



AUSTRALIAN INSTITUTE
OF PACKAGING

AIP NEWS

DECEMBER 2020

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AUSTRALIAN INSTITUTE
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AIP: PEAK PROFESSIONAL BODY FOR PACKAGING EDUCATION & TRAINING IN AUSTRALASIA

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AUSTRALASIAN
PACKAGING
INNOVATION & DESIGN
AWARDS 2020

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9 CATEGORIES - Record number of entries -
Two days - 200 people per day in attendance



239

people attended the

7 COURSES



**MASTER OF FOOD &
PACKAGING INNOVATION**

24

AIP Lecturers

57

students

**2020 AIP Australasian
Packaging Conference**

80 Speakers. 8 Countries. 4 Days.
20 Sessions. 28 Hours of Content.
Livestream. Zoom. Recorded.



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AUSTRALASIAN
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AWARDS 2021

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2021 PIDA Award Entries are now Open

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TOP**
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Recyclable Bread Tags

2020 the year that the AIP goes VIRTUAL

2020 was most definitely the year of adaptation and pivoting for the AIP. It was the year where we moved the Australasian Packaging Innovation & Design (PIDA) Awards on-line and creating a virtual ceremony that was the first-of-its-kind in this industry, re-writing and adapting our 5 hour training courses to a virtual program, and building a unique platform to offer a 4 day, 20 session, 28 hour Virtual Conference.



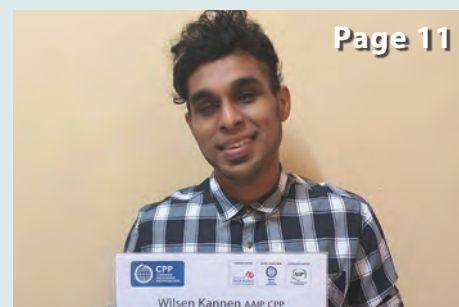
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Richard Smith FAIP appointed as AIP
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World Packaging Organisation President



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Wilsen Kannan AAIP becomes latest
Certified Packaging Professional (CPP) Graduate

NEW MEMBERS

The AIP would like to welcome the following new Members...

NAME	GRADE	STATE/COUNTRY
Melanie Reddy	Associate	New Zealand
Farisha Hussein	Associate	NSW
Martin Orzinski	Member	NSW

NAME	GRADE	STATE/COUNTRY
Jessica Ansell	Associate	VIC
Viviana Vinci	Member	VIC



AUSTRALIAN
FOOD WASTE



FRIENDS OF
CHAMPIONS 12.3



2020 The year that the AIP goes VIRTUAL

When COVID hit our shores in early 2020 the AIP were very lucky that the Institute already had established on-line Degrees and courses available for the industry. Thankfully the Diploma in Packaging Technology, the Certificate in Packaging and the Fundamentals in Packaging Technology were already on-line.

Where the Institute needed to 'pivot' was moving the Australasian Packaging Innovation & Design (PIDA) Awards on-line and creating a virtual ceremony that was the first-of-its-kind in this industry, re-writing and adapting our 5 hour training courses to a virtual program, and building a unique platform to offer a 4 day, 20 session, 28 hour biennial conference. The conference was also a first-of-its-kind for the industry and something that we are very proud of. In 2020 the AIP has offered its Members and the wider industry over 25 webinars, 7 training courses, a 4 day conference, a 2-day awards ceremony; and a site tour all virtually.

AIP MOVED TRAINING COURSES ON-LINE



239
people attended the

7 COURSES



In 2020 the AIP moved 7x of the training courses into the virtual platform over a 5-month period as follows:

1. Future of Sustainable Labelling
2. Flexible Packaging: Now and Into the Future
3. Introduction to Sustainable Packaging Design
4. New World of Plastics Technology: Polymers & Recycling
5. Implementing the NEW Sustainable Packaging Guidelines
6. Use of Lifecycle Assessment Tools for Sustainable Packaging Design
7. Tools to Help you meet the 2025 National Packaging Targets: PREP & ARL



ACROSS THE 7x COURSES

97 attendees were
from VIC

73 from
New South Wales

25 from
Queensland

21 from
New Zealand

23
Other



AIP EDUCATION TEAM SPEAKING OPPORTUNITIES

- ProPak Philippines
- Packaging Speaks Green
- AusIndustry – South Australia
- Food SA
- Regional Development Australia SA MR
- APCO
- Global Packaging Forum
- Informa Markets/WPO Webinars
- PackImpressions
- Australian Waste Recycling Expo
- Australasian Packaging Conference
- Monash Food Innovation
- UNSW

**FUNDAMENTALS IN
PACKAGING TECHNOLOGY**

FULL COURSE ENROLMENT
6 enrolments in the full FPT course

6
enrolments

2020 The year that the AIP goes VIRTUAL



CERTIFIED PACKAGING PROFESSIONAL (CPP) PROGRAM



CPP
CERTIFIED
PACKAGING
PROFESSIONAL

4

members
attain their
CPP DESIGNATION



Sarah Yanez, MAIP, CPP



Raycee Blen Auguirre, MAIP, CPP



Julie-Ann Cuya, MAIP, CPP



Wilsen Kannan, AAIP, CPP



In 2020 the AIP has been heavily involved with **25x** webinars including a 5-Part series with WPO and Informa Markets, the Global Packaging Forum 4-part series and the APCO webinar series.

In addition, a number of the AIP partners ran webinars for our Members including Thinkstep, Perkin Elmer, TCL Hofmann. The WPO/ Informa/AIP webinar series brought **3500 x** people from **34** countries over a 5-month period. The Global Packaging Forum saw **2000** people attend across the 4 webinars from **20** ASEAN region countries. All other webinars were well-attended with any where between **80** and **200** people.



2020 AIP Australasian Packaging Conference Wrap Up

80 Speakers. 8 Countries. 4 Days. 20 Sessions. 28 Hours of Content. Livestream. Zoom. Recorded.





AUSTRALIAN INSTITUTE
OF PACKAGING

2020 The year that the AIP goes VIRTUAL

PROPAK ASIA GLOBAL PACKAGING FORUM :VIRTUAL EDITION



2000
attendees from
20 countries
across Asia
4 sessions



5-PART WEBINAR SERIES How COVID-19 Impacted the Packaging Industry



15 speakers from **10** countries
3000 people from **35** countries



ANZ SHINES AT 2020 WORLDSTAR PACKAGING AWARDS



- **11x** ANZ companies receive WorldStar Awards
- **3x** also received Special Awards – Sustainability and Save Food
- **1x** Lifetime Achievement Award
- Record Number of **ANZ** entries



2020 The year that the AIP goes VIRTUAL



2020 Australasian Packaging Innovation & Design (PIDA) Awards: Virtual Edition



2020 saw the AIP move the annual Australasian Packaging Innovation & Design (PIDA) Awards to a two-day virtual awards ceremony. This was a first for the industry.



9 CATEGORIES - Record number of entries -
Two days - **200** people per day in attendance



AIP Special Awards



— DIPLOMA IN PACKAGING TECHNOLOGY GRADUATES —

2020
GRADUATES



Pratik Surana
Dip.Pkg.Tech. MAIP



Filicia Linarta
Dip.Pkg.Tech. MAIP



Sergio Palacio
Dip.Pkg.Tech. MAIP



Shabbeer Ahmed
Dip.Pkg.Tech. MAIP

Master of Food & Packaging Innovation goes virtual

**MASTER OF FOOD &
PACKAGING INNOVATION**

Virtual
Education

24
AIP Lecturers

57 students

from Australia, New Zealand, South Africa,
Indonesia, Taiwan, Thailand, China, India,
Singapore, Hong Kong

Food Packaging Design and Packaging and Material Processes – Moved from **2** week intensive to **4** weeks



AUSTRALIAN INSTITUTE
OF PACKAGING

Packaging Technologist Position Vacant

Saputo
Dairy Australia

Everything begins with passion, a legacy from the Saputo family, which offered tasty and quality cheeses to its community. Today, after more than 65 years, the company employs thousands of dedicated employees, proud of their role, who work day after day to deliver quality products to customers and consumers. To learn more visit us at <http://www.saputo.com/en/careers>

Looking for opportunities to bring your best and grow in your own way? We are recruiting a Packaging Technologist to join our can-do and passionate team on a permanent, full time basis. This role will be located at our corporate office in Southbank, Melbourne and report to the Packaging Manager.

The roles overall objective of the position is to ensure packaging suitability, product safety, sustainability, minimal packaging costs, and minimal packaging weight.

DUTIES

- Provide packaging technical leadership, input and support to continuous improvement initiatives, NPD projects, sustainability activities and procurement projects that contribute to overall company objectives.
- Develop new packaging components that support existing and future category initiatives
- Deliver projects in line with project milestones, cost and quality objectives as well as providing technical support. Ability to manage multiple projects and still meet critical project milestones.
- Work closely with packaging suppliers and internal departments to deliver on innovation activities, continuous improvement and continuity of supply. Ensure that key packaging operational metrics are achieved.
- Develop and maintain current and accurate packaging specifications and packaging format specifications for all products
- Perform packaging line trials at Saputo sites and contract manufacturing locations, conduct package performance testing on materials and components. Write and maintain accurate project reports. Work with external packaging testing labs as required.

ESSENTIAL CRITERIA

- Tertiary qualified (Packaging, Science, Engineering or equivalent)
- 2+ years of relevant food packaging experience or like in FMCG, including site trials (trial planning, safety procedures, documentation, reporting).
- Broad knowledge of packaging materials and equipment, food science, processing and manufacturing.
- Has a solid understanding of physical and structural package testing procedures
- Has passion for completing and developing packaging specifications with suppliers and key stakeholders
- Experience in project management.
- Understanding of PREP and pallet optimisation software and APCO sustainability targets.
- Must be creative and self-driven, enjoy thinking out of the box, and be inquisitive of new technologies
- Excellent analytical and logical problem-solving abilities

In addition to the above, you will also demonstrate excellent interpersonal and communication skills, both written and verbal.

PLEASE APPLY TODAY

How can you
REDUCE WASTE
across our food and
e-commerce supply chain?



CRYOVAC®
BRAND FOOD PACKAGING



Sealed Air®
BRAND PROTECTIVE PACKAGING

You can with solutions like
CRYOVAC® brand Darfresh® on Tray
and **Sealed Air brand TempGuard™**,
designed to protect against food,
resource and packaging waste





2021 PIDA Award Entries are now Open



APPLICATIONS NOW OPEN - CLOSING 5 MARCH 2021

Entries are now open for the 2021 Australasian Packaging Innovation & Design (PIDA) Awards for Australia and New Zealand.

Coordinated by the Australian Institute of Packaging (AIP), the 2021 Australasian Packaging Innovation & Design (PIDA) Awards are designed to recognise companies and individuals who are making a significant difference in their field in Australia and New Zealand.

2021 PIDA Categories include:

Food • Beverage • Health, Beauty & Wellness • Domestic & Household
Labelling & Decoration • Outside of the Box • Sustainable Packaging Design
Save Food Packaging Design • Accessible & Inclusive Packaging Design • Marketing
Young Packaging Professional of the Year • Industry Packaging Professional of the Year

The PIDA Awards are the exclusive award program for all Australia and New Zealand entries into the prestigious WorldStar Packaging Awards, which are coordinated by the World Packaging Organisation (WPO). The AIP are the Member for Australia and New Zealand for the WPO.



CLICK HERE FOR ENTRY FORMS AND CRITERIA
EXCLUSIVE ENTRY POINT: WORLDSTAR PACKAGING AWARDS

ENDORSED BY



MEDIA PARTNERS



EXCLUSIVE ENTRY TO



COORDINATED BY



For more information on the PIDA Awards email pida@aipack.com.au or visit www.aipack.com.au



Cemac becomes AIP Corporate Partner

The AIP would like to take this opportunity to welcome our latest corporate partner Cemac. Cemac are a distributor of Plasmac in-house recycling solutions.

As a stretch film plastics producer, using an old cutter compactor system to recycle trim scrap significantly reduces the output. Plasmac's extruders can solve this problem by increasing the blown line speed with an energy efficient system.

Ever since its foundation in 1994, Plasmac helps plastics processors to effectively recycle post-industrial in-house production waste. The rapidly growing company possesses unrivalled expertise in edge trim recycling and Plasmac extruders allow processors to use 100% of their purchased polymer. Today, hundreds of Plasmac's systems are installed worldwide and with the backing of both the SYNCRO Group and EREMA Group, Plasmac is a major player in the recycling industry.

As an example, Plasmac proposed the Alpha 70 AC system to solve one manufacturers problems with the old cutter compactor system, which was resulting in reduced blown

line speed and housekeeping issues due to dust from the recycling process.

This extruder is not only a high efficiency, low energy system, but it also allows for a minimum of operator interface. This minimum is ensured by a simple-to-operate control system, automatic feeding of the flake feeder and the ability to feed the repelletised material back into the customer's automated factory feed system.

Plasmac's unique short screw technology makes their machines one of the most efficient on the market. Because of this technology, less heat is used to pelletise the material, which ultimately leads to less degradation of- and less shear in the material. As a result of the increased blown line output, the customer has a return of investment in less than 12 months.

In the end, Plasmac supplied the customer with a compact, efficient, standalone system, that is capable of recycling trim scrap into pellets which are similar to virgin material. The customer concludes: "Plasmac have gone above and beyond to support us, justifying our decision to purchase from them."



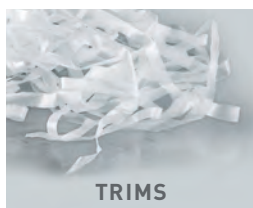
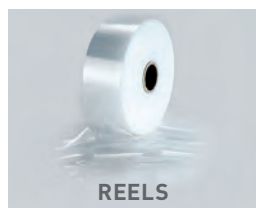
PLASMAC
MEMBER OF EREMA GROUP & SYNCRO GROUP

TURN YOUR PRODUCTION WASTE INTO SAVINGS

With PLASMAC's In-house recycling solutions

HOW & WHY YOU CAN SAVE

- Direct feed back into production
- Saves costs for virgin material
- Fully automated and integrated solutions
- Feeding inline, via reel or conveyor
- Minimal energy consumption



CEMAC
TECHNOLOGIES

Distributed by Cemac Technologies
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AIP Experts speak at new PKN Podcast Series



AIP media partner PKN Packaging News continue to innovate and have recently introduced a new Podcast series with AIP Members Prof Pierre Pienaar FAIP, CPP, Jacky Nordsvan FAIP, Joanne Howarth MAIP, Dr Karli Verghese FAIP, Nerida Kelton MAIP, Jessica Ansell AAIP and Michael Dossor MAIP Joe Foster FAIP all being interviewed. We invite you to listen to the podcasts on a broad range of interesting topics.

EPISODE 1: Global Packaging

In Episode 1 PKN talks Better Packaging with Pierre Pienaar FAIP, CPP, President of the World Packaging Organisation and AIP Education Director.



<http://www.packagingnews.com.au/videos-and-podcasts/podcast/the-pkn-podcast-episode-1>

EPISODE 2: Soft Plastics

In Episode 2 PKN talks Soft Plastics & Sustainability with Jacky Nordsvan FAIP, Head of Packaging, Nestle Australia.



<http://www.packagingnews.com.au/video-and-podcasts/podcast/the-pkn-podcast-episode-2>

EPISODE 3: Renewable Packaging

In Episode 3 PKN talks Packaging that Protects the Planet with Joanne Howarth MAIP, Founder & CEO of Planet Protector Packaging.



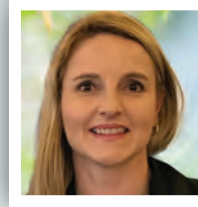
<http://www.packagingnews.com.au/video-and-podcasts/podcast/the-pkn-podcast-episode-3>

EPISODE 4: Packaging & Food Waste

In Episode 4 PKN talks about packaging's role in solving the problem of food waste, with Karli Verghese FAIP and Nerida Kelton MAIP.

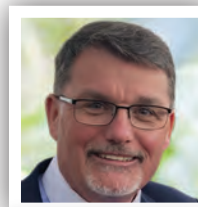


<http://www.packagingnews.com.au/video-and-podcasts/podcast/the-pkn-podcast-episode-4>

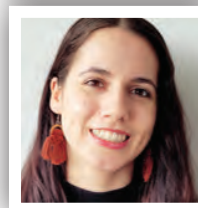


EPISODE 6: Roll 'n' Recycle

In Episode 6 PKN talks Roll 'n' Recycle: a new opportunity for flexible packaging and kerbside recycling with Joe Foster FAIP and Jessica Ansell AAIP, OF Packaging.



<http://www.packagingnews.com.au/video-and-podcasts/podcast/the-pkn-podcast-ep7-roll-n-recycle-unpacked?>



EPISODE 8: Smart Packaging

In Episode 8 PKN talks Smart packaging and the path to our packaging future with Michael Dossor MAIP, Result Group and Simon Jones of UK-based EVERYTHING.



<http://www.packagingnews.com.au/video-and-podcasts/podcast/the-pkn-podcast-ep-8-smart-packaging>





AIP becomes a Member of Active Intelligent Packaging Industry Association (AIPIA)

The Australian Institute of Packaging (AIP) is pleased to advise that they have become a member of the Active Intelligent Packaging Industry Association (AIPIA) to be able to access the leading advancements and technologies in this field.

"We are delighted to welcome AIP into membership," said Eef de Ferrante, managing director of AIPIA. "The Institute is a major force in the Australian and New Zealand packaging sector and will help us to spread the word about the benefits of Smart Packaging in these markets. There is plenty of evidence that this region is already embracing these technologies, especially among the many major wine growers. So we look forward to making even more of an impact through our cooperation with the AIP." de Ferrante also confirmed AIPIA has become a partner organisation of the Institute.



According to Nerida Kelton MAIP, Executive Director of the AIP, *"The Institute is leading the Save Food Packaging project for the Fight Food Waste Cooperative Research Centre and other programs that showcase the important role that packaging plays in minimising food waste. We recognise AIPIA as the leading association globally for Active and Intelligent Packaging Technologies and look forward to working with them to identify technologies and innovations that could be incorporated into Save Food Packaging Design to minimise food waste."*

"We look forward to a mutually beneficial partnership with AIPIA and its members and the opportunity to raise the profile of Active and Intelligent Packaging technologies in Australasia."

Who are AIPIA?

AIPIA believes that implementation of new technologies in packaging is key to growth, enhanced efficiency and security, reduced waste and to have better control of sales and marketing. At AIPIA they focus on the commercialisation of Active and Intelligent Packaging solutions.

AIPIA's mission is to decimate supply chain costs, reduce waste and increase its members profitability by the implementation of hi-tech solutions in packaging:

Active Solutions

- Bio-Chemical active films
- Antimicrobial packaging
- Oxygen, CO₂, Gas-scavenging
- Moisture control
- Anti-Oxidation
- Temperature Controlled Packaging
- Active labels
- Nano-technology enabled packaging

Intelligent Solutions

- Sensors and Tags
- NFC Technology in packaging
- Printed Electronics
- RFID Technology
- Track, Trace and Control Systems
- Telecommunications
- IT solutions, software
- Time- and temperature indicators
- Hardware (logistical)
- Supply chain order- control- and information systems
- Anti-theft devices
- Tamper proofing and Anti Counterfeit Systems
- Mobile Commerce
- Transport & Logistics

For more information about AIPIA visit
<https://www.aipia.info/>

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responsiblewood.org.au

For information on Responsible Wood
standards and their use and application,
contact: Responsible Wood,
30 Boothby Street, Kedron Q 4031.
T. +61 7 3359 1758
E. info@responsiblewood.org.au





Latest Certified Packaging Professional (CPP) Graduate

The Certified Packaging Professional (CPP) designation for the industry is offered exclusively through the Australian Institute of Packaging (AIP) in Australasia, the Certified Packaging Professional (CPP) designation is the leading mark of excellence internationally and a must-have recognition of industry proficiency and achievement for packaging professionals. CPP credential demonstrates that a packaging practitioner possesses packaging knowledge, experience and skills to the degree that they deserve recognition as a true packaging professional; a cut above their peers.

The AIP asked the latest CPP, Wilsen Kannan AAIP, CPP, Packaging Engineer, Vinda Group Sree a few questions about his career, packaging education and why the Certified Packaging Professional (CPP) designation is so important for the industry...

Q1: How long have you been in the industry? What are your areas of expertise?

Wilsen: *I have been in the industry for almost 4 years in the manufacturing of hygiene products and especially in the packaging department. My area of expertise would be more on Primary, Secondary packaging, Material and Processes*

Q2: What made you apply for the Certified Packaging Professional (CPP) Designation?

Wilsen: *Before pursuing the CPP, I was a CPIT, knowing that packaging would play a key part in sustainability in the future. My thirst for knowledge and Innovation has led me to get more involved in the Australian Institute of Packaging Training courses. I decided that the only way for me to explore more on packaging knowledge around the world was to attain the Certified Packaging Professional Designation and the rest was history.*



**Wilsen Kannan AAIP, CPP
Packaging Engineer SEA
Vinda Group**



Q3: How important is attaining the CPP designation to you as an individual?

Wilsen: *To me, attaining the CPP was very important, it shows that I am someone who is genuinely interested in Packaging. It is also a personal goal of mine to have my country be part of a Global Certified Programme and be known for Packaging Education and Technology one day.*

Q4: How important is the CPP designation for the greater recognition of people in the packaging industry?

Wilsen: *The CPP title should not be taken lightly around the Globe, it provides you the right knowledge and skills to be applied to the industry. Those who attained the title are professionals who are keen to make an impact in the packaging industry.*

Q5: Were there any new learnings or takeaways that you gained from the experience?

Wilsen: *The journey to attain the CPP was a fruitful journey as I needed to apply the knowledge that was attained in real life situations. It gives you excitement to put theory into practice. Along the way, I have met many wonderful professionals around the world, experts in their own game. For me at the moment, packaging knowledge is endless.*

Q6: What next for your career?

Wilsen: *Next in my career, would be exploring Packaging technology in different regions and be more involved in the Packaging community. If all goes well, the CPPL title would be the next adventure in years to come.*

Contact the AIP today to find out how you can become a Certified Packaging Professional. info@aipack.com.au



Pierre Pienaar re-elected as WPO president

Well-known Australian packaging industry figure Pierre Pienaar, FAIP, CPP has been re-elected to serve a second four-year term as World Packaging Organisation president.

Pienaar, who was named in PKN's 60 of the Best list published in the PKN November-December 60 Years anniversary issue, is an industry veteran with 30-plus years' experience in the packaging industry. Pienaar has been instrumental in the continued growth and success of packaging education and training around the world – as AIP Education Director and in more recent years as the president of the World Packaging Organisation.

Pienaar has given his time and knowledge to assist developing countries with packaging education and training and has lectured in the technology and science of packaging at various universities across the globe. He is the recipient of two honorary professorships from international universities.



WPO President Pierre Pienaar: re-elected for a second term.

Speaking to PKN, Pienaar said, "I am thrilled to be given the opportunity to serve another term. I really look forward to implementing more initiatives across the globe, focusing on packaging waste and recycling under the sustainability umbrella.

"I plan to ensure there is more education on packaging, especially in developing markets in South America, Africa, Arabia, and parts of Asia."

AIP Members make '60 of the Best List'



The PKN '60 of the Best' list celebrates and recognises people in packaging who are making positive change happen in our industry, demonstrating leadership, entrepreneurship, vision, and passion.

These fine individuals have been nominated by their industry peers and selected by PKN. Half of the people on the list are significant and

long-standing contributors to packaging education and training and the AIP.

The industry professionals of the 60 of the Best list are serving to advance packaging innovation, sustainability, recycling, materials and machinery innovation, and more.

AIP Members included on the list are Alan Adams MAIP, Keith Chessell FAIP, Mark Daws MAIP, Michael Dossor MAIP, Mark Emmett MAIP, Richard Fine FAIP, Joe Foster FAIP, George Ganzenmuller FAIP, Jason Goode FAIP, Paul Haberland FAIP, Brendon Holmes MAIP, Joanne Howarth MAIP, Nerida Kelton MAIP, Dr Helen Lewis FAIP, Aleks Lajovic, Ralph Moyle FAIP, CPP, Jacky Nordsvan FAIP, Anthony Peyton MAIP, Prof Pierre Pienaar FAIP, CPP, Barton Porter FAIP, Ross Read MAIP, Phillip Rolls FAIP, Gary Smith, Richard Smith FAIP, Dr Karli Verghese FAIP, Liza Vernalls MAIP, Terry Waterson FAIP, and Craig Wellman FAIP.

[Click here to view the full 60 of the best list](#)

Diploma in Packaging Technology finally arrives!

Shabbeer Ahmed Shaik Mohammed Dip.Pkg.Tech. MAIP, Packaging Engineer, Fresh Meals Solutions, ITQ – R&D, One Global Meals, General Mills has finally received in the mail from the UK his Diploma in Packaging Technology. Unfortunately COVID-19 has slowed down deliveries to Australia and students have been waiting anxiously to receive their Diplomas!

The AIP congratulates Shabbeer once again for this outstanding achievement.

[Read his full story here](#)





Richard Smith FAIP appointed as AIP Association Representative on the APCO Board

The Australian Institute of Packaging (AIP) is pleased to announce that Richard Smith FAIP has recently replaced Keith Chessell FAIP as the in-coming Association Board member for APCO. Keith Chessell will continue on the APCO Technical Advisory Committee (TAC) and as a key member of the AIP Education team.



Richard Smith FAIP

Richard Smith FAIP is currently the Director Safety, Quality and Sustainability for Amcor Flexibles Australia and New Zealand and will bring to the APCO Board over 30 years technical experience across multiple disciplines. He has extensive knowledge in innovation and development of flexible plastic packaging and rigid plastic packaging and has

authored a number of patents in both rigid and flexible packaging formats. Richard also has expansive knowledge of polymers, analytical assessment methods for polymers and packaging, regulatory requirements for packaging including product safety. In addition, he has extensive experience in development of bio-based materials, compostable flexible packaging and the associated environmental standards that pertain to packaging. He was also part of the working group that developed the Home Compostability standards with Standards Australia (AS5810).

Richard has also worked with the AIP for many years in our AIP Education team and provides unique knowledge in flexibles, rigids, biodegradable and compostable packaging and also lifecycle assessment. He was recognised by the industry and his peers for his extensive knowledge in 2013 with a Fellowship to the AIP. He is also one of the Trainers in the AIP Education Team and a Lecturer in the AIP-led Master of Food & Packaging Innovation Degree at the University of Melbourne.

According to Richard Smith FAIP, "I greatly appreciate the opportunity to join the APCO board on behalf of the AIP and all packaging technologists and designers across ANZ.

It is an exciting opportunity to contribute to the important work undertaken by APCO with all industry stakeholders to ensure the sustainability and circularity of packaging in Australia and the region. The AIP contributes significantly through industry engagement and education, and it is a privilege to be able to support the Institute at this time where the rate of change in industry has never been greater,"

"I would also like to take this opportunity to thank my fellow AIP colleague Keith Chessell FAIP, on the outstanding work he has undertaken with the APCO board, on behalf of packaging technologists, over the last two years. His hard work, dedication and passion are second-to-none." Mr Smith said.

Keith Chessell FAIP added that 'It has been a real privilege



Keith Chessell FAIP

to represent the AIP as an Industry Association Director on the APCO Board over the last two years. I have appreciated the opportunity to be a part of all that the APCO team has been able to accomplish in re-establishing and developing APCO's leadership with the Government and Industry in focusing on the Nations' packaging environmental issues.

During this time APCO has established the Roadmap and Monitoring program for the delivery of Australia's 2025 National Packaging Targets (NPT). The challenge for the packaging & manufacturing industry is to adopt the sustainable packaging design principles into their business as part of the collective work being undertaken by key stakeholders within the packaging value chain."

The AIP would like to take this opportunity to congratulate Richard Smith on his new appointment and also acknowledge the remarkable work that Keith has undertaken during his time on the APCO Board.



www.tclh3dprinting.com.au



stratasys



TCL Hofmann

Explore Ideas Faster

Customized production in the packaging industry with Stratasys 3D Printing

Discover How



ANALYSIS

FROM R&D TO QA/QC

Packaging, Quality Control and Safety

Polymer films can provide unique barrier properties to products. As such, flexible polymer packaging materials have been widely used for a variety of products, including food, chemicals, and medical devices.

The Packaging Industry consists of a huge diversity of industrial manufacturers who run many different processes and face the same overall challenges: to achieve high product quality and reduce costs.

With 65 years of experience in the polymer industry, PerkinElmer's comprehensive portfolio and expertise can help you to save money, ensure effective quality control, streamline your manufacturing processes and comply with national and international standard requirements.

PerkinElmer Limited Time Offer

Choose from these [selected solutions](#):

- Clarus® GC & Head Space system: tests for migration of compounds from Food Contact Materials (FCMs) like phthalates and residual solvents.
- Spectrum Two+™ FTIR: determine polymer composition and assess that quality levels of the final product are maintained.
- TGA™ & DSC™: determine thermophysical properties, predict product performance and improve product quality.

SPECIAL OFFER

for all AIP Members

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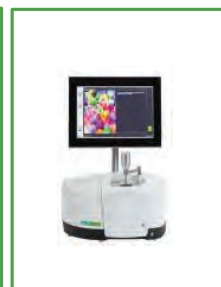
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For the Better



1. Why did you join the AIP? What benefits do you believe the AIP offers all their members?

I joined the AIP because I wanted to give back and start to showcase how rewarding the packaging industry is. I believe that it is time for me to give back some of my experience to an industry which kicked off my career many years ago.

Being a member of the AIP also enables me to build on my networking in the industry and provide mentoring & education to those who may need some guidance.

I would like to help AIP Members build customer service, convert consumer preferences into solutions and drive & receive value.

Of course I also believe that the AIP can offer the ability to socialise and network with like-minded packaging professionals in the region.



Dr. Martin Orzinski MAIP
Director, Orzinski Consulting

2. How long have you been in the industry? What are your areas of expertise?

I have been working in the beverage industry for 17 years and I also have a PhD in Biotechnology at the University Berlin in Germany - thesis in Beverage Packaging.

I started my career in the Research & Teaching Institute (VLB) as the Head of Engineering & Packaging co-funded by the German Brewing Association. From there I joined Coca-Cola as their Packaging Manager and took my first steps in optimising packaging: introducing PCO1881 & preform self-manufacturing to name some.

After relocating to Australia I spent 10 years with Coca-Cola Amatil in various Supply Chain functions. My packaging highlights were: CC&Dry on tap, Easy Crush Bottle, Aseptic fill of Barista Bros, shift from hotfill to warmfill of Powerade & self-manufacturing of preforms/ closures.

3. What is your current job role and what are your responsibilities?

In January 2021 I am starting consulting work mainly in the packaging & beverage manufacturing industry.

My first two focus areas are in the Circular Economy Network and a 5 Year Packaging Strategy for a global manufacturer.



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Product Stewardship and Sustainable Packaging textbooks

The AIP library has a broad range of textbooks available from across the globe including 'Packaging for Sustainability' and 'Product Stewardship in Action'. These textbooks are written by experts in their fields and AIP Fellows. Both are great textbooks for your own resource library.

Packaging for Sustainability

The packaging industry is under pressure from regulators, customers and other stakeholders to improve packaging's sustainability by reducing its environmental and societal impacts. This is a considerable challenge because of the complex interactions between products and their packaging, and the many roles that packaging plays in the supply chain.

Packaging for Sustainability is a concise and readable handbook for practitioners who are trying to implement sustainability strategies for packaging. Industry case studies are used throughout the book to illustrate possible applications and scenarios. Packaging for Sustainability draws on the expertise of researchers and industry practitioners to provide information on business benefits, environmental issues and priorities, environmental evaluation tools, design for environment, marketing strategies, and challenges for the future.

Two of the authors, Dr Karli Verghese and Dr Helen Lewis are Fellows of the Australian Institute of Packaging (AIP).

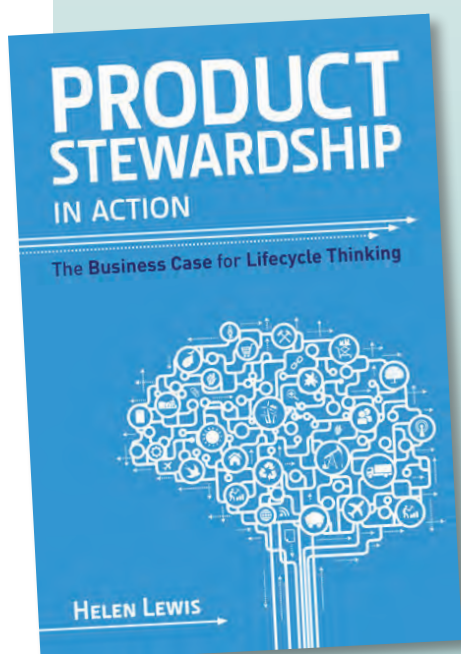


Product Stewardship in Action

The AIP is pleased to advise that Dr Helen Lewis, who is a Fellow of the Institute, has written a new book Product Stewardship in Action: The Business Case for Lifecycle Thinking.

Product Stewardship in Action describes how and why leading companies are taking responsibility for the environmental impact of their products and packaging. Product stewardship, often referred to as 'extended producer responsibility' or EPR, is the idea that everyone that benefits commercially from a product, including manufacturers, distributors and retailers, has a shared responsibility to minimise its environmental impacts.

Written primarily for a business audience, it draws on the knowledge and experience of industry practitioners and other experts to provide a structured approach to product responsibility within firms. This will help those new to the field, as well as more experienced practitioners, to develop an effective response to stakeholder concerns about the environmental impacts of their products and packaging.

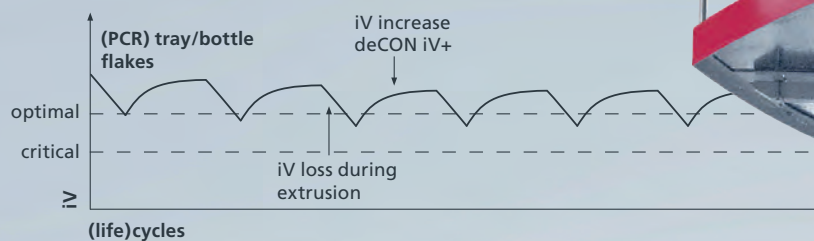


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Food waste: much happening, much to do

The Save Food Packaging & Food Waste session at this year's Australian Institute of Packaging virtual conference, highlighted the inroads being made while stressing the scale of what needs to be done to achieve the goal to halve food waste by 2030. **Kim Berry** writes.

THE Save Food Packaging & Food Waste panel featured FIAL manager food sustainability Sam Oakden, Fight Food Waste CRC Reduce program leader Dr Karli Verghese, AIP executive director Nerida Kelton, and Natural Evolution managing director Krista Watkins.

FIAL manager food sustainability Sam Oakden highlighted that the generation of food waste is not evenly dispersed across the supply and consumption chain. Primary production accounts for 31 per cent, manufacturing 24 per cent and households 34 per cent.

While there is a social imperative for tackling food loss and waste – at least once a week, three in 10 food insecure Australians go a whole day without eating – there are bigger macro trends also demanding action. These include increasing global population, a growing middle class, increased urbanisation, climate risk to the food system and the goal to alleviate poverty.

Within the UN's 17 Sustainable Development Goals, number 12 is

sustainable consumption and production, with one of its targets to halve global per capita food waste by 2030.

From a local context, Oakden outlined the critical steps in achieving that goal, including the feasibility study and investment strategy already underway. A voluntary commitment program can act as a vehicle to encourage collaboration throughout the

ROUGHLY
24%
OF FOOD WASTE COMES FROM THE MANUFACTURING SECTOR.

whole food value chain, provide new data and insights and also drive the pace and scale of change.

For Associate Professor Dr Karli Verghese, the last two years have been significant and

encouraging – from the formation of the Fight Food Waste CRC (Verghese is the program leader of its Reduce project) to having a portfolio of products up and running.

She outlined a range of research projects currently being undertaken, including Direct Commercialisation, a business-ready, digital, cloud-based food waste tool to assist industry reducing food loss and waste.

Verghese also spoke about the need to understand the perception and use of packaging by consumers.

This was reiterated by AIP executive director Nerida Kelton, who talked about the need to look at total life cycle assessment of the product and the packaging.

She spoke about the optimum pack design, which was a balance between under and over packing and negative or minimal environmental impact.

Kelton talked about the Save Food Packaging Design Project and how it looked at primary, secondary and tertiary supply chains and the five design goals

that cover product safety and integrity, convenience, inform and meet sustainability targets.

Krista Watkins spoke about how her business started with an idea and now encompasses four businesses and enviable growth.

Watkins discussed the trajectory of developing several businesses that focus on repurposing food that would otherwise go to waste. There is a design business Evolution Industries and three brand businesses – Natural Evolutions (baking products), Plantation Brew Co (alcohol) and Guthealth (functional nutrition).

She spoke about the challenges in developing products in entirely new market categories, educating consumers, and managing labour, energy and transport costs to ensure the end product is affordable let alone viable.

The result is a company very good at taking excess product and using innovative solutions to make a product to then bring to market.

Watkins said they always wanted their technology and learnings to help other horticultural industries, and that is now occurring.

The panel said several reports and lots of resources will be released in the next couple of months.

Kelton said conversations at all stages of the supply chain have to align and come closer together to deliver lasting solutions. *

ABOVE: The Natural Evolutions' product range was developed in a bid to repurpose food otherwise destined for waste.



Ellen MacArthur Foundation Releases 2nd New Plastics Economy Progress Report

The Ellen MacArthur Foundation, together with the UN Environment Programme (UNEP), has published its second annual New Plastics Economy Global Commitment Progress report, including detailed data on the progress of individual business and government signatories.

This report is the second in a series of annual New Plastics Economy Global Commitment progress reports. It looks at how Global Commitment signatories, which together account for more than 20% of the plastic packaging market, are faring against their 2025 targets on plastics. After a quantitative baseline was set by the first report in 2019, this 2020 report provides the first insight into the trajectory of progress against that baseline.

In this report, 118 businesses that produce, use, and recycle large volumes of plastic packaging (representing 98% of the business signatories eligible to report through the Ellen MacArthur Foundation) and 17 governments across five continents (out of 20 government signatories) have reported on progress against public targets.



[Click here to access the full report](#)

Life Cycle Assessment (LCA) of Beverage and Food Packaging in ANZ

Tetra Pak Oceania engaged thinkstep-anz to carry out a Life Cycle Assessment (LCA) comparing the environmental performance of beverage/food cartons to other packaging choices available on the Australian and New Zealand markets in 2019/20.

This study considers a range of packaging size classes (from 200 mL to 2 L), product categories (long-life milk, fresh milk, juice, water, and food), and filling types (fresh and aseptic).

The primary packaging materials considered include cartons, PET bottles, recycled PET (rPET) bottles, HDPE bottles, pouches, aluminium cans, tinplated steel cans, glass bottles and glass jars.

The entire packaging life cycle and all packaging levels have been included within the scope of this study. The life cycle stages considered include material production, pack manufacture, filling, transport, and end-of-life.

The packaging levels considered include the primary packaging (consumer packaging), secondary packaging (a one-way shipper carton or reusable crate) and tertiary packaging (a pallet).

[Click here to access the full report](#)



Coles Horsham cements Australian-first soft plastics recycling technology

Coles has partnered with Victorian recycling organisations RED Group and Replas to pioneer and install a concrete slab carpark made partly out of recycled soft plastics.

Under installation at Coles Horsham, the carpark is the first commercial construction project in Australia to make use of Polyrok – a sustainable alternative to aggregate minerals used in concrete, such as stone.

Made from plastic bags and soft plastic packaging recovered from the REDcycle program, Polyrock has the potential to divert 105,000 tonnes of soft plastics from landfill each year, if used in commercial concrete projects across Australia.

Coles State Construction Manager Victoria Fiona Lloyd said this was the first time the product had been used in a commercial environment.

“As one of Australia’s largest food retailers, we know how important it is to support initiatives that help to close the loop with soft plastics,” she said.

“This project alone will help repurpose approximately 900,000 pieces of soft plastic, to be used in the carpark at the soon-to-be-completed Coles Horsham redevelopment.

“We’ve worked with RED Group, Replas and RMIT University throughout the whole development process and we’re excited to see how we can use this technology in more of our stores.”

For further information, please contact Coles Media Line (03) 9829 5250 or media.relations@coles.com.au

Replas Joint Managing Director Mark Jacobsen said: “Coles, Replas and RED Group are leading the way on recycling the soft plastics that are returned to Coles supermarkets. This new carpark will be built using



Coles State Construction Manager Victoria Fiona Lloyd at Coles Horsham with polyrock aggregate made from recycled plastic.

Polyrok, a sustainable alternative to mineral aggregate in concrete, made from the soft plastic packaging returned to REDcycle bins at Coles.

“Polyrok reduces the carbon footprint due to the reduced thermal mass it provides. This tackles the plastic problem and climate change all while being fit for purpose. If innovative products like this were adopted in all buildings and car parks, the collective reduction in greenhouse gasses would be enormous.”

Assistant Minister for Waste Reduction and Environmental Management, Trevor Evans welcomed the collaboration to find innovative and practical ways to reuse soft plastics.

“There is huge potential and opportunity for infrastructure projects to help us build a more circular economy,” Assistant Minister Evans said.

“This is why the Federal Government has prioritised the development of new national standards and guidelines to encourage the use of recycled content in roads and other projects.”

This innovation comes as Coles celebrates National Recycling Week with other initiatives being launched this week including a new food waste diversion project in Queensland and new sustainability features at Coles latest supermarket in Chatswood, New South Wales.

Coles has worked with REDcycle since 2011, becoming the first major Australian supermarket to have REDcycle bins in every supermarket. Since the partnership began, Coles and its customers have diverted over 1.3 billion pieces of soft plastic from landfill.





Why is load stability so important?

An evolving society, the globalisation of the economy and the increase in e-commerce, are the main responsible for the increase of good transportation. This fact has led companies to face major logistical challenges when shipping products anywhere in the world.

The concern over packaging and delivering products in good condition is increasingly higher since, during transportation, goods need to travel longer distances and face harsh conditions that might cause damages to the products they contain, accidents and losses.

Therefore, main stakeholders of the supply chain, leading brand owners, suppliers and institutions are taking increasing care when it comes to packaging and load safety, as a good packaging design and controlled conditions during the distribution cycle could prevent losses due to shrinkage, as well as reduce the number of accidents along the distribution cycle which results in lower costs for the company.

Simultaneously, governments and regulators are attempting to decrease the accidents caused by a poor load securing, as it might lead not only to fines due to failure to comply with regulations, but also to accidents and significant expenses.

In this sense, load stability tests have become essential for optimising packaging and achieving safe and efficient transport.

The solution for Load Stability: a new Tilt Testing Tool

The contribution of Safe Load Testing Technologies to this issue is the design of a new Tilt Testing Tool to measure the stability of the load.

An affordable device to allow any company to validate and optimise the load in a simple and safe way. The tool is designed with the end user in mind, thus it is characterised by being detachable, for easy transport and handling, and very intuitive control, guaranteeing an easy, safe and fast use.

In order to perform a tilting test, the load is tilted in a controlled manner up to a predetermined inclination or until failure. It is therefore a suitable method to quickly compare different samples, such as during the design process, and measure the stability at the end of the production line without adding more elements to it.

Moreover, this method is highly recommended for quality control systems. It could also be useful for highly rigid products that are transported in a compact manner (as seen in the furniture sector), provided that the packaging has limited slack.

In case the Tilt Testing Tool is used, repeatability is guaranteed, meaning that it is a very useful tool to study package optimisation and achieve load stability.

The incorporation of this validation tool will allow participants in the transport chain to achieve safe loading conditions, compliance legal obligations and comply with the new European standard EN 12195-1:2010.

Load Stability Testing Benefits

With this new tool, Safe Load Testing Technologies has a triple objective:

- To increase transport safety. By improving the stability of the load, it is possible to reduce the number of accidents caused by falling cargo elements during transport. In addition, to ensure that the goods are transported safely throughout the supply chain to the final consumer.
- Cost optimisation. Damaged products and losses during transportation have a direct impact on costs and brand reputation. According with the European Agency for Safety and Health at Work (EU-OSHA), the cost of replacing a damaged product can be up to 17 times greater than the cost of shipping, while the negative consumer experience has direct consequences on the purchase decision making and brand reputation.

Therefore, by optimising packaging and increasing the stability of the pallet load, product damage and waste during transportation is reduced, thus reducing the economic impact of load failures. There will also be a reduction in the cost incurred because of cargo failure accidents, as well as fines and insurance costs.

- To enhance sustainability. The packaging and freight industry are looking after the environment, as they understand there is a growing momentum to reduce waste by searching for alternatives to optimise secondary and tertiary packaging.

Hence, packaging optimisation plays a very important role when it comes to eliminating unnecessary plastic and guaranteeing more efficient and safe deliveries. Besides, thanks to the optimisation in the use of materials, we can help to reduce packaging waste and CO² emissions.



Why is load stability so important?

Thanks to the Tilt Testing Tool any company whose products are susceptible to get damaged in transport or whose pallets are susceptible to deformation endangering transport, now has the possibility to verify its pallets in its own facilities in a fast, reliable and professional way, optimising them to increase security, contribute to sustainability and increase logistics and improve cost efficiency.

Safe Load TT supports their customers on the path to a sustainable future with material testing to characterise the packaging during the design process, load stability testing to meet the requirements of the products, transport modes and main regulations.



New Tilt Testing Tool

A portable and easy-to-use device for tilt testing to evaluate load stability

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For that reason, the company is offering a 10% discount launch promotion on the new Tilt Testing Tool till December 31, 2020.

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Electricity contract up for renewal on 31 December?


As you power through a very busy December, we encourage all businesses whose electricity contract is up for renewal this year to get in touch with AIP Corporate partner Choice Energy immediately to secure your next contract.

By leaving it to the last minute you may not have access to the full-spectrum of competitive contract options available, and if you don't renew, you risk being placed on default rates which could drive your electricity costs to double for a single month.



Don't risk leaving your energy contract renewal to the last week of December.

Waiting could cost you.



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Tip Top Releases Australian First Recyclable Bread Tags

In an Australian first, Tip Top has announced sustainable packaging, introducing 100 per cent recycled and recyclable cardboard bread bag tags, designed to give you the same great Tip Top freshness.



Launching on South Australian shelves, the initiative will remove 11 million plastic bread tags from local waste streams by the end of 2021 and will eventually eliminate over 400 million plastic tags per year as they roll out nationally.

The transition to recyclable bread tags is the first of a series of packaging innovations under the Company's new vision, "Feeding Aussie families more sustainably".

Graeme Cutler, Director of Sales and CSR Lead, Tip Top ANZ said, "Our goal is that by 2025, all Tip Top packaging will be 100 per cent recyclable, reusable or compostable to help close the loop."

"Developed and produced through rigorous testing, the new sustainable bread tags promise no compromise on freshness and taste. Customers can expect to be provided with the same Tip Top quality that millions of Australians enjoy freshly baked every day and have trusted since 1958," said Mr Cutler.

Tip Top encourages consumers to recycle their cardboard bread tags in kerbside recycling bins by tucking the tag securely inside other paper or cardboard products, such as an envelope or paper bag, giving them the best chance of being recycled into a new product rather than being sent to landfill.

Paul Klymenko, CEO of Planet Ark said, "Small plastic items such as bread tags are problematic in the waste system. It is great to see this innovation by Tip Top in using 100 per cent recycled content which can then be recycled when placed in kerbside recycling correctly. It is pleasing to see circular economy thinking being applied as they are designing out problematic plastic waste and keeping resources in use."

Cardboard bread tags can be found on all Tip Top fresh, sliced breads on South Australian shelves from 26 November.

For more information on Tip Top's sustainability goals visit: <https://www.tiptop.com.au/>

a move to more





New report outlines challenges and opportunities for government procurement of recycled material

The Australian Packaging Covenant Organisation (APCO) has today published ‘Supporting government procurement of recycled materials’ a new report to help increase government procurement of recycled content – a critical component of Australia’s work to deliver the 2025 National Packaging Targets.

The new report sets out the practical challenges that procurement managers face at each step of the procurement process and outlines a series of strategies to overcome them. Developed specifically for local governments, government agencies and businesses seeking to supply materials to governments, the publication draws on in-depth consultation with local government associations and state government agencies.

Practical roadblocks addressed include how procurement managers can access detailed and reliable information on products and materials, including technical product information, local availability, standards, lifecycle impacts and sustainability/recycled content certifications. The report then details the range of resources and tools available on market, including the new Australian Circular Economy Hub platform, which is set to launch in November 2020.

The procurement supply chain is also examined closely, along with the unique challenges faced by procurement managers and the businesses supplying to them, and how interventions at the planning, sourcing and contract management phases could help overcome them.

The vital importance of establishing a business case for recycled content is also addressed, with the report documenting how to clearly demonstrate the economic rationale to key decision makers. This includes the direct benefits of recycled content (e.g. material quality, costs and return on investment) as well as the broader positive impacts for local economies, including local and regional waste solutions and regional employment.

Brooke Donnelly, CEO, APCO commented: “Government procurement of recycled content will play an important role in Australia’s ability to meet the 2025 National Packaging Targets. We developed this report to help Australia realise this potential. By providing procurement professionals and the businesses aspiring to supply to them with a clear outline of the challenges in the system, we hope this report will start breaking down some of the barriers and start building capability and skill where it’s most needed”.

Assistant Minister for Waste Reduction and Environmental Management, Trevor Evans MP, said: “When we do buy goods and services that contain or use recycled materials, we reduce the amount of waste resources sent to landfill, repurpose the valuable energy and materials used to make those resources and reinvest that value by converting our waste resources into new products. This is the circular economy in action.

“In the decade ahead, I want to see Australia become a recycling powerhouse, exporting our recycling know-how and innovations to the world, not our waste. Everyone – governments of all levels, industry and consumers – has a role to play in making sure that this happens in Australia. The Australian Government will soon release a revised Sustainable Procurement Guide and updated Commonwealth Procurement Rules so that every single one of our almost 100 agencies must consider buying recycled.”

‘Supporting government procurement of recycled materials’ is available to download here:

[Click here to access full report](#)



APRIL 2021

FOODTECH PACKTECH 2021

WHEN: 13 to 15 April 2021
WHERE: ASB Showgrounds, Auckland, New Zealand
WHAT: New Zealand's leading trade show for the food & beverage manufacturing and supply chain industries.



drupa: VIRTUAL EDITION

WHEN: 20 to 23 April 2021
WHAT: After close consultation with exhibitors and partners, drupa, the world's leading trade show for print technologies, has had to be cancelled for 2021 due to the effects of the corona pandemic. Until then, the organizers are bridging the time window with "virtual.drupa", a four-day digital event. The date of "virtual.drupa" falls within the period originally planned for drupa: April 20 to 23, 2021.



JUNE 2021

PROPAK ASIA 2021

WHEN: 16 to 19 June 2021
WHERE: BITECC (Bangkok International Trade & Exhibition Centre) Bangkok, Thailand

WHAT: The 29th International Processing and Packaging Exhibition for Asia, ProPak Asia, the regional's number one international trade event for Food, Drink & Pharmaceutical Processing & Packaging Technology, is a part of ProPak exhibition series running across the globe – Myanmar, India, Philippines, Middle East & North Africa, Vietnam, and China.



GLOBAL PACKAGING FORUM 2021: VIRTUAL EDITION

WHEN: 16-19 June 2021

WHERE: Alongside ProPak Asia 2021



JULY 2021

Business Clean Up Australia Day

WHEN: 2 March 2021



Foodpro

WHEN: 25 to 28 July 2021

WHERE: Sydney Showground, Sydney Olympic Park

WHAT: Foodpro is Australia's leading food manufacturing event, showcasing design innovations, new technology and the latest in processing and packaging solutions. Whether it's through exhibiting at the triennial event, or taking advantage of the digital opportunities available, foodpro brings the food industry expertise to one place.



AUGUST 2021

Australian Waste Recycling Expo (AWRE)

WHEN: 25 to 26 August 2021

WHERE: ICC, Sydney NSW

WHAT: As the premier business event for the waste, recycling and resource recovery sector, AWRE is where the best come together to join forces for a world of solutions towards a cleaner, more sustainable future.



MOVED TO 2023

Interpack

WHEN: May 2023

WHERE: Dusseldorf, Germany

WHAT: Interpack is far more than just a packaging show. As the world's leading trade fair, it is the major inspiration for the packaging industry and all related process technologies. 2,700 exhibitors from more than 60 countries will present their latest ideas, innovate concepts and technological visions at interpack - not only in equipment and machinery for packaging and processing, but also in production tools for packaging materials, materials themselves, and services for the entire industry.





Food & Grocery Manufacturers step up with National Plan to tackle plastic

Australia's food and grocery manufacturers, represented by peak body the Australian Food and Grocery Council (AFGC), will develop Australia's largest industry-led plastic recycling scheme, which aims to collect and recycle nearly 190,000 tonnes of plastic packaging per annum by 2025. The Australian Government has announced the AFGC will develop the National Plastics Recycling Scheme (NPRS), supported by funding from the Government's National Product Stewardship Investment Fund (PSIF).

The scheme will initially focus on increasing the diversion of soft plastics such as bread, cereal and frozen vegetable bags, confectionery wrappers and toilet paper wrap from landfill and it will move on to support the increased recycling of other plastics that are currently difficult to collect and/or recycle. As an industry-led and funded scheme, the NPRS will coordinate and focus the efforts of well-known food and grocery brands to significantly increase the recycling and reuse of plastic packaging.

This will build on existing soft plastics recycling initiatives including the industry funded REDcycle program and the soft plastic kerbside collection trial run by Nestlé, as well as projects and research by the Australian Packaging Covenant Organisation.

AFGC CEO Tanya Barden said "Over many years, brand owners have invested in packaging innovations that reduce food waste and have moved to using lighter-weight plastics that have a lower carbon footprint. Continuing the focus on packaging sustainability, the NPRS will

increase the recycling rates of identified plastics and reduce the amount of virgin plastic used in packaging, helping to meet Australia's National Packaging Targets."

The National Packaging Targets include a goal of recycling or composting 70 percent plastic packaging and incorporating an average of 50 percent recycled content across all packaging by 2025.

"We commend the Australian Government's leadership on waste reduction and recycling matters, including their support for the NPRS.

"We're excited about developing a circular economy in collaboration with our members, who comprise nearly 80 percent of packaged food and grocery sales, as well as governments, retailers, plastics and packaging companies, and the resource recovery industry," said Ms Barden.



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The current Government funding for commercial solar is being phased out incrementally, reducing each year in value. This means you need to act by December 31 2020 to maximise your benefit. Confused about access to government incentives? Don't stress - We do the hard work for you to find out what you could save.

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2. Rebecca will organise your **expert solar feasibility assessment**, which can be conducted remotely and in a way that won't interrupt the flow of your work day.
3. You'll receive the comprehensive information you need to make an **educated and informed decision**, including an estimate on how much solar energy could save you on your energy bills



Find out why more than 3,500 clients trust us with their energy needs.

Rebecca Xuereb
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Rising Stars

The future of Australia's packaging industry is in the hands of these upcoming leaders who have already demonstrated outstanding application in their work roles, high academic achievement, and recognition from industry peers and peak bodies.

Karunia Adhiputra



Karunia Adhiputra (Adhi) holds the role of packaging technologist – Technical & Production at Nestlé Australia. A stand-out achievement was Adhi's development of the Australasian Recycling Label program tracker and generator for Nestlé, which captures all products across ANZ to assist in the auditing requirement for APCO members. Adhi is now responsible for training all Nestlé packaging technologists in both ARL and PREP tools, and is a mentor new packaging technologists. Adhi is a past recipient of a PIDA Young Packaging Professional of the Year award.

Jessica Ansell



The flexible packaging industry was new to Jessica Ansell when she joined the OF Packaging team two years ago. The company's directors have been impressed by how quickly she has gained technical knowledge and understanding of this complex industry and has already taken the lead on many successful projects, including the company's sustainability strategies, while also assisting with AIP training on flexible packaging. Ansell is viewed by her colleagues as a future leader, able to effectively communicate important information about the current and future challenges the packaging industry faces.

Alysha Baggett



Alysha Baggett is the senior packaging technologist, Global Packaging Support Team, Suntory Monozukuri Expert Ltd in Japan (on assignment from Frucor Suntory, NZ). Her current role involves OEE line improvement, new line (aseptic PET) commissioning support, and project work with a focus on sustainability for global group companies. She has distinguished herself academically, having won, through the AIP, the Best Student Award for 2018/19 in the Diploma in Packaging Technology, a Global Student of the Year award and the coveted Harry Lovell Award.

Alexandra Brayshaw



Alexandra Brayshaw is the senior technical and design lead in Arthritis Australia's Accessible Design Division. Her role is to educate and provide decision making tools to industry and government at a design and procurement level to develop an understanding of the consumer experience of products and packaging. She also coordinates the newly formed Accessible Design Alliance, formed from not-for-profit consumer health organisations that represent people with chronic conditions who are significantly impacted by inaccessible products and packaging. Brayshaw has won a number of awards to date, including a PIDA scholarship, Young Packaging Professional of the Year award,

a Global Student of the Year award, and a Harry Lovell Award for the Best Packaging Related Research Project.

Nina Cleeve-Edwards



Nina Cleeve-Edwards is the manager of the Oceania Innovation Acceleration Team at Nestlé Australia. Early in her career, she contributed to the eco-design tool, PIQET, in Nestlé, became an expert in its use, and subsequently worked with the developers to make it a global tool. She also became a key member of the industry working group implementing standardised industry packaging specifications, industrialised the packaging for Nestlé Carnation Lite Cooking Cream and designed the opening feature for the pouches for Maggi Wet Recipe Bases, to mention just a few projects. Her peers and colleagues believe she will continue to make her mark as a leading packaging technologist in this industry for many decades to come. She has been recognised with a PIDA Young Packaging Professional of the Year award, a Harry Lovell Award, and a Fellowship of the AIP (notably, the youngest woman to have achieved this honour).

Monica Doyle



Monica Doyle, senior product development technologist at Brownes Dairy, is described as a "fresh and passionate leader and campaigner for sustainable packaging", both

at Brownes Dairy and within the wider industry. Her work at Brownes has included implementing the Australasian Recycling Label (ARL) across the company's substantial product portfolio. Doyle is an advocate of sustainability, an active member of the APCO Recycled Content Working Group and a presenter at APCO Workshops. She was nominated as a finalist in the 2020 APCO Sustainability Champion Award, which recognises individual commitment to a range of criteria, including dedication to embedding sustainability into organisational practice, leadership, outstanding performance, stand-out achievements and personal growth.

Aleah Koerner



Aleah Koerner is a sustainability packaging specialist at Woolworths Supermarkets, focusing on the 2025 National Packaging Targets for Woolworths Own Brand Packaging. Woolworths was the first supermarket to adopt the Australasian Recycling Labelling (ARL) on own brand products. Woolworths is also making big steps towards reducing the amount of plastic in its stores and making improvements in energy efficiency, sustainable sourcing and reducing food waste. Koerner has a Bachelor of Applied Science, Majoring in Food Technology, a Diploma in Packaging Technology and has won a PIDA scholarship and a Harry Lovell Award. She is an invaluable mentor to current Diploma in Packaging students and is always available to help to advance anyone's packaging knowledge.

Shabbeer Ahmed



Shabbeer Ahmed is the packaging engineer, Fresh Meals Solutions, ITQ – R&D, One Global Meals, General Mills. His

key responsibilities include managing packaging projects, supporting packaging development, which includes innovation, renovation and cost-saving exercises, providing technical support to the project teams and, most recently, exploring recyclable options and solutions as part of the company's packaging sustainability ambition. A recent graduate of the AIP's Diploma in Packaging Technology, (which he achieved with distinction and in the face of tremendous personal challenge), he is currently leading sustainability projects in his company, and is keen to apply his earnings in this area and, in his words, be a "force for good in protecting Planet Earth".

Sergio Palacio



Sergio Palacio is automation project engineer at HMPS for the Asia-Pacific region. His areas of responsibility include project management, client liaison, plant layout and electrical design, components selection and purchasing, and programming and commissioning of secondary packaging machinery. Palacio has recently graduated with a Diploma in Packaging Technology from the AIP. He aims to incorporate this body of knowledge into the design of secondary machinery, to make it more reliable,

efficient and affordable. Palacio says there can be a disconnect between product packaging design and the machinery that is designed to pack those products; while major effort is put into making packaging that fulfills its key functions, not enough thought is put into how the packaging will perform on the production line. His aim is to exert an influence on the design of the packaging for the products his company's machines are meant to pack.

Michael Van Dord



Michael Van Dord, technical and design engineer at Caps and Closures, was a recent winner of the PIDA scholarship and is currently undertaking the Diploma in Packaging Technology. Van Dord has a design background in aerospace engineering which he has pivoted into project engineering across many applications of caps and closures for numerous FMCG companies. He is fast becoming a specialist in packaging closure technology with an expanding knowledge base in injection-moulded closures. He has a passion for education and enjoys sharing his knowledge and experience with the broader packaging community. He has delivered lectures on packaging topics and has published an article in *PKN*.

MESSAGE FROM THE PUBLISHER

Congratulations to all the worthy candidates who made our 60 of the Best list. *PKN* acknowledges there are many other individuals who are working hard to achieve positive change in their companies and the industry. We salute you.

A final tribute is due to the *PKN* team, whose unflagging enthusiasm for what we do inspires me every day: national sales manager Sharon Amos, for her fine business acumen and professional customer service; production co-ordinator Luke Buckley, for his eye for detail and pursuit of production excellence; editor Ian Ackerman, for getting a handle on our industry so quickly in his first year and producing high quality content at breakneck speed; associate editor, Wayne Robinson (also editor of *PKN*'s stablemate *Print21*) for adding his eye for a news story and expertise in print to the editorial mix; journalist Doris Prodanovic – our own rising star – for bringing her writing skills and invaluable digital prowess to the table; editor of stablemate *Food & Drink Business*, Kim Berry, for contributing her insights on the important F&B sector and being an energetic adopter of new projects launched in partnership with *PKN*; and art director Ana Heraud and layout designer Lauren Esdaile, for their creative talent and can do attitude that makes our job so much easier. It is a constant joy and privilege to work with all of you. Lindy Hughson

New initiatives and innovation

During the 2020 Australasian Packaging Conference, several AIP partners presented their newest products and projects.

PUMPED UP

An innovative new concept to offer a more sustainable option for pump packs was presented by Zipform Packaging. The patent-pending rPump concept delivers a Reduce / Reuse and Recycle alternative to traditional pump dispenser packs. Combining Zipform Packaging's linear-formed composite pack as a recyclable primary and refill pack with a reusable pump assembly, this concept offers an alternative to a standard pump pack with enhanced decoration opportunities.

At the AIP conference, Zipform business development manager Nicholas Payne said it was developed with sustainability as a core mindset. "Our packs are not only recyclable, but they also tackle the upcoming problem of finding a home for recycled content," he said.

Payne said the new concept will help brand owners address their National Packaging Targets.



RE-ENGINEERED FOR RECYCLING

O F Packaging shared how the company is re-engineering flexible packaging for recyclability.

The session showcased the latest recyclable and made-from-recycled packaging, along with the exciting new Roll 'n' Recycle program in conjunction with PREP Design. (Read more on page 19.)



FIBRE OPTICS

Zipform Packaging also presented material developments in fibre-based packaging, showcasing a wide range of standard and special fibre-based materials to deliver the functional outcomes and aesthetics that brand owners require.

Zipform said materials are under development that will reduce and potentially eradicate the use of fossil fuel based plastics in a pack which is more than 95% fibre and 100% renewable.



DOWN TO EARTH

The Re-forme ground-breaking Earth product range, including straws and tapes, is manufactured using Earth Resin. The bioplastic Re-forme Earth Resin consists of two thirds calcium carbonate (clay) and one third polypropylene. It has two thirds less fossil fuel than counterpart products. According to the company, following disposal in landfill, the clay component will be returned to the earth and the polypropylene is designed to biodegrade quickly – it has been ASTM D5511 tested.



RPET MYTHBUSTERS

Starlinger Viscotec gave a synopsis busting popular myths and presenting truths surrounding rPET.

Truth #1: The 'r' in rPET stands for recycled; it is made from post-consumer packaging material and/or inhouse production scrap.

Truth #2: rPET has the highest food grade quality. Super-cleaning technology makes rPET suitable for direct food contact – exceeding EFSA and FDA standards.

Truth #3: rPET trays have a low carbon footprint, confirmed by life cycle assessments.

Truth #4: rPET has excellent mechanical properties, and the material's properties like the intrinsic viscosity is restored in the recycling process.

Truth #5: PET flakes from trays can be used in the recycling loop; Starlinger Viscotec technology closes the thermoform PET recycling loop.

unveiled

PRINT POSSIBILITIES

Print systems developer Konica Minolta demonstrated its AccurioLabel 230 digital label press.

Presenters Adam Todd and Jason Rollard gave the virtual participants an end-to-end run through of the AccurioLabel 230, the 23-metres-a-minute digital label press. They highlighted the 2000 metres roll length, non-stop printing capability, 1200dpi quality, and +/- 0.5mm register tolerance.

Ease of use was a key concept, with no makeready, a rip on the press, and an on-press roll splitter for the 330mm-wide machine. It is designed to print up to 70,000 metres a month. Todd said 17 had already been sold in Australia and 600 around the world.

Pollard said the AccurioLabel 230 was positioned to meet the growing trend to short-run work, versioning, and personalisation. He said the dry toner-based printing was suited to food and beverage jobs as it was food-compliant.



TILT TESTING

Also from SafeLoad is the innTilt Testing Tool, a mobile, easy-to-transport device designed for tilt testing to evaluate load stability during transportation. SafeLoad said the innTilt range can also be used as a quality control tester and it's a useful tool for packaging optimisation, as repeatability is guaranteed. The innTilt Tool can be used in conjunction with the innVision ST system, consisting of a high-speed camera and software to measure the unit load deformation. Once the test is completed, the system creates a report with all the information regarding the deformation suffered by the load.



SAFE AND STABLE

SafeLoad showcased its innSlide Boomerang horizontal stability tester – patented equipment for acceleration tests, such as EUMOS 40509 and the US FMCSA cargo securement requirements, to measure the stability and rigidity of load and optimise packaging.

Packaging optimisation helps companies reduce the use of plastics, in addition to optimising primary and secondary packaging. According to SafeLoad, with the use of the innSlide Boomerang customers have achieved an average reduction of 25-30 per cent in the use of stretch film as tertiary packaging, which has resulted in an average reduction of 15-20% of CO2 emissions.

FOOD SAFE, PLANET SAFE

Planet Protector Packaging presented on its Lobster Protector packaging, a flat-packed, recyclable, biodegradable, renewable and compostable solution made from 100% food safe materials. The packaging design consists of three key components – a wool liner, a fibreboard insert and a corrugated carton with a unique coating to make the carton water resistant. The Lobster Protector is 100% certified food safe and is 100% recyclable and biodegradable, with the critical wool liner compostable (even home compostable). There are no plastic components in this solution.



BUT WAIT, THERE'S MORE...

Other partner presentations in the break-out sessions (available to delegates until December via the AIP website) included Mosca's update on strapping machines, straps, and load-securing systems; Taghleef's talk on Dynamic Cycle, a sustainable initiative in support of plastic circularity; Responsible Wood's discussion of all things PEFC; and APCO's overview of a number of its initiatives (see page 76) including the ARL and the 'Check It! Before You Chuck It' consumer campaign.



Behaviour interventions and



Understanding human decision making and the interventions which can be made to convert customers, as well as sustainability, passion and purpose for packaging, led the virtual discussion at the 2020 Women in Packaging forum. Doris Prodanovic reports.

THE third Women in Packaging event, presented by *PKN Packaging News* and *Food & Drink Business*, was held as a virtual event for the first time. It was hosted in partnership with the Australian Institute of Packaging as part of the 2020 AIP Australasian Packaging Conference. Behavioural scientist Sonia Friedrich was the keynote speaker, and shared with the virtual audience her first-hand experimental research in behavioural economics in her presentation entitled ‘Unpack the Brain to Influence Purchasing Decisions’.

Friedrich discussed the importance of brain knowledge and how sharing this across departments in businesses can help develop a stronger connection between packaging, design and marketing, as well as impact bottom line revenue incomes.

“Packaging is not about the package, it is about engagement with a human. Design and planning often assume humans are robots and will act the way we want them. Humans are not that. They are irrational, yet predictably so.”

“When you start understanding the power of this space [behavioural economics] in your business, you can start to see the interventions

you can dial up or dial down – the way you nudge your customer,” Friedrich said.

“The brain makes decisions that are conscious and unconscious – 90 per cent is unconscious. Every small change that is made can have an impact in the end result. If we look at life as a series of heuristics and biases, we see that we often make default choices. When we make that choice over and over again, it becomes a habit, which then becomes a belief set. We need to challenge this.”

The human brain is hardwired to the path of least effort, Friedrich said, as “we are hardwired to our own status quo”. She challenged attendees to look at their own packaging and question whether their eyeballs stay on the pack.

“When it comes to packaging, there is of course consideration to be given to the legality of what needs to be on pack, but aside from that – can you identify where there is breathing space on your packaging?” Friedrich asked.

“There are different ways to tap into unconscious behaviour and emotional saliency tells us whether we should bother or not,” she said.

“We need to understand the systems of the brain. System One is fast, automatic and intuitive. It is unconscious and more than 90 per cent of decisions come from here. It is often our default. System Two is slow, deliberate and effortful. If you apply System Two thinking too early on, customers disengage. You need to make sure you don’t overload customers. If our brain is made to work too fast, too early, we won’t engage and most likely, won’t come back.”

Loss aversion is also a brain function to consider, with humans fearing loss more than they value gain in a ratio of 2:1, as Friedrich reminded us of the panic buying – particularly of toilet paper – earlier in the year.

In addition, choice underload and overload echoed another brain hardware – the need to compare – and discovering ways to encourage engagement rather than opting for contraction when presented with options.

“It is important to play with small nudges and bring behavioural economics into your department. It is something that filters through the organisation,” says Friedrich.

“I encourage you to speak with your teams and ask them to go through the process of being one of your customers – it will help all levels discover what’s working, what’s not and how you can make a shift in behaviour for future customers.”

PANEL FULL OF PASSION

Following on from the keynote, *Food & Drink Business* and *PKN* publisher Lindy Hughson moderated the panel session, which focused on how harnessing passion and purpose can lead to business success.

Panelists included co-founder and director of The Better Packaging Co, Kate Bezar; founder and CEO of Planet Protector Packaging, Joanne Howarth; co-founder and director of tna, Nadia Taylor; and Brisbane-based plastics researcher and PhD Candidate at the University of Queensland, Nicole Garofano.

All four women gave insight into the passion that drives their career and life pursuits. Taylor’s passion for packaging is rooted in the story of how tna’s rotary form-fill-seal machine Robag

MAIN: The Women in Packaging panel talk passion and purpose in work and life.

packaging with purpose

became an industry standard for the snacking industry, and in turn tna's success has enabled her philanthropy, with the Nadia & Alf Taylor Foundation supporting numerous humanitarian programmes that have a positive impact on the lives of thousands of children and their families.

Bezar spoke of her feeling of a great sense of urgency to replace single-use plastics with more sustainable alternatives, how she views waste as a design flaw, and how the company she co-founded has developed compostable e-commerce packs have converted 25 million single-use plastic mailing bags, and developed a collection system based on Circular Economy principles.

Howarth's core passion is around making a measurable impact as her business seeks to remove polystyrene from the planet through its wool-based

To understand the system, not just for major markets but also small island states, is important when it comes to making the changes that are effective for management of waste in these areas."

— Nicole Garofano

insulation for cold chain packaging. Since its inception, Planet Protector Packaging has prevented 5.2 million polystyrene boxes from entering landfill, and the rapid growth of the business has seen multinationals and SMEs join her growing client base.

Garofano shared how for the last four years, she has examined the generation and management of plastic

food and beverage packaging material in the context of small island developing states as the focus of her PhD research at the University of Queensland. Her focus on small island state waste management included the Clean Up Barbados initiative, which continues today.

The panel discussed how Covid-19 has presented many challenges in the norms of doing everyday business, but has also presented new and unexpected opportunities.

"As an essential service company, we were able to continue supporting our food processing and packaging customers, with a lot of this via remote technology. Of course, our priority during the pandemic was the safety of our staff globally, and though there were some challenges at the start, working remotely worked quite well for us," said Taylor.

**CHECK IT!
BEFORE YOU
CHUCK IT**



**The Check It!
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the Australasian
Recycling Label every
time they are at the bin.

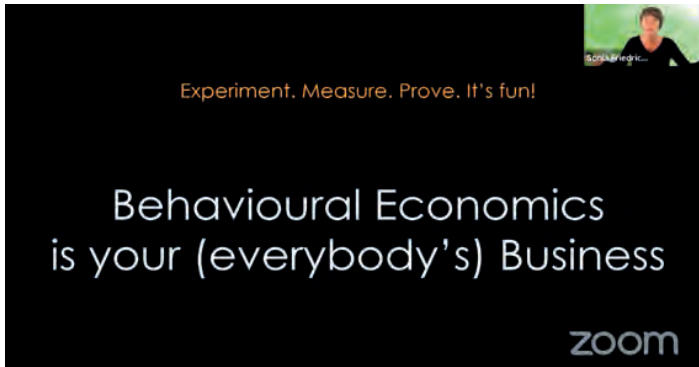


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PLANET ARK





“When you start understanding the power of this space [behavioural economics] in your business, you can start to see the interventions you can dial up or dial down – the way you nudge your customer.”

— Sonia Friedrich

“At tna, we are an international business that has teams spanning across six factories, so we kept in touch globally with ‘town hall’ meetings through Microsoft Teams, which gave us the chance to essentially have all our staff under the one roof and come up with solutions as one team.”

“It’s been a learning experience but we’ve managed to overcome these challenges, we’re very lucky.”

Bezar echoed this sentiment with the adaptation at The Better Packaging Co.

“In the early stages, there was a huge amount of uncertainty and our sales fell off a cliff in Australia and New Zealand – we were in talks with large companies for branded packaging but that all had to be put on hold,” said Bezar.

“We never could’ve anticipated the huge shift to online shopping – parcel volumes have been on par with pre-Christmas sales in Australia. Since a lot of our packaging is produced in

China, our supply and lead times blew out, so we had to rebuild and find new ways to keep up with the demand.”

“We’ve come out a stronger company internally and externally, with better processes in place now.”

Howarth said Covid has been an opportunity for the team at Planet Protector Packaging to focus on sustainability, despite a lot of the larger corporates going into survival mode and placing sustainability at a lower priority.

“We saw a huge demand for insulated packaging as so many businesses pivoted online. Everyone wanted their product out the door quickly, and so we used that time to develop our systems,” she said.

“There was a lot of small businesses entering the online space for the first time and pleasingly, they were environmentally aware and it didn’t occur to them to look at the plastics, so they were already engaged

in this space and sustainability.”

On a bigger picture purpose scale, Garofano, who is set to graduate from her PhD in the coming weeks, said that she believes she has a dual purpose in being an advocate between the packaging industry and the public.

“My experience in Barbados has built a foundation for me to have a dual purpose – I am learning as much as I can about the packaging industry and different applications materials like plastic can have, as well as the impact of packaging and reducing food waste,” said Garofano.

“By being this advocate between industry and the public, it helps identify what the public is missing in the awareness of packaging, plastics and sustainability. To understand the system not just for major markets but also small island states is important when it comes to making the changes that are effective for management of waste in these areas.” ■



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Australian Institute of Packaging



**AUSTRALIAN INSTITUTE
OF PACKAGING**

With this the 60th Anniversary of *PKN Packaging News* it is a time of reflection and a wonderful opportunity to showcase achievements and milestones within the industry.

The Australian Institute of Packaging (AIP) was established 57 years ago so packaging technologists in Australia were trained and educated to the highest technical standard to ensure recognition as skilled packaging professionals.

Fast forward to 2020 and the AIP is proud to have an inclusive institute that is open for everyone to join, no matter what role or position you have, and regardless of where you live in Australia, New Zealand or parts of Asia. Whether you are simply looking to upskill, fill knowledge gaps, learn about specific areas of packaging, or you are wanting to undertake a Degree in Packaging, the AIP can offer you a suitable course or program.

In the past 10 years the education portfolio has expanded from just offering a Diploma in Packaging Technology to an extensive list that includes a Master of Food & Packaging Innovation Degree, Diploma in Packaging Technology, Certificate in Packaging, Fundamentals of Packaging Technology course and a Certified Professional Development Program known as the Certified Packaging Professional (CPP) Designation.

