

WOOLWORTHS PACKAGING TECHNOLOGIST WINS TOP AIP AWARD



Joanne Cockerill NSW AIP Chair & Aleah Back MAIP

At an AIP NSW meeting in Sydney this month, Aleah Back was awarded the prestigious Harry Lovell award for academic excellence.

In 2014, Aleah Back, a qualified packaging technologist who is currently employed as Quality Specialist - Fresh - In-Store Bakery at Woolworths Limited, was awarded the APPMA Annual Scholarship to undertake the Diploma in Packaging Technology.

In 2016 she graduated achieving her Diploma in record time and excelled in her final exam results.

Subsequently, the AIP Education Committee decided to formally acknowledge her outstanding achievements as a student of the Diploma in Packaging Technology by awarding Aleah the Harry Lovell Award.

The Harry Lovell Award recognises outstanding achievement in the examinations leading to the Diploma in Packaging Technology and has not been awarded since 2013.

"In 2014 I was blessed to have been awarded a scholarship to undertake the Diploma in Packaging Technology which was offered through the AIP & APPMA. Not only was I given the opportunity to study in an area that I love but after a lot of hard work and many hours study I achieved my Diploma in June of 2016. This was truly a great achievement in my career to date and something I have been very proud of myself for...until I was again honoured with the prestigious Harry Lovell Award in June of 2018."

"I must again send my sincere thanks to the AIP to have honoured me with this prestigious award. Harry Lovell is a true pioneer in the Australian Packaging industry as has been a long time champion in training and education."

"Harry Lovell is a inspiration to us in the industry not only is Harry a recipient of the Order of Australia award but was recently honoured himself with a lifetime achievement award from the World Packaging Organisation (WPO) so to have achieved this award is such an amazing achievement."

"The Diploma in Packaging technology has opened so may doors and I would recommend that any students who are interested in Packaging look into the annual Scholarship Program offered by the AIP & APPMA. I can say that I would highly recommend this course to students and professionals considering this avenue of study. To all students who are interested I would recommend applying for the 2019 Scholarship program if you are interested in this field of study."

NEW MEMBERS

The AIP would like to welcome the following new Members.

NAME	STATE	GRADE
Yucheng Lan	NZ	Member
Jaco Scheepers	NZ	Associate
Andrew Seeley	VIC	Associate

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A person is holding a purple rectangular container. Inside the container is a single orange. The container has white text printed on its side.

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AIP CONTINUES TO HELP FOODBANK

Programs now available in Victoria & Queensland



The Australian Institute of Packaging (AIP) continues to help Foodbank across Australia through the Queensland Hamper program and our newly-introduced Victorian Warehousing Volunteer Program. We encourage all of our Members and industry colleagues to get involved in either our Queensland Hamper Packing Program or the Victorian Warehouse Volunteer Program.

QUEENSLAND:

The AIP in collaboration with other industry associations, have spent their Christmas Party every year for the last seven years with a twist. The Members pack Foodbank hampers for people who need some assistance from their community at Christmas time. In 2017 over 150 people packed 1100 hampers for Foodbank to provide to those in need during the holiday season. The hampers included 800 family hampers and 300 ladies packs. The total valuing over \$73,000 worth of items that were either donated, or the funds raised for, by the Associations and the wider industry. Over the last seven years, the team has packed 6500 hampers to the value of close to \$730,000 for people in need and they look forward to packing even more hampers in 2018.

SO HOW CAN YOU HELP?

Well it is easy! You could encourage your staff and colleagues to help you collect one of the nominated items on our wish list during the next 6 months, purchase the items, or donate funds towards the items. Any contribution to attaining our wish list is appreciated.

[TO GET INVOLVED IN THE AIP CHRISTMAS HAMPER PROGRAM CLICK HERE](#)

VICTORIA:

SO HOW CAN THE AIP HELP FOODBANK VICTORIA?

Join our AIP Warehouse Volunteering Program; either as an individual, with your staff and colleagues, or even with your families. The AIP will work directly with Foodbank Victoria to book in some days where our volunteers can visit the Yarraville Warehouse and help pick and pack on-line orders and mixed grocery boxes. The day will start with a formal introduction on how Foodbank Victoria works and information on their charity partners.

SO HOW CAN YOU GET INVOLVED?

The AIP Foodbank Warehouse Volunteering Program will provide you the opportunity to better understand how Foodbank works and will be a combination of picking and packing of on-line food orders and packing mixed grocery boxes. The on-line orders have been placed by many of the 470 charity partners who look after the thousands of Victorians currently experiencing food insecurity. The mixed groceries items are donated by school students, community groups, clubs and corporate organisations who run food drives to provide the ingredients for the food boxes. Their charity partners are able to order these boxes which they then pass on to those families or individuals who need that extra help with grocery items. Each volunteer would have the opportunity to work in both areas. Shifts would ideally be for four to five hours.

[TO GET INVOLVED IN THE AIP WAREHOUSE VOLUNTEERING PROGRAM CLICK HERE](#)

AIP HELPS FIGHT FOOD WASTE



As a part of its commitment to the National Food Waste Strategy and the United Nations Sustainable Development Goal 12:3 the AIP are focused on providing long-term education and training on The Role of Packaging in Minimising Food Waste, Save Food Packaging, Sustainable Packaging and Lifecycle Analysis. The AIP have a representative on the Department of the Environment and Energy National Food Waste Steering Committee and is a core contributor of the Fight Food Waste Cooperative Research Centre. The AIP is a long-standing supporter of Foodbank Australia running an annual Christmas Hamper Packing Program.



SUSTAINABLE
DEVELOPMENT GOALS



FIGHT FOOD WASTE
Cooperative Research Centre
REDUCE - TRANSFORM - ENGAGE

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

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

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

NEW COURSE



WHAT: As a part of the Australian Institute of Packaging's commitment to the National Food Waste Strategy and as a core participant in the Fight Food Waste Cooperative Research Centre the Institute has developed a new half-day training course on The Role of Packaging in Minimising Food Waste.

OVERVIEW OF THE COURSE:

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. This course will provide participants with an introduction to the seriousness of food waste in this country and globally and how we can all make a difference as team members of the product-packaging design process to this issue. It will cover packaging design criteria for Best-Practice Save Food Packaging Design developments that should be considered. With hands-on and practical case studies participants will learn how designing packaging to save food actually saves food.

COURSE PRESENTER:

Associate Professor Karli Verghese FAIP is a Principal Research Fellow in the Industrial Design program of the School of Design, RMIT University, Melbourne. Her research projects have included the development of decision support tools for packaging, resource efficiency, food waste, eco-design and one currently being developed for Australia's Antarctic research station (Casey). Research themes include the role of packaging, packaging sustainability, food loss/waste across supply chains, resource efficiency, waste management, and life cycle assessment. She is also the Reducing Supply Chain Losses Research Program Leader of the Fight Food Waste CRC.



NEW SOUTH WALES

WHEN: Wednesday 25 July

WHERE: Mercure Sydney Parramatta, NSW

AUCKLAND, NEW ZEALAND

WHEN: Wednesday 19 September

WHERE: Board Room (Level 2), ASB Showgrounds, Epsom, Auckland



BANYULE RETHINK EDUCATION CENTRE + MATERIAL RECOVERY FACILITY TOUR

VIC

WHEN: Wednesday 15 August

WHAT: The Rethink Centre is part of a working industrial site devoted to waste and recycling. The site includes a Material Recovery Facility (MRF) and is only 7 kilometres from Melbourne's CBD. As a part of the tour participants will visit a working Material Recovery Facility and see what happens to the contents of their household recycle bin. They will find out what a Material Recovery Facility is and how science and technology play a part in sorting used newspapers, cardboard boxes, jam jars, soup cans and soft drink bottles and cans into paper, glass, steel, plastics and aluminium ready for reprocessing.

WHERE: Banyule Rethink Education Centre, Bellfield, VIC

SPE TECHNICAL SEMINAR

NSW

WHEN: Thursday 9 August

WHAT: **Additives and Colours; How to enhance your products and improve your market share**

Additives and Colours deserve much more attention from the plastics and packaging industry as these materials bring you special features for your products which in turn attract consumers and make you more competitive. New technology brings us liquid colours from the Clariant Masterbatch division. The additives from BF Specialty Chemicals allow you to include special features in your products and potentially could assist in making your products less costly. To improve the performance of recycled mixed polyolefins, Imerys has developed ImerLink™, an innovative engineered mineral designed specifically to compatibilise recycled blends of PE and PP.

SPEAKERS INCLUDE: Martyn Faville – Clariant Masterbatch, New Development and Assistant Technical Manager, Barry Fitzgerald – BF Specialty Chemicals, Managing Director Imerys and Mike Fowler, Imerys – Sales Manager A-N.

WHERE: Dooleys, 24-28 John Street, Lidcombe, NSW 2141





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THE INAUGURAL PRINT21 + PKN LIVE EVENT WILL EXPLORE NEW DEVELOPMENTS IN PACKAGING AND PRINT TECHNOLOGY THAT HELP BRANDS PUSH BOUNDARIES IN CONSUMER ENGAGEMENT.

A FIRST FOR OUR INDUSTRY, THE AUSTRALIAN INSTITUTE OF PACKAGING IS PROUD TO SUPPORT THIS INFORMATIVE AND EXCITING NEW EVENT.

Learn first-hand from local and international printing experts and leading packaging technologists. From FMCG to point-of-sale, to cartons for ecommerce, packaging and brands are fast being transformed into multichannel media. This inaugural Print21 + PKN LIVE event will explore exciting new developments in packaging and print technology that help brands push boundaries in consumer engagement. A first for the packaging and printing industry, this not-to-be-missed forum will examine growing opportunities for printers in packaging in the digital age, and review the technology driving this change.

WHO SHOULD ATTEND?

- Packaging Converters / Printers
- Brand Owners / Managers
- Brand & Packaging Designers / Graphic Arts Professionals
- Commercial Printers
- Printing Technology Suppliers

SESSIONS WILL COVER:

- Digital disruption and what it means for print
- Consumer engagement via packaging and POS
- Packaging design trends – what brands and printers need to know
- Game-changing printing technology and the advantages for printers and FMCG brands

FOR MORE INFORMATION REGARDING THE THE AIP DISCOUNT AND HOW TO REGISTER CLICK HERE



AIP WELCOMES TWO NEW MEMBERS



AUSTRALIAN INSTITUTE
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The AIP would like to welcome our latest Members **Toni-Ann Falconer AAIP, Packaging Implementation Technologist, Mars Food Australia** and **Aaron Lusch MAIP, General Manager, Platypus Print Packaging**.



Toni-Ann Falconer AAIP
Packaging Implementation
Technologist
Mars Food Australia

Q: WHY DID YOU JOIN THE AIP? WHAT BENEFITS DO YOU BELIEVE THE AIP OFFERS ALL THEIR MEMBERS?

TF: I joined the AIP because I am new to the FMCG industry, and more specifically to packaging. I joined the AIP to learn about industry related challenges and opportunities and also to get access to resources to help me learn and develop in my role. Through the AIP, I will have access to industry experts, training courses, seminars and educational tools to help me grow and develop as a Packaging Technologist.

AL: I joined the AIP after discussions with other members. The AIP is an active and relevant professional industry body providing cohesion for the packaging industry. Members of the AIP benefit from the knowledge sharing, industry training and networking opportunities provided by the institute.

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

TF: I have only been in the FMCG industry for a couple of months. I spent the last 7 years working for a US tyre manufacturer and I was eager to enter a different industry that could leverage my existing skills. Transferrable skills that I have gained from that industry includes conducting DFMEAs, Auto-Cad, design and development and root-cause analysis.

AL: I have been in the printing and packaging industry for over 15 years. My expertise is in folding cartons, sleeves, trays and other paperboard packaging applications.

Q: WHAT IS YOUR CURRENT JOB ROLE AND WHAT ARE YOUR RESPONSIBILITIES?

TF: My current role at Mars Food Australia is a Packaging Implementation Technologist. My main responsibilities include owning new packaging development from idea to implementation, partnering with our procurement team and suppliers to bring innovation quickly to the business and to inspire our innovation pipeline and supporting our factory on all packaging related issues.

AL: As the General Manager of our family business, I oversee the sales, finance and operational aspects of the business. I am very involved with our customers and can assist members with carton design and manufacture that is fit for purpose, meets sustainability targets and improves process line productivity.



Aaron Lusch MAIP
General Manager
Platypus Print Packaging

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MASTER OF FOOD AND PACKAGING INNOVATION INTERNSHIPS



The University of Melbourne and the Australian Institute of Packaging (AIP) would like to offer your company the opportunity to engage students from the Master of Food and Packaging Innovation (MFPI) for an industry internship in 2018. The Master course is a joint initiative between the University of Melbourne and the AIP.

The MFPI is a unique post-graduate Degree, training students to be well rounded professionals in the area of NPD as well as food packaging processes and design.

Students completing this two-year Degree study subjects in the areas of food science, food safety, packaging materials and processes, packaging design, consumer behaviour, product innovation, entrepreneurship, business management and marketing.

So how will your company benefit from a MFPI intern? Find Future Employees

Taking an MFPI intern provides an ideal opportunity to assess your potential future employees.

Students from the Master of Food Packaging and Innovation have the knowledge, skills, drive and enthusiasm to be highly successful employees, and potentially future leaders, in the food and food packaging industries.

Increase Productivity

MFPI interns are highly motivated and ready to tackle whatever tasks you give them.

This internship provides a great opportunity to receive some extra help with research or projects that you are having difficulty finding the time or resources to complete. In addition, the interns bring with them a fresh pair of eyes that can inspire new ideas and help to problem solve. It is also worth noting that many of our interns have worked in a diverse range of fields prior to undertaking the Master Degree and bring with them a range of skills obtained through previous employment.

Support Students

Hosting an intern supports industry development and the future leaders of the food and food packaging sectors. Be a part of a student's career journey by giving them invaluable practical experience in their chosen field. In addition, you can help them to further develop their workplace skills and facilitate the establishment of networks and professional contacts.

MFPI students are required to undertake 120-200 hours of work as part of their internship. These hours can be taken over weeks or months, depending on the needs of the company.

Immediate Interns Available

The program has two 2x students who are requiring an immediate internship. Please let the AIP know ASAP if you would like these two students.

If you are interested in taking an intern in 2018 or would like more information, please email info@aipack.com.au

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AUSTRALIA CALLED TO STEP UP ITS SUSTAINABILITY GAME



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A frank discussion of key issues in plastics and sustainability was hosted by the Australian Institute of Packaging (AIP) in Sydney yesterday, with the focus firmly on Australia's recycling responsibilities going forward.

Called 'Consumer & Environmental Trends In Plastics: Reuse. Recycle', the technical seminar was moderated by PKN publisher Lindy Hughson and attended by various members of the packaging industry, including AIP members from around NSW.

A panel, which featured BioPak's Richard Fine, Steinert Australia's Kurt Palmer, Planet Ark's Paul Klymenko, and Planet Protector's Joanne Howarth, answered questions about plastics and the circular economy, oxo degradable plastic, the shift towards sustainable packaging, and the move away from single-use plastics.

A crowd of over 50 AIP members gathered in NSW to attend the panel discussion.

Other discussions surrounded how compostable bioplastics can assist in the diversion of organic waste from landfill, and find a use in foodservice environments.

Steinert Australia business development manager Kurt Palmer said one of the biggest priorities for the industry going forward needed to be reducing, as much as possible, the manufacture of multi-layer packaging with multiple incompatible polymer types.

He also said avoiding black or dark packaging designs was necessary due to the sustainability roadblocks these caused.

"Both these make the recovery or the re-manufacture of the material very difficult – in fact, in Australia it's currently impossible," he said.

If there's no market, then MRF operators will continue to focus on the highest value and most easily recovered material.

"The packaging industry also needs to create some 'pull' for recycled material.

"If there's no market, then MRF operators will continue to focus on the highest value and most easily recovered material."

Planet Ark CEO Paul Klymenko agreed Australia needed a better recovery system.

"There are currently eight countries in Europe that don't even have landfill," he said.

"As no one wants to run it or live near [landfill], they find better ways of disposing of their rubbish."

Klymenko believes the Australasian Recycling Label (ARL) will help solve Australia's critical waste issues.



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AUSTRALIA CALLED TO STEP UP ITS SUSTAINABILITY GAME *Cont'd*



"Evidence-based standardised recycling information on all packaging is essential to increasing recycling rates, reducing contamination, and contributing to a circular economy," he said.

BioPak founder Richard Fine said The New Plastics Economy envisages a new approach based on creating effective after-use pathways for plastics; