

**During the 50 year celebrations the AIP interviewed Ken about his time in the industry.**

#### I HAVE BEEN A MEMBER OF THE AIP SINCE:

I have been a Member of the AIP since the 7th of May 1969, when I was employed by Australian Paper Manufacturers in their equipment and trading division, selling their then range of RL Windsor (Fibre King) machines.

#### WHAT THE AIP MEANS TO ME:

The AIP is an organisation whose Members, with their extensive range of knowledge in different aspects of packaging, gave me an understanding and appreciation of this exciting, emerging industry.

#### EDUCATION IN THE INDUSTRY IS:

I gained the Diploma in Packaging Technology after attending the second packaging course at the Royal Melbourne Institute of Technology, with the encouragement of Ken Bailey of Apropack – the Melbourne office of JL Lennard.

#### MY STRONGEST MEMORY OF SIGNIFICANT CHANGE WITHIN THE PACKAGING INDUSTRY IS:

I saw the greatest change in the introduction of the computer age, which enabled the industry to increase the speed, quality and performance of packaging and processing equipment.

#### MY ADVICE TO THOSE STARTING IN THE INDUSTRY:

Look at packaging with an open mind; be innovative by trying every material and method to move a product 'from A to Z'. Consider packaging suitable for the ageing population!

#### MY MENTOR WAS:

Peter Geoffrey Wright (known as Geoff), who was the senior packaging engineer of APM Limited, and whose encouragement was greatly appreciated.

#### MY GREATEST ACHIEVEMENT IN THE INDUSTRY:

I was working with the management of the Waikerie Producers Co-Operative Company, in the layout and design of their citrus packaging line, and then installing and commissioning the equipment – manufactured by RL Windsor and Son of Queensland; in order to achieve an output of 11,000 bushells of packaged fruit per day. Then in 1976, establishing Alexander Packaging Equipment, to design and manufacture smaller – in size semi-automatic carton sealing and packing equipment, which was desired at the time.

## NEW MEMBERS

The AIP would like to welcome the following new Member.

NAME	GRADE	STATE
Moseni Fepuleai	Associate	NSW
Tammy Spencer	Associate	VIC
Armando Bompane	Member	VIC

## VALE KEN ALEXANDER FAIP 1930 – 2017



**The AIP National Board is saddened to advise that one of original founding Members of the Institute has passed away. Ken Alexander was a Member of over fifty-one years and was a significant contributor to the industry. He will be sorely missed.** Kenneth George Alexander FAIP was the fiftieth packaging professional granted membership of the

Australian Institute of Packaging and he remained a stalwart all through his working life and in retirement.

Ken operated Alexander Packaging Engineering and manufactured purpose-designed machinery for the small to medium operator. His factory was in the Melbourne suburb of Montmorency and we used to hold committee meetings out there when Ken was President in 1984 and in following years when he remained on the committee.

I recall Ken showing us a form fill and seal machine that he and his team designed and built under severe completion from an international manufacturer. He later had a long term contract with his customer and extended the range. It was likely Ken's wide smile and genuine interest in people was what made him so successful.

Interestingly there was a Ken Alexander that conducted business as Alexander Packaging in NSW. That Ken was also an AIP member. These were the days before the establishment of a National Office and each state ran its own race. Ken was elevated to Fellow in 1984 and was very much a driving force in the still formative years of the Institute. He even offered space at his office to set up an AIP library and appointed his staff member Rod Duncan as librarian.

On one occasion our committed guest speaker pulled out two days before the meeting. I asked Ken if he could help! He did 'in spades' and flew a client of his from Adelaide to take over the role. He even provided bed and breakfast at their home. That was the sort of man Ken Alexander was and those who had the pleasure to know him will have many untold stories.

Ken was Member number 50 on joining and remained a member for 51 years. Not a lot of Members have achieved that milestone and it is probably a part of AIP history that will fade away. So as our good mate and mentor is laid to rest we should all reflect on Ken and question our own abilities against his sterling record.

By Michael Halley FAIP

# DON'T MISS OUT ON THE LATEST AIP ACTIVITIES FOR 2018



AUSTRALIAN INSTITUTE  
OF PACKAGING

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

To register to attend any of the events simply email [info@aipack.com.au](mailto:info@aipack.com.au) or visit the events page on [www.aipack.com.au](http://www.aipack.com.au)

## REPLAS SITE VISIT

VIC



When: **Tuesday 13th February**

Where: Carrum Down VIC 3201

What: AIP Members will have the opportunity to walk through the REC (Recycling Environmental Centre) which will give you all the latest information on plastic waste, where it's going, and what you can do to help! Walking through 'The Tunnel' and the 'Bag Cave' will open your eyes to the circular economy needed to create recycled products.

## VISY RECYCLING SITE VISIT

NSW



FULLY BOOKED -  
WAITING LIST ONLY

When: **Wednesday 21 March**

Where: Smithfield NSW 2164

What: Come and see Recycling of postconsumer PET and HDPE bottles back into food grade quality resins that are being used by leading brand owners and retailers for use at levels of up to 100%.

## AIP/SPE TECHNICAL DINNER

VIC

When: **Wednesday 14th of March**

Where: Box Hill Golf Club

What: Consumer & Environmental Trends in Plastics

JOIN THE AIP LINKED IN  
GROUP TODAY



AIP NOW ON TWITTER  
[AIP@AIPACKAGING](https://twitter.com/AIPACKAGING)



## THE ROLE OF PACKAGING IN MINIMISING FOOD WASTE HALF-DAY TRAINING COURSE

VIC

When: **Wednesday 21st of March**

Where: RMIT

Presenter: Karli Verghese FAIP  
Principal Research Fellow, Industrial Design program  
School of Design, RMIT University, Melbourne



Over one third of the food grown for human consumption is lost or wasted between farm and fork. In Australia it is estimated to be valued at \$20 billion per year, with half of this occurring in households. There are many reasons why this loss is occurring. There are also many opportunities to be more efficient with resources.



AUSTRALIAN INSTITUTE  
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# Join us on the Gold Coast

AIP NATIONAL CONFERENCE

**2&3 MAY 2018**



COORDINATED BY



AUSTRALIAN INSTITUTE  
OF PACKAGING

APPMA

Australian Packaging and Processing  
Machinery Association Limited



# Join us on the Gold Coast

2018 PACKAGING & PROCESSING  
INNOVATION & DESIGN AWARDS

**2 MAY 2018**

To be held alongside the 2018 AIP National Conference



PIDA  
PACKAGING & PROCESSING  
INNOVATION & DESIGN  
AWARDS 2018

# MARK THESE DATES IN YOUR DIARY!

JUST A FEW OF THE SPEAKERS...

BELGIUM



Filip Roose  
FitThings

ISRAEL



Eli Feder  
Tadbik

UK



Alan Spreckley  
ABB

SWEDEN



Carl Olsmats  
Stockholm University

BRAZIL



Luciana Pellegrino  
Brazilian Packaging Association

USA



Karl Deily  
Sealed Air

TURKEY



Aslihan Arikan  
Turkish Packaging  
Manufacturers Association

UK



Steve Pacitti  
Plastics in Packaging

SOUTH AFRICA



Kishan Singh  
Institute of Packaging South Africa

USA



Pat Reynolds  
Packaging World

FINLAND



Antro Säilä  
Finnish Packaging Association



## 2018 AIP NATIONAL CONFERENCE 2 & 3 MAY 2018

MARRIOTT RESORT, SURFERS PARADISE  
QUEENSLAND, AUSTRALIA



Designed for packaging designers, technologists, engineers, sales and marketing people the biennial Australian Institute of Packaging (AIP) National Conference is the largest packaging and processing conference of its kind in Australia and New Zealand. Run by industry for industry the AIP National Conference has been leading the way in professional and personal development for decades and is a part of the annual Packaging & Processing Week. In 2018 Member Countries from the World Packaging Organisation will be heading to Australia to speak and participate in the week; making it a truly international event.

GOLD PARTNERS



PLATINUM PARTNERS



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BRONZE PARTNERS



To find out more visit <http://aipack.com.au/event-registration/?ee=130>

# ASALEO CARE NZ ATTAINS LATEST CERTIFIED PACKAGING PROFESSIONAL (CPP)



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**S**aurabh Narula, MAIP, CPP, Packaging Technologist, Asaleo Care in New Zealand has attained the latest Certified Packaging Professional (CPP) designation for the industry; making him the third New Zealand CPP since the international recognition was introduced into the Australasian region.

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.

The AIP asked Saurabh a few questions about his career and packaging education and why the Certified Packaging Professional (CPP) designation is so important for the industry...

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

**A:** I have been involved in the industry for over 10 years. My areas of expertise include packaging optimisation, new product development, packaging design & validation.

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

**A:** I was looking for an internationally recognised certification in the field of packaging to attain global recognition as a packaging professional. As the industry recognises the CPP designation as a advanced commitment to excellence in the packaging profession, I was very attracted to the program.

**Q: How important is attaining the CPP Designation to you as an individual?**

**A:** Attaining the Certified Packaging Professional (CPP) Designation is very important to me, as it provides a sense of appreciation and recognition of my skills within the wider packaging community and validates me as an internationally proficient packaging professional.

**Q: How important is the CPP Designation for the greater recognition of packaging professionals?**

**A:** The CPP Designation is internationally recognised and allows organisations to hire the right professional based on their skill set, knowledge & experience. The CPP Designation is extremely important for the greater recognition of a packaging professional as places the packaging professional one step above the rest.



*Saurabh Narula MAIP, CPP*

## About the CPP Program

Isn't it time that you joined recognised packaging experts from around the world with the industry's leading professional designation? Attaining the CPP® designation is an excellent investment in your professional development and the credential defines the packaging professional and allows organisations to seek out and hire the right professional based on verified knowledge, skills and industry contributions. CPP is a designation some of the leading packaging companies in the world want their influential team members to have because it demonstrates broad competency in all major areas of packaging. CPPs today typically enjoy more senior, decision-making positions in their companies, and research also suggests that holders of CPP often out-earn their non-certified peers. 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. **To find out more about the Certified Packaging Professional designation please email the AIP on [educate@aipack.com.au](mailto:educate@aipack.com.au) or visit <http://aipack.com.au/education/certified-packaging-professional-cpp/>**

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## SIMPLOT ATTAINS FIRST CPIT FOR AUSTRALASIA



**S**igrid Tusek AAIP, Packaging Development Officer, Simplot Australia, made history today by being the first person in Australasia to attain the Certified Packaging Professional in Training (CPIT) designation; offered exclusively through the Australian Institute of Packaging (AIP). As the newest and youngest member of the Simplot packaging team the newly-launched CPIT Designation was ideally suited to Sigrid's level of packaging knowledge.

The Certified Packaging Professional In Training (CPIT)® designation is a registered trademark of the Institute of Packaging Professionals (IoPP) and is now internationally recognised by both IoPP and AIP. If you are wanting to jumpstart your packaging career, are new to the industry or looking to gain non-technical knowledge and understanding of packaging then the Certified Packaging Professional in Training (CPI) designation is perfect.

The Australian Institute of Packaging (AIP) asked Sigrid Tusek about what the Certified Packaging Professional in Training (CPIT) Designation means to her...

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

**A:** I have only been in the packaging industry for just over a year; six months in a part time role with Caps and Closures with exposure to injection moulding and the last six months full time with Simplot as a Packaging Development Officer. I previously worked as a Design Engineer with the Bayly Group and completed a Bachelor of Engineering (Product Design Engineering) with the Swinburne University of Technology. I have noticed many similarities between product design and packaging with an overlap of materials and manufacturing.

**Q: What made you apply for the Certified Packaging Professional in Training (CPIT) Designation?**

**A:** Since recently embarking on a career in packaging highlighted that it is like learning a completely new language, so I wanted to be fully-immersed and the CPIT designation has allowed this opportunity and knowledge. The packaging team at Simplot have also been a huge influence as they are an inspiring group of packaging professionals, supporting and encouraged me to undertake this goal.

**Q: How important is attaining the CPIT designation to you as an individual?**

**A:** The CPIT designation was important for me to develop an overall, fundamental knowledge of packaging and working towards the designation was very motivational. It has been a valuable developmental step and has empowered me as a new starter in the industry.

**Q: How does the CPIT designation help someone who is either new to the industry or for someone looking to gain non-technical packaging knowledge for their role?**

**A:** Being new to the industry, the multifaceted world of packaging was quite overwhelming. Working towards the CPIT designation offered a framework for learning, provided valuable insights and further developed my knowledge about that world.

**Q: How important is the CPP designation for the greater recognition of new people in to the packaging industry?**

**A:** The CPP designation is important as an incentive to new people starting out in the packaging industry. It recognises professionals who are both academically qualified and have extensive industry experience. It inspires new people to be committed to the industry, to build their knowledge and to contribute to the packaging industry. Being an internationally recognised qualification the CPIT Designation provides a great professional goal.

### **CERTIFIED PACKAGING PROFESSIONAL IN TRAINING (CPIT)® DESIGNATION WHO IS ELIGIBLE?**

- ✓ Individuals new to the packaging industry.
- ✓ Individuals looking to expand their non-technical knowledge of packaging.
- ✓ Individuals wanting to jumpstart their packaging career.
- ✓ Individuals who may not have Degrees in Packaging, Food or Engineering.
- ✓ People serious about a long-term career in the packaging industry.

### **MAKE HISTORY BY BEING ONE OF THE FIRST CERTIFIED PACKAGING PROFESSIONALS IN TRAINING (CPIT)® IN AUSTRALASIA...**

To find out more about the CPIT® program, costs and eligibility please contact the AIP on [educate@aipack.com.au](mailto:educate@aipack.com.au) or visit <http://aipack.com.au/education/certified-packaging-professional-in-training-cpit/>

## TWO DIPLOMA IN PACKAGING TECHNOLOGY SCHOLARSHIPS CLOSE 23 FEBRUARY



AUSTRALIAN INSTITUTE  
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2017 Winner: Michael Van Dord

2016 Winner: Michael Seaman

2015 Winner: Alysha Baggett

**The Australian Institute of Packaging is pleased to advise that from 2018 there will be two Scholarships made available for the industry. The Australian Scholarship will continue to be sponsored by the APPMA and the New Zealand program will be launched by the Packaging Council of New Zealand.**

Submissions are now open for the two annual Scholarship programs which will enable one lucky packaging technologist, designer or engineer in both Australia and New Zealand the opportunity to complete a Diploma in Packaging Technology to the value of \$9,000.

**WHO AM I?** Diploma in Packaging Technology students are from a variety of backgrounds and disciplines, and are typically experienced practitioners or managers in technical, sales/marketing, QA, purchasing, engineering or design.

**WHAT'S IN IT FOR ME?** Completion of the Diploma in Packaging Technology demonstrates your commitment to your career and to the industry. Delegates who successfully complete the Diploma are equipping themselves for senior positions within the packaging industry.



**PAC.NZ**  
Packaging Council of New Zealand Inc.

**APPLICATIONS ARE DUE NO LATER THAN THE 23RD OF FEBRUARY 2018.**

**TO ACCESS THE SCHOLARSHIP CRITERIA AND ENTRY FORMS PLEASE [CLICK HERE](#)**

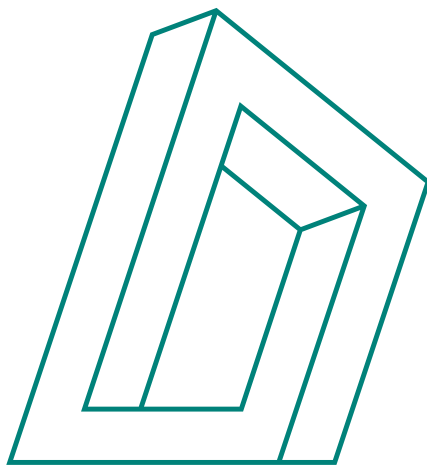


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# PIDA<sup>TM</sup>

PACKAGING & PROCESSING  
INNOVATION & DESIGN  
AWARDS 2018

**TO BE HELD ALONGSIDE THE INTERNATIONAL  
2018 WORLDSTAR PACKAGING AWARDS**

**APPLICATIONS CLOSE 23RD FEBRUARY 2018**

Entries are now open for the 2018 Packaging & Processing Innovation & Design Awards (PIDA) which are designed to recognise companies and individuals who are making a significant difference in their field in Australia and New Zealand.

The Packaging & Processing Innovation & Design Awards will recognise companies designing innovative packaging and processing materials, packaging and processing machinery/equipment within the Food, Beverage, Health, Beauty & Wellness and Domestic & Household markets.

**IN ADDITION THERE WILL BE TWO SPECIAL COMPANY AWARDS:**

1. Sustainable Packaging & Processing Design Award.
2. Save Food Packaging Design Award.

**AND FOUR INDIVIDUAL AWARDS:**

1. Young Packaging & Processing Professional of the Year.
2. Industry Packaging & Processing Professional of the Year.
3. The APPMA Scholarship and the Packaging Council of New Zealand Scholarship.

The PIDA Awards are the exclusive award program for all Australia and New Zealand entries into the prestigious WorldStar Packaging Awards.

Winners will be announced at the 2018 Packaging & Processing Innovation & Design gala awards evening, which will be held in conjunction with the prestigious international WorldStar Packaging Awards, on the 2 May at Surfers Paradise, Queensland.

**DOWNLOAD CRITERIA AND ENTRY FORMS HERE**

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**A PACKAGING & PROCESSING WEEK EVENT**

## AIP MEMBERS & COLLEAGUES INVITED TO PARTICIPATE IN NEW SUSTAINABILITY RESEARCH AND SURVEY



AUSTRALIAN INSTITUTE  
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**T**he AIP is pleased to advise that it has collaborated with Empauer to undertake research into the attitudes and behaviours of industry across sustainability.

The world-wide survey seeks to compare how the Australian market fares with the rest of the world. Sectors being examined will include; Agribusiness, Apparel & Footwear, Retail, Food & Beverages, Cosmetics, Pharmaceuticals, Health & Well-being, Electronics, and Automotive.

According to Dr Carol Kilcullen-Lawrence Phd, FAIP, National President of the AIP, 'the survey will provide a state of industry view and will map the activities and barriers that companies navigate in their sustainability efforts.

'A key component of the survey is the comparison of various industries and we are keen to better-understand how different industries treat and deal with sustainability issues and the relationship with packaging.' Dr Kilcullen-Lawrence said.

We would strongly encourage all of our Members and the wider industry to complete the short survey by visiting:

[www.sustainabilitysurvey.co.uk](http://www.sustainabilitysurvey.co.uk)

The AIP and Empauer will release the survey results in early 2018.

## THE BIGGEST TRENDS SHAPING CONSUMER BEHAVIOUR IN 2018



**2**018 will see consumers continuing to question their values, priorities and purchasing decisions, prioritising brands and issues that matter to them. From mindfulness to augmented reality, shifting consumer expectations can be major disruptors

for businesses. Learn more by downloading the Euromonitor white paper, Top 10 Global Consumer Trends for 2018.

Download now to:

- Understand what consumer trends will reign in 2018.
- Identify which factors are affecting how consumers make purchasing decisions.
- Learn how to better target your consumers based on what they value in products, brands and companies.

<http://go.euromonitor.com/white-paper-economies-consumers-2018-global-consumer-trends-EN.html?>

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## TWO AUSTRALIAN COMPANIES SHORTLISTED FOR WORLDSTAR SPECIAL AWARDS



**T**he Australian Institute of Packaging (AIP) is pleased to advise that two Australian Companies, Sealed Air and Woolcool Australia have been shortlisted as finalists for the Save Food Packaging Award which is a Special Award Category for the 2018 WorldStar Packaging Awards. Sealed Air have been recognised for their Fresh Technologies Ltd and Sealed Air Cryovac® Freshness Plus® design which was developed for a New Zealand company. Woolcool are now one of the most recognised award winners globally with three category wins and also this short-listing for the special award category. Both Sealed Air and Woolcool Australia were winners in the 2017 PIDA Awards which are the ANZ packaging awards that exclusively feed into the WorldStar Packaging Awards each year. As there are only four finalists globally for this special award category this is a significant achievement for the Australia and New Zealand packaging industries and for the Australian Institute of Packaging (AIP) who have led the Save Food Packaging Award program for industry.

### 2018 Save Food Packaging Award Finalists

- Fresh Technologies Ltd and Sealed Air Cryovac® Freshness Plus® (Sealed Air, Australia)
- Woolcool (Woolpack Australia Pty Ltd, Australia)
- COMPOSTABLE TRAY THAT REDUCES FOOD WASTE (ONEWORLD PACKAGING, S.L., Spain)
- VEGETABLE OIL WRAPPER WITH HIGH BARRIER POLYLAMINATE FILM (SHONGAI TECHNOLOGIES LIMITED, Nigeria)

The winner for the Save Food Packaging Award category will be announced at the 2018 WorldStar Packaging Awards gala dinner which will be held on the 2 May at Surfers Paradise, Queensland. It is anticipated that over 30 countries will be heading to Australia for the 2018 WorldStar Packaging Awards; which will be held alongside the PIDA Awards; making the event a truly international awards night not-to-be-missed. All of industry is invited to attend the gala awards evening which will be held alongside the biennial two-day AIP National Conference. The 2018 PIDA Awards are now open for submissions and can be accessed through <http://aipack.com.au/education/pida/>

The AIP would also like to invite all of the industry to attend the 2018 WorldStar Packaging Awards.

Bookings can be made via <http://aipack.com.au/event-registration/?ee=133>

## AIP NATIONAL PARTNERS



SAVE THE DATE  
2 MAY 2018



**WPO**

**WORLD  
PACKAGING  
ORGANISATION**

# **2018 WORLDSTAR PACKAGING AWARDS**

**WEDNESDAY 2 MAY 2018**

*As a part of the 2018 AIP National Conference*  
**MARRIOTT RESORT SURFERS PARADISE  
QUEENSLAND, AUSTRALIA**

**PROUDLY HOSTED BY**



**AUSTRALIAN INSTITUTE  
OF PACKAGING**

# In search of environmentally friendly shopping bags

Free plastic carrier bags will disappear from Australia's two largest supermarkets in 2018. There are many arguments for and against this change, as it is important to look at the all environmental impacts of their alternatives. **Dr Carol Kilcullen-Lawrence** writes.

**F**ree plastic carrier bags are often referred to as single use; however, this doesn't take into account their downstream use as bin liners for example. Studies show that, in South Australia when this change occurred, sales of bags for refuse massively increased. In many cases, these bin liners are heavier than carrier bags, so more plastic reaches landfill. Additionally, if light-weight supermarket bags are replaced with thicker bags that customers pay a small fee for, while these are designed to be reusable for a while, if they eventually end up as bin liners the negative environmental impact is even greater.

In Europe they have taken some steps to avoid this use of the sturdier bags for refuse, by describing them as a 'Bag for Life' so when they are no longer suitable for carrying groceries, they can be returned to the supermarket for recycling and replaced with a new one free of charge. It's important to point out however that the colourful branding with supermarket logos etc. provides another negative environmental impact compared to plain light-weight bags.

Many would be surprised at the findings when sustainability of different carrier bags is assessed throughout their full lifecycle. A common reaction is to assume paper bags have the lowest environmental impact. In fact, although studies vary, all agree that paper bags have higher or equal environmental impact (depending upon which specific impact is being measured) as light-weight plastic bags and fabric reusable bags. Paper is only more favourable if measuring eutrophication, as manufacturing and recycling paper carrier bags has a lower impact on our waterways in terms of release of nutrients. In considering other types of environmental impact, resource use, energy and greenhouse gas



Many would be surprised at the findings when the sustainability of different carrier bags is assessed throughout their full lifecycle.

production, the most favourable carrier bags are light-weight plastic and reusable fabric bags.

Looking more closely at reusable fabric bags, focus clearly needs to shift to how many times they are actually reused. To ensure their impact remains the most favourable they must be reused at least 100 times, with some analysis claiming this can be as high as 175 times. This varies depending on their actual composition, be it PP, PET, cotton or hemp and the like. Many are not sturdy enough to last the distance, in terms of stitching etc. Some customers also raise concerns about hygiene and no studies have taken into account the impacts of regularly washing bags.

While not as numerous as supermarket bags, it would be good to see investigations into other types of free shopping bags at retail outlets. The formats of these are wide and variable – high quality, heavy-weight, paper and plastic – many with

elaborate ribbon and cord handles so that when customers recycle them, they are unlikely to deconstruct them into separate components that are compatible with recycling together.

Many DIY stores are giving customers access to cardboard packaging that their goods have been delivered to the store in. This was popular for groceries in many parts of the world years ago. While this could be acceptable to many customers, space is premium in supermarkets and this may not fit with the in-store image large chains want to portray.

Once light-weight carrier bags are gone, will the focus shift to the smaller light-weight grocery bags used for customers to select their own loose produce? Increasingly, there are options emerging to buy fabric reusable versions of these and in reality they could themselves be reused several times as they are not subject to the stresses put on carrier bags.

There are so many factors that

come into play when assessing which carrier bags are truly best for the environment. An Australia-wide approach is more likely to achieve the best outcome, rather than individual states and supermarket chains making random decisions. Light-weight plastic carrier bags are not necessarily the worst environmental option, so perhaps the focus needs to move to offering customers effective ways to recycle them. Essentially, their composition is almost identical to many soft plastics used to package all types of products used in the home, and courier bags from online shopping. We shouldn't accept that these are destined for landfill. Light-weight plastic carrier bags can be diverted into schemes that are emerging for such household waste.

*Dr Carol Kilcullen-Lawrence  
FAIP PhD is National  
President of the Australian  
Institute of Packaging (AIP).  
educate@aipack.com.au*



# **CERTIFIED PACKAGING PROFESSIONAL IN TRAINING (CPIT)<sup>®</sup> DESIGNATION NOW AVAILABLE IN AUSTRALASIA**



## **ARE YOU WANTING TO JUMPSTART YOUR PACKAGING CAREER? NEW TO THE INDUSTRY? LOOKING TO GAIN NON-TECHNICAL KNOWLEDGE AND UNDERSTANDING OF PACKAGING?**

**Well the Certified Packaging Professional In Training (CPIT)<sup>®</sup> recognition is now available in Australasia through the Australian Institute of Packaging (AIP). Isn't it time that you were recognised as a packaging professional who is serious about a long-term career in the industry.** The Certified Packaging Professional In Training (CPIT)<sup>®</sup> designation is a registered trademark of the Institute of Packaging Professionals (IoPP) and is now internationally recognised by both IoPP and AIP. More importantly your CPIT<sup>®</sup> designation is the first stage in attaining the internationally recognised Certified Packaging Professional (CPP)<sup>®</sup> designation; a credential that validates your competency as a truly qualified packaging professional at an international standard.

### **WHAT ARE THE BENEFITS?**

- Gain a broad base of non-technical knowledge of packaging in a short amount of time.
- Learn practical applications for packaging.
- Learn about an extensive amount of packaging substrates and applications in everyday language.
- Better understand packaging terminology, packaging functions, brand identity and design, printing, environmental issues, sustainable packaging, packaging substrates, closures, adhesives, machinery, applied packaging, law, economics of packaging and much more; all developed by industry experts working in the industry.
- First stage of attaining the internationally recognised Certified Packaging Professional (CPP)<sup>®</sup> Designation.
- Those attaining the CPIT<sup>®</sup> recognition are permitted and encouraged to use the suffix CPIT<sup>®</sup> after their name, on their business cards and resumes.

### **WHO IS ELIGIBLE?**

- Individuals new to the packaging industry.
- Individuals looking to expand their non-technical knowledge of packaging.
- Individuals wanting to jumpstart their packaging career.
- Individuals who may not have Degrees in Packaging, Food or Engineering.
- People serious about a long-term career in the packaging industry.

**MAKE HISTORY BY BEING ONE OF THE FIRST CERTIFIED PACKAGING PROFESSIONALS IN TRAINING (CPIT)<sup>®</sup> IN AUSTRALASIA...**

**TO FIND OUT MORE ABOUT THE CPIT<sup>®</sup> PROGRAM, COSTS AND ELIGIBILITY CRITERIA PLEASE CONTACT THE AIP ON [EDUCATE@AIPACK.COM.AU](mailto:EDUCATE@AIPACK.COM.AU) OR PH: +61 7 3278 4490**