When the industry asked for bite-sized modules and lesson bundles, the AIP introduced the Fundamentals of Packaging Technology course. When new people to the industry asked for introductory training courses that were not as technical as the degrees, the institute introduced the half-day training courses. The AIP Training Course portfolio now consists of 24 courses that are continually updated and adapted to suit the needs of all areas of the industry.

Industry recognition through PIDAs

Another program that we are extremely proud of is the Australasian Packaging Innovation & Design (PIDA) Awards, which are the exclusive feeder program for Australia and New Zealand for the prestigious WorldStar Packaging Awards, run by the World Packaging Organisation (WPO). The AIP has a strong judging panel from across all areas to ensure that the entries meet the highest standard. New categories are regularly introduced and the volume of entries continues to increase year-on-year.



Certification & recognition for packaging professionals

The AIP has partnered with a number of key associations to expand its global reach and access to packaging knowledge from all areas of the world. These partnerships are mutually beneficial, as they allow the AIP to support developing countries who are looking for packaging education and training. They are also a means for the institute to gain knowledge from other associations with remarkable programs.

The global expansion and partnership program has enabled the AIP to provide educational offerings that are internationally accredited and certified. The AIP has designed the program to ensure that AIP-led activities, courses and educational programs attain points towards the CPP designation. This makes it easier for anyone who is involved in the AIP to maintain their CPP designation for life.

Where to from here?

Earlier this year, and after years of planning, the AIP launched the residential version of the Fundamentals of Packaging Technology course, which was unable to be run due to Covid-19. The AIP will introduce this course when the timing is right in the future.

If we reflect on 2020 this year has also allowed the Institute to be more creative and



flexible. The AIP has moved the annual PIDA Awards Program, seven training courses, the biennial packaging conference and the Master of Packaging Innovation Degree lecturing to the virtual world.

2020 has taught the AIP that it is possible to adapt educational offerings to suit any environment, and we at the AIP hope that the founders of the institute are proud of how far it has come since its establishment in 1963.

As the peak professional body for packaging training and education in Australasia, the AIP is solely here for you. If you need to fill knowledge gaps, undertake a degree, learn about a specific material, or just find out more about the fundamentals of packaging, please reach out.

Virtual doors open on future of



A first for our industry, the AIP's Australasian Packaging Conference 2020 took place on an all-new live platform in October. What emerged was evidence of an industry united in its collective purpose: to step up to the challenge of creating more sustainable packaging and meeting the 2025 National Packaging Targets. The PKN team reports.

THE highly anticipated 2020 conference was opened by AIP president Jason Fields, who welcomed the audience – which had tuned in via the livestream or Zoom platforms on the AIP website – with some sobering statistics on the impact of Covid-19 on the world, and on the packaging industry and those it serves.

He noted that during this very challenging year, while the spotlight may not be on sustainable packaging and the pursuit of a circular economy, the work in sustainable packaging design and design for material

recovery must continue, because “the spotlight will return and we need to be ready”.

For packaging professionals, the four-day conference would prove a rich resource on the latest developments across all aspects of the industry, from material and technology innovation to progress made on important initiatives like the 2025 National Packaging Targets, Save Food Packaging and Food Waste, and the Circular Economy.

These were all topics touched on by keynote speaker Pierre Pienaar,

president of the World Packaging Organisation, who gave a global perspective on packaging that is fit for the future.

“Plastic has its place in our world, and that's not in our waterways, our environment,” he said.

He reminded the audience that packaging is necessary for food safety and quality, for protecting food, extending its shelf life, and reducing food waste.

“But we need to develop solutions that reduce packaging volumes and impact without compromising on protection,” he said.

“The WPO sees a future without waste by increasing plastic recycling and identifying alternative materials to plastic.”

Pienaar gave an overview of what the WPO working on, including global projects to reduce food waste and packaging waste, and to increase packaging education.

“We target unnecessary packaging, we encourage phasing out materials that are not recyclable, and focus on the development of mono-material packaging.”

The WPO's approach to reducing packaging in the environment is three-pronged: increasing recycling rates, improving collection rates, and increasing the recyclability of materials used in packaging. Citing EU figures to make the point, Pienaar said plastics are the material that present the biggest challenges specifically in the areas of recyclability and circular design, recycling infrastructure, and availability of recyclates.

He spoke also of government

The virtual platform enabled robust, interactive discussion on wide-ranging topics.



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packaging

response around the globe to public concerns about packaging waste, notably single-use plastic waste, and regulators are adopting various approaches for minimising and managing packaging waste.

The bright light comes from the response of FMCG companies, he said, who are actively promoting high recyclability and recycled content in their packaging.

In closing, he shared the confronting image of the Great Pacific Garbage Patch, underscoring his opening statement that this is not where plastic belongs. And this provided the ideal segue for the next keynote speaker, Pete Ceglinski, CEO and co-founder of Seabin Project.

WASTE-FREE WATERWAYS

Ceglinski explained how Seabin works: it's effectively a garbage bin that floats on the surface in marinas to filter water and capture plastic waste and

other debris. It includes technology to monitor and measure litter at various locations and how it links to weather patterns and human behaviour.

"The Pollution Index by Seabin Project is a global data platform to measure the health of our waterways and in turn, our oceans," he said. "Data sets provided by a network of over 19 countries fill critical knowledge gaps needed by decision makers to justify the change we all want to see: cleaner oceans and a better value of life."

Seabin Project is now in 54 countries, which sees a daily collection of 4.5 tonnes of plastic waste.

Ceglinski said: "What we are doing affects everyone, it's everybody's problem; the only way for us to find a solution is through partnership and collaboration. We need more voices, we need to scale up. We need to raise awareness and then funnel that into the change we want to see." ■

KEY TAKEAWAYS

BY ANTHONY PEYTON, DIRECTOR GREENCHIP AND PREP DESIGN

- The packaging industry is working at the fastest pace I've seen it to create more sustainable packaging, sans greenwash.
- Achieving the 2025 National Packaging Targets is now embedded in business processes.
- Every part of the supply chain is creating innovative circular solutions that are competitive, disruptive and built for scale.
- The AIP's close working relationship with APCO means there is a seamless contribution in the areas of program development, industry support, education and inspiration.
- This event has shown that the packaging industry is a tight-knit, resilient community willing to help each other out.



The advertisement features a black background with vibrant green fern fronds on the left and right sides. In the center, there is a white circular logo containing a stylized, abstract black shape. Below the logo, the word "wellman" is written in a large, white, lowercase sans-serif font, followed by "PACKAGING" in a smaller, white, uppercase sans-serif font. At the bottom left, "E-ZERO™" is displayed in a large, bold, green sans-serif font. To the right of "E-ZERO™", the text "Advanced environmentally conscious manufacturing platform for fast moving consumer goods." is written in a smaller, white, sans-serif font. At the very bottom, the text "SUSTAINABLE PLASTICS | FUTURE THINKING FOR PLASTICS PACKAGING | WELLMAN.COM.AU" is written in a small, white, uppercase sans-serif font.

Mapping our path forward

The AIP conference delivered a comprehensive update on a swathe of developments, from sustainability, to printing, to material innovation. PKN reports.

THE Australian Packaging Covenant Organisation (APCO) released a new tool for measuring Australia's progress towards the 2025 National Packaging Targets during the AIP conference. It has been well received by government and industry.

APCO's new Monitoring Program identifies the seven strategic intervention points (SIPs) that are essential to manage to ensure the successful delivery of the 2025 National Packaging Targets, and cover the entire packaging value chain. The SIPs cover design, production, use, disposal, recover, and market creation, with progressive, yearly targets laid out for each.

APCO CEO Brooke Donnelly said the new Monitoring Program was widely welcomed by representatives from across the packaging value chain, including major brands; retailers and business associations; the waste and recycling industry; and the environmental community.

"The program will provide insight at regular intervals into how well Australia is progressing towards achieving the 2025 Targets, ensuring change is sufficient to achieve critical milestones," she said.

"It also highlights early intervention points to enable the system to pivot to alternative approaches if required to ensure successful outcomes."

Suez Australia and New Zealand chief sustainability officer Justin Frank said the old adage, "what gets measured gets managed" could not be more apt in this context.

"Monitoring data and turning it into information and insights, is critical to make informed decisions on where interventions are needed to drive forward more circular economy focused outcomes including eliminating single-use plastic, recovering more recycled materials, reusing those recycled materials and importantly stimulating those domestic offtake markets," he said.

At the conference, Dr Helen Lewis, who is an environmental consultant specialising in sustainable packaging and product stewardship, presented the new APCO programme. She said the monitoring programme provides a structured framework to achieve the 2025 Targets.

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“It provides an opportunity for all stakeholders to identify when progress is insufficient or not happening at the right pace,” she said.

“If it looks like we’re not tracking towards the targets, we’re not going to back away from them. We’re going to look at what industry and government can do.”

Lewis said managing these changes simultaneously to achieve the targets in a short period of time is no easy task. But she said targets have the power to drive change, and ambitious targets can drive big change.

“Seventy per cent plastics being recycled is an ambitious target. But it’s really interesting how the targets have driven so much activity throughout the industry already,” she said.

“What we’re doing is raising expectations and driving behaviour change; that’s the power of it.”

What we’re doing is raising expectations and driving behaviour change; that’s the power of it.”

— Dr Helen Lewis



TRANSPARENCY BUILDS CONFIDENCE

During a panel discussion following the presentation of the programme, Planet Ark CEO Paul Klymenko said the problem being addressed by the new program is a whole-of-systems problem.

“We need a whole-of-systems solution – everyone knowing their role is essential, as is setting those milestone targets, and making it open and transparent is important,” he said.

“Having the monitoring programme provide transparent, evidence-based reporting regularly will build confidence amongst all stakeholders, most importantly consumers. This will encourage them to play their vital role in the recycling process and drive positive environmental outcomes for all.”

Klymenko said it was notable that there is now a great impetus in the corporate sector to move towards sustainable business practices.

“Whether it’s the board, shareholders, or employees, they all want to work together to achieve the targets,” he said.

“We’ve only got five years. But, even with Covid, the whole thing, the work is still happening.”

EY partner, climate change and sustainability, Terence Jeyaretnam said awareness around the waste problem has skyrocketed not just in

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the community, but also in corporate boardrooms.

“Board members and executive leadership teams are much more across the issue now, so they’re asking questions,” he said.

“The level of awareness is going up everywhere, and new legislation and APCO’s work are driving increased activity everywhere to meet these targets.”

Cameron Colebatch, director-plastics, packaging and food waste section of the Department of Agriculture, Water and the Environment, said: “From a government perspective, these aren’t aspirational targets, they can be achieved. The government wants to see industry succeed.”

Coca-Cola Amatil group head of CDS development and implementation Jeff Maguire said getting design

right is a very important part of achieving the 2025 Targets.

“We must get the design of packaging right so when it is collected, it can be recycled,” he said.

He said in order for companies to invest in infrastructure for recycling and circularity, there must be a reliable supply of recyclable material in volumes sufficient for the investment to be economically viable.

“Unless you have those things in place, it is very difficult to make those investment decisions,” he said.

“CDS [container deposit schemes] have reached these outcomes in terms of collecting the materials. Also, the CDSs around the country facilitate the collection of homogenous materials.”

Maguire said it is important to look at what materials best suit the targeted outcomes.

“[Providing] transparent, evidence-based reporting regularly will build confidence amongst all stakeholders, most importantly consumers.”

— Paul Klymenko, Planet Ark



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“It’s about looking at the whole value chain, looking at the front end at what material we can put into the value chain so it comes out at the other end able to be made into a new package,” he said.

Nestlé Oceania head of corporate and external relations Margaret Stuart said understanding the whole system and value chain is important.

“When you understand the players – what’s driving them and their limitations – you’re better informed to make decisions on your own packaging,” she said.

“The more we understand the challenges everyone in the value chain are experiencing, the more we as brand owners are positioned to take appropriate action.”

Stuart said it is critical that everyone through the packaging value chain understands what needs to be done and works together.

Amcor will be either reusing or recycling all its packaging by 2025... 89 per cent of Amcor’s current packaging is recycling ready.”

— Jasson Mills, Amcor

“The Monitoring Program gives a useful framework to help everyone understand both the progress that is being made, and where we might need to change our direction,” she said.

“This will help us meet the 2025 National Packaging Targets.”

BRIGHT FUTURE FOR FLEXIBLES

The 2020 AIP Australian Packaging Conference looked deep into the

future of printing and flexibles and came to the conclusion that the future was bright, with innovation the key to overcoming obstacles.

A stellar line-up of packaging professionals took part in the live streamed session, hosted by WPO president Prof Pierre Pienaar. Taking part were Joe Foster, director of Omniverse Foster Packaging; Jasson Mills, R+D manager at Amcor Flexibles; Patrick Pollack speaking from Germany from Gerhard Schubert; and Yoav Lotan, business manager for HP Indigo Labels, coming live from Singapore. Pollack kicked off the session, acknowledging that packaging knew it had a massive global problem in the eyes of the consumer, who sees endless photos of plastic littered on beaches. However, he said the dilemma was that less than a quarter, 23 per cent, of those consumers would be willing

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to pay a higher price for their packaging if it meant no more litter. He pointed to the numerous examples where brands were leading the move away from plastic to fibre-based packaging, citing Coca-Cola, Carlsberg, and Yakult, among others.

Jasson Mills, R+D manager at the world's biggest packaging company Amcor, said the company would be either reusing or recycling all its

packaging by 2025. He told the audience that 89 per cent of Amcor's current packaging is recycling ready, and that another eight per cent was on the way, with the company yet to work out how to make the remaining three per cent recyclable.

Mills then took the conference into the Amcor digital watermark concept, which essentially fingerprints each piece of packaging. Once the

packaging is post-consumer the waste is automatically sorted, with a camera on the conveyor belt identifying the type of packaging, and the line automatically placing the waste in the correct bin. A full nationwide test is scheduled for the year after next, in either Denmark or Germany.

Packaging industry identity Joe Foster said plastic was an essential part of modern life, and the key to sustainability was innovation and re-engineering. He pointed out the decision by China to stop accepting plastic waste from Australia meant 581,000 tonnes of plastic had to now be dealt with locally.

Looking to the future Foster said augmented reality would deliver personalised content on packaging, that rigids would swap to flexibles, that compostables were not the answer, and that the barrier to innovation was imagination.

“And one final step is very critical: implementing traceability so brand owners are confident the material is recycled.”

— Barry Cosier, AFGC

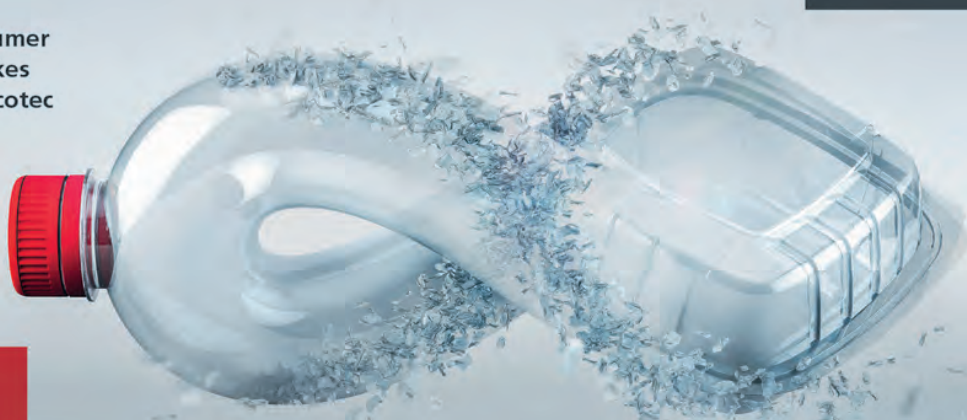


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The final speaker was Yoav Lotan, HP Indigo labels business manager for the Asia Pacific region. He said that 2020, a year like no other, had exacerbated trends, including that for online shopping, which opened up opportunities for labels and packaging printers. He also said the label mid-range was increasing in volume, with runs between 1500 metres and 15,000 metres becoming the norm.

Lotan said that the transformation of the market had guided HP Indigo when it came to developing its latest portfolio of products, with application range, colour automation, workflow automation and sustainability as its guiding concepts.

LOOKING TO CLOSE THE LOOP

In another virtual room during the conference, a group of packaging professionals gathered to thrash out the

We need to consider that soft plastics are a very large portion of the plastics we use in Australia now, which is similar to other economies.”

— Richard Smith, Amcor Flexibles



problems and hurdles that stand in the way of realising a closed loop, circular economy for packaging materials.

The conversation covered many aspects of the circular economy, from design and materials to economics and consumer awareness.

Amcor Flexibles director, safety, quality, and sustainability Richard Smith zeroed in on soft plastics. His presentation was titled No Time to Waste, “because that’s exactly where

we are right now; we have no time to waste”, he said.

“Soft plastics have been extraordinarily successful over the past 20-odd years, and they’ve also got significant environmental benefits. Flexible packaging offers the ability to substantially reduce the amount of plastics we use,” he said.

“That efficiency is one of the paradoxes in flexible packaging. It’s lightweight, has good barrier qualities, it is



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“We can’t operate alone anymore. You need partnerships and need to find willing partners who are moving in the same direction as you.”

— Tom Lunn, Detmold Group



low cost, and it has a low carbon footprint. Its success has created a challenge in that, at the end of its life, there is little mass, and [therefore] it has low value.”

Smith said the solution to the circularity problem has several dimensions, including the packaging itself, the waste-collection infrastructure, consumer behaviour, and the recycling infrastructure itself.

He mentioned Amcor’s involvement in the Holy Grail project in

Europe, which aims to ensure a purer recycling stream using digital watermarks on packaging.

Smith also said, for soft plastics, mechanical recycling is not going to be able to close the loop on its own, the industry must turn to chemical recycling.

“This is the way where we can close the loop on soft plastics,” he said.

“We need to consider that soft plastics are a very large portion of the

plastics we use in Australia now, which is similar to other economies.”

And finally, Smith spoke about the importance of targets in encouraging investment in the circular economy.

“There is a strong future for us with the technology available; it’s just a matter of a concerted effort across the supply chain, and that’s where the [2025 National Packaging] targets will come into play,” he said.

Detmold Group general manager Tom Lunn turned the focus to fibre-based packaging in the circular economy. He said a major issue is that Australia is a small market and it is difficult to find the scale necessary for changes.

“You really need to be clever and find some end markets [for recycled materials],” he said.

“Those end markets drive through to packaging design, and the designers

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have to understand the consumer and the end-market motivators. We can't operate alone anymore. You need partnerships and need to find willing partners who are moving in the same direction as you."

Next, Nespresso Australia and Oceania technical quality manager

Marta Fernandes spoke about her company's work with their aluminium coffee pods. She said worldwide they had been working with local recycling outfits to find solutions to recycle the pods efficiently.

"Eighty per cent of the aluminium in our pods is recycled," she said. "We

have also announced that we are committed to being carbon-neutral by 2022 – not only reducing the carbon in our supply chain, but also through inseting and offsetting, mainly in the countries of origin for our coffee.

"It is important to us that we are able to join forces with others, find local solutions for end-use materials."

Sleeve International Australasian representative Olivier Clement said his company, which focuses on shrink sleeves, has been innovating ways to make their products more sustainable.

"We can support brands towards their ecological transition with no compromise on the sensorial identity of their products because, at the end of the day, everyone needs to sell," he said.

Clement also spoke about carbon footprint optimisation, which he

It is important to us that we are able to join forces with others, find local solutions for end-use materials."

— Marta Fernandes, Nespresso Australia and Oceania



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said can be obtained through reducing the thickness of the materials and other methods.

“We have also developed our next-generation equipment to reduce water and energy usage,” he said. “I sometimes visit plants with old equipment and the steam tunnels look like Niagara Falls. Ours look like a Swedish sauna, with almost dry steam.”

BARRIERS AND ENABLERS OF CIRCULARITY

During the keynote session for the third day, two experts gave an in-depth presentation on the nitty gritty of how to foster a circular economy for packaging materials.

Australian Food & Grocery Council (AFGC) director of sustainability Barry Cosier started with a

detailed analysis of the present and future of the Australian recycling system. He pointed to the iconic Aussie spread Vegemite as a good example of circular economy thinking. It takes brewers yeast – a waste product – and transforms it into a new product.

Cosier said, in building a circular economy, there needs to be some unity among stakeholders.

“Without a consistent plan across all stakeholders moving in the same direction at the same time, there is a big risk of people making ill-informed decisions,” he said.

Cosier said to help improve the recycling rates of materials, especially plastics, material quality standards must be implemented, and they should be designed in reverse supply-chain order, starting with the

resin companies that are receiving and processing the recycled material. From there, he said, the waste sector can know what infrastructure and equipment is needed to sort and process the materials. And from that, kerbside recycling standards can be developed to ensure a reliable and clean feedstock.

“And one final step is very critical: implementing traceability so brand owners are confident the material is recycled,” Cosier said.

Also in the session, Pact Group executive general manager, sales, marketing and innovation Siobhan McCrory spoke about the company’s sustainability journey.

She said 10 years ago very few of Pact Group’s customers had an interest in the environmental impact of their packaging.



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“It’s fair to say things have changed enormously in the past ten years and the appetite for change is growing,” she said.

She said many brand owners are struggling with the extra cost that food-grade rPET brings. But, she said, they also want to go from zero recycled content to 100 per cent.

“Why not start with ten or twenty-five per cent, which is a far more economic way to start the journey,” she said.

“To get started, ten or twenty-five per cent is a good first step towards the 2025 goals while the recycling infrastructure is being created.”

To get started, ten or twenty-five per cent is a good first step towards the 2025 goals while the recycling infrastructure is being created.”

—Siobhan McCrory, Pact Group



TWO VISIONS OF REUSABILITY

During the last keynote session, two leaders from companies pioneering reusable packaging discussed the opportunities that come with such systems, and the difficulties in starting and maintaining them.

TerryCycle is the force behind Loop, a reusable packaging platform that is to arrive on Australian shores (through a partnership with Woolworths) next year. The company has already deployed the system in several overseas markets.

TerraCycle Australia and New Zealand general manager Jean Bailliard was the first speaker. He said Loop is still in its infancy, but TerraCycle was inspired by the “milkman model” of the past.

“In that model the milk bottle was an asset owned by the dairy company,”

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he said. “They were financially motivated to make that bottle durable.”

But, Bailliard said the model fell out of favour starting in the 1950s when disposability came to the fore in packaging. He said this shifted the ownership of the packaging from the brand owners to the consumer.

As a consumer, we buy the packaging, but we don’t want to own the packaging at the end of the product’s life. We don’t mind getting rid of it,” he said.

“The principal of Loop is how to maintain the features of disposable convenience affordability, but dealing with the waste consequences, changing the ownership of the packaging from the consumers to the brand owners.”

Natures Organics senior brand manager Brent Vrdoljak, who was involved in the development of Cove,

said a design-thinking approach was critical in realising the project and it was important to understand what the consumers want.

“We asked people what they thought were sustainable materials, and at the top were glass and aluminium bottles; big heavy plastic bottles scored the worst,” Vrdoljak said.

He said in the process of building the best environmental solution they came to the idea of using aluminium bottles refilled with lightweight pouches.

Vrdoljak said green credentials were also built into the product itself.

“Most cleaning products are 80 to 90 per cent water,” he said. “We used this opportunity with Cove to change that format as well. We use a formula that is more than four times concentrated compared to the standard. Instead of shipping water around we basically took the

water out; the consumer adds water at home. The positive environmental impact is much bigger than just plastics, it’s about transport emissions, too.”

Vrdoljak also said the product performance is also an important consideration. “We use the latest green chemistry for high performance. Our chemicals are derived from natural and renewable sources, not petrochemicals. They work the same, they just come from a different source.”

“It’s not enough that the pack’s pretty and environmentally friendly, it also has to perform well too,” he said. ■

There is more coverage of the AIP conference on our website, packagingnews.com.au, and also published in our stablemate Food & Drink Business Nov-Dec 2020 and on foodanddrink-business.com.au

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DELEGATES WELCOME DIGITAL DELIVERY

“Considering the challenges this year has presented to the running of the physical conference, the AIP have certainly received overwhelmingly positive feedback that the virtual edition was a success,” AIP executive director Nerida Kelton told PKN. Here’s a sample of what delegates had to say:

“What a superbly run event and in a very challenging environment... from the outside, it looked like a well-oiled machine. The AIP really have set the pinnacle this year on digital delivery – we thought the PIDA awards were amazing, but this was next level.”

“Congratulations to the AIP for an extremely successful event. Through a time that has ended many conferences around the world, the AIP created an exceptional interactive experience that brought the packaging world together in the comfort of our homes.”

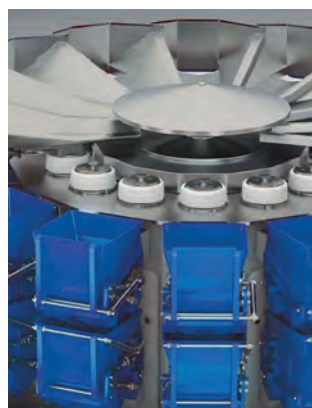
“Thank you to the AIP for bringing the conference to us when travelling is just not possible. It is great to have the recordings so that even if you missed out on the session live you can go back and watch.”

“Thanks to the AIP for putting together an inspiring virtual conference despite Covid-19.”

“Congratulations to the AIP Board for having the courage of your convictions to press forward with this big-picture project, and for pulling it off so successfully.”

“Such a fantastic conference – well done for transitioning to the on-line platform.”

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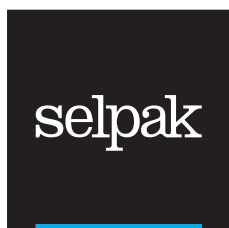
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