech Research Institute, has developed a half-day training course on accessible packaging design. The course allows attendees to become aware of design requirements and understand ease of use packaging design tools, including examples from around the world. It provides information on changing household demographics, meal preparation requirements and case studies from users.

Attendees learn measuring techniques, the types of injuries caused by packaging, and current consumer satisfaction levels with packaging accessibility. The course offers an activities-based approach and hands-on team exercises, helping participants understand the constraints on current packaging designs for people with disabilities, arthritis sufferers, children and the ageing population. This includes testing with simulation gloves developed by Georgia Tech Research Institute and reading glasses from a UK researcher.

Step three: Recognition of Innovative accessible packaging design

The AIP, in conjunction with Arthritis Australia and New Zealand, has developed a new accessible packaging design award to recognise packaging that is accessible, intuitive, easy-to-open and innovative, as a part of the Australasian Packaging Innovation & Design Awards.

The judges were looking for accessible packaging design that included measuring techniques, an understanding of injuries caused by packaging, and consumer satisfaction levels with packaging accessibility. The inaugural award winners were announced this month, with SPC Ardmona winning gold and Flavour Creations winning silver. The other two finalists were Moana New Zealand & Sealed Air for Cryovac® Grip and Tear®, and Campbell Arnott's.

SPC Ardmona have developed their SPC ProVital Easy-Open Diced Fruit in Jelly range that is carefully designed for all consumers to open, including those with reduced fine motor skills, dexterity and strength. On-pack communication is clear, crisp and legible for all. This design achieved 'easy to open' certification as well as an ISR +8 accessibility rating, meaning the product is universally easy to open, with 95 per cent of the population able to open the pack without tools.

Flavour Creations developed their pre-thickened ready-to-drink (RTD) packaging in a new dysphagia cup and cup holder, designed to specifically increase rates of hydration and decrease rates of malnutrition for residents and patients with dysphagia. Along with a reusable holder and plastic over seal, the snap fitting portion control cup has a large overhanging tab that has textured and clear 'peel back' wording to make it very obvious how to open the product.

Moana New Zealand & Sealed Air for Cryovac Grip and Tear (including 'small tab') was designed to foster ease of use for packaged meat, poultry and seafood products for processors, food service and retail markets. This accessible packaging enables convenient product access using a design that is simple and intuitive for consumers to use, irrespective of their age or functional abilities. Previously, these difficult to open items required opening tools which could easily cause injuries.

The Grip and Tear feature means the packs can now be easily opened by a simple hand action. Sealed Air have undertaken significant design innovation in the development of the Grip and Tear feature in order to meet both the food handling and food protection requirements for a wide range of products that may use this new packaging format.

Campbell Arnott's have redesigned 10 SKUs from their catering range of portion control packaging to adhere to accessible packaging design guidelines. Key features of the Campbell Arnott's packaging include serrated edges on both sides of the pack to reduce the force required to tear the corner of the packaging open, and providing consumers a clear written message on how to open the pack. Arnott's received an ISR +8 accessibility rating for this new style of packaging.

Nerida Kelton MAIP is executive director of the Australian Institute of Packaging (AIP) and ANZ Board Member of the World Packaging Organisation (WPO).



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Crowning glory



Home-grown innovation from Caps & Closures has achieved acclaim on the global stage, with the Melbourne company walking off with a trophy at the recent WorldStar Awards. Lindy Hughson caught up with MD Brendon Holmes to find out more about what led the business to the spotlight on a stage in Prague.

to their needs. When our customer asks 'Wouldn't it be great if we could...?', our team is equipped to develop and deliver a solution."

A case in point is the WorldStar-celebrated Precise Pour closure, developed for customer Seasol – who expressed an interest in a tap that could pour through its centre – and which marks a leap forward in the functionality of the simple tap closure. This 360-degree continuous pour, anti-glug closure is designed to replace any tap that requires the customer to puncture the bottle and any tap that is designed to be sold as an additional component. It's simple to apply, intuitive to use, and offers tamper-evidence.

The inventiveness embodied by his team clearly energises Holmes, who too has creativity running in his veins – schooled in the design and construction of musical instruments, he's also an accomplished musician and artist, whose paintings adorn the company's walls. It's not surprising then, that he places so much store in the importance of innovation as the driver of growth for the company.

SLIDING DOORS TO SUCCESS

There have been several notable 'sliding door' moments for the business that have boosted the company's market position. The first was the decision to move from its original premises located alongside a creek (HACCP nightmare!) to arguably the best address for any manufacturer: Number One Quality Drive. The Dandenong facility was purchased in 2011, and completely refitted. The new HACCP-accredited facility inspired confidence in major multinational customers like Heinz and Schweppes, among others, and the business took off.

WINNING might not be everything, but there's no denying it's a grand feeling to achieve recognition from your global peers on a world stage, no matter what the award. So when fellow Australian and World Packaging Organisation president Pierre Pienaar raised the arms of MD Brendon Holmes and design engineer Michael Van Dord to celebrate their victory at the WorldStar awards in Prague there was an ebullient sense of pride all round.

But for Caps & Closures managing director Holmes, who has adeptly led his team to this pinnacle, there's no room for personal hubris. For this self-effacing leader, it's all about how the award reflects his team's efforts to interpret and deliver on customers' requirements.

"The WorldStar recognition was a confirmation of the strategic direction and vision we have developed as a company over the last four years," Holmes says. "Now we want to continue to build on this vision and expand nationally and internationally, creating new markets for our innovative concepts."

"We may not be the largest manufacturer in our local market, but we are definitely a contender looking for the next step into international markets."

The 25-strong company fields a multifaceted team of sales professionals, design and tooling engineers, moulding technicians and plant operators. Holmes has been at the company's helm since he purchased the business in 2004. By his own admission, the first few years were a struggle, but he soon worked out that the company had to focus on closures rather than other packaging formats, and service a spread of markets. Today the customer base spans the food, beverage, pharma, cosmetics, agri-chem, household, and automotive sectors and the company has an established reputation for developing leading-edge innovation.

Holmes is quick to point out the important role customers have played in Caps & Closures' success.

"Although we are the ones who pull the ideas together and deliver the innovation, our customers are the inspiration," he says.

"Our dedicated sales team regularly visits our customers and listens

ABOVE: Proud moment: WPO president Pierre Pienaar (centre) celebrates Aussie innovation with WorldStar winner Caps & Closures' Michael van Dord (left) and Brendon Holmes (right).

Although we are the ones who pull the ideas together and deliver the innovation, our customers are the inspiration."

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FAR LEFT: Driving growth: (from left) MD Brendon Holmes with sales manager Bruce Langlands and operations manager Gary White.

LEFT: Innovation at work: Design engineer Michael van Dord at his workstation, with the 3D printer 'building' a prototype part.

Today the facility houses some 22 injection moulding machines, including two Netstal Synergy 2400 units purchased in the last 18 months, and Holmes hints that more installations are imminent, along with a factory expansion that will see a third warehouse set up in close proximity to the factory.

"We like to ensure we have available capacity at any time, to be able to respond to unplanned requests. We're looking to expand our capacity so we can continue to improve our throughput on high value products," he says.

"The key is flexibility. We maintain a fleet of small, medium and high capacity machines which enables us to be agile and innovative, and in so doing we're able to run the business on sustainable principles [Caps & Closures is an APCO signatory] and deliver production efficiency."

INNOVATION IN-HOUSE

Another sliding door moment occurred four years ago, and created a step change in the company's ability to manage its intellectual property. Up until this point, Caps & Closures had outsourced its maintenance and tooling functions. But when the owner of that business passed away suddenly, and his widow called to say she had to shut up shop, Holmes made the split-second decision to buy the company, on-board its staff, and bring tooling in-house.

"Now the ideation and development process is streamlined, and we have complete control over our IP, from concept to shelf," he says.

To support the in-house innovation process, the company has invested in a number of 3D printers to facilitate proof of concept and prototype development.

"Being able to give the customer something to hold in the hand is vital to simulating the user experience," he says.

Holmes notes that in Precise Pour's case, the team printed in excess of 80 3D models before achieving the ultimately successful prototype that went on to be commercialised.

LOOKING AHEAD

Despite continued growth, and numerous awards under its belt, Caps & Closures is not resting on its laurels. The company is currently undergoing the final stages of a rebranding process, and has engaged consultancy firm Design2Thrive to revisit the company's values, mission and vision with emphasis on developing a strategy around designing for the future. Key pillars are culture, sustainability and ageing population.

"This is the framework from which we are going to build all our ideas and concepts for the next five years, as we continue to strive to be the supplier of choice in the markets we serve," Holmes says.

Caps & Closures has built solid partnerships with international principals, and imports innovation for specialty applications. However, its core business remains its own innovation.

Holmes concludes: "Our message to customers is this: 'If we don't already make it, and it doesn't exist in the world, we'll design it and customise it for you.'"

What's clear to an outside observer is that this is a company determined to be a category disruptor. Several projects in the pipeline that couldn't be shared in print yet, and another WorldStar award in the offing for a world-first innovation in the automotive sector, attest to this. It seems there's no putting a cap on this company's capabilities. ■



Expansion imminent: Brendon Holmes on the factory floor at Number 1 Quality Drive.



Today the facility houses some 22 injection moulding machines, including two Netstal Synergy 2400 units purchased in the last 18 months.

Global forum explores pressing

Sustainability, e-commerce, food waste, packaging waste, smart packaging, and the future factory were among the top talking points at the stand-out Global Packaging Forum during ProPak Asia. Lindy Hughson reports.



WITH 21 speakers from 12 countries addressing the full gamut of industry issues, the 400 delegates – hailing from Australia, Bangladesh, Bhutan, Cambodia, China, India, Indonesia, Japan, Jordan, Liberia, Malaysia, Myanmar, Pakistan, Philippines, Saudi Arabia, Singapore, Taiwan, Thailand, and Vietnam – were treated to a day brimming over with relevant and interesting content. And thanks to the expert chairing efforts of the AIP's Ralph Moyle, the information was made easily accessible, and the dialogue was lively and engaging.

The forum was opened by WPO president Pierre Pienaar (see People in Packaging page 50), who in his keynote address highlighted the current trends, challenges and issues impacting the world of packaging. At the outset, he asked the audience to consider whether they really know their customers' needs, and pointed out that they should view the full supply chain under the broad umbrella of 'customer'.

Picking up on a theme that was to feature in most presentations of the day, that of sustainability, he asked, "Are you packing for your customer in such a way that they will be inclined to re-use, recycle and repurpose their packaging? Have you reduced the packaging in the first instance?"

Throughout his talk, whether touching on the digitisation of retail, the issue of food waste, or the importance of designing for sustainability, Pienaar emphasised that packaging is not the problem, it is part of the solution.

And this set the stage for the presentations and discussions that ensued, wherein the challenges of packaging waste, food waste, the unjustified demonisation of plastic, and exciting developments that are shaping the future of packaging both in the factory and on the shelf, were unpacked in informative and enlightening detail.

There were six regional state of the industry reports, from the Philippines, Thailand, Italy, Sri Lanka, Indonesia, and India, which highlighted

packaging challenges and innovation specific to these markets. Plastic waste was obviously a key talking point, but it soon became clear that plastic is still a vital packaging material, and that while alternative materials are being developed and explored, finding 'reuse, recycle and reduce' solutions are imperative.

On the advanced technology front, we heard from ABB's Alan Spreckley how robotics and automation are reshaping the food and beverage industry factory, and from HP's Yoav Lotan how digital printing is unlocking the consumer engagement capability of packaging.

Joe Foster of O.F Pack presented on the future of flexible packaging with passion and flair, stating that "the barrier to innovation is a lack of imagination" and showing examples of exciting new developments in pouch technology that made it clear the flexible pouch is in no danger of extinction.

Foster acknowledged that flexibles are part of the current global packaging waste problem, but stressed that flexibles are also part of the solution.

"New films are being developed, new infrastructure is being investigated," he said. "The lightweight and barrier properties of flexible packaging will be vital in continu-

...Flexible packaging will be vital in continuing to provide food safety to global populations and help the fight against food waste."

packaging issues



LEFT: Over 400 delegates registered to attend the Global Packaging Forum and hear insights from 21 speakers from 12 countries.

FAR LEFT: (From left) Tim Grant, Lifecycles; Nerida Kelton, AIP; Surendra Soni, Sealed Air Asia; Warwick Armstrong, Plantic Kuraray; and Ralph Moyle, AIP.

ing to provide food safety to global populations and help the fight against food waste."

Sustainability, and the journey towards the much-vaunted 2025 targets, was covered in an excellent presentation by MC for the day, Ralph Moyle, as a prelude to a series of talks on the topic by the PMMT's Tom Egan from the US, Tetra Pak Thailand's Supanat Ratanadib, and Steve McCormick from Parkside Flex in Malaysia. All drummed home the point that 'reduce' should be the first focus, that there is no one-size-fits-all solution, and that recycling should be considered the last line of defence. Also, data should be used to inform decisions on material choices.

These points were reiterated to some extent in the final session of the day. Andrew Manly of AIP kicked the session off with a whistlestop journey through some of the latest developments in active and intelli-

gent packaging that are helping drive sustainability and save food waste. Warwick Armstrong of Plantic Technologies spoke about his company's award-winning plant-based compostable and renewable materials, and Tim Grant of Lifecycles explained the value of Life Cycle Analysis (LCA) and how it's increasingly being adopted by brands to inform packaging choices. Surendra Soni of Sealed Air took delegates through some of the award-winning packaging innovation that is saving food waste, and Nerida Kelton of the AIP shared news on a new Save Food Consortium.

The day was closed by Pierre Pienaar, who stressed the importance of events like this for sharing information and providing inspiration to move the industry forward in its efforts to make positive change and deliver packaging that will continue to improve the lives of all people. ■

AIP TRAINS ON SUSTAINABILITY

During ProPak Asia the AIP also ran the new Introduction to Sustainable Packaging Design half-day training course with some 25 attendees coming from Thailand, Philippines and Indonesia. With brands now moving to meet 2025 Sustainable Packaging Targets across the globe, the conversation in the room echoed that experienced by AIP in Australia and New Zealand. According to convenor Ralph Moyle, no matter where the AIP runs this course all packaging technologists and designers are faced with the same challenges and questions, including how to effectively reduce, reuse and recycle their packaging; how to shift materials within their NPD processes; which materials should they select for optimum design and packaging; and how they can ensure that the materials selected are actually being recycled.

"Running courses like this one is a step towards ensuring packaging technologists and designers are better informed and trained in Sustainable Packaging design," Moyle says.



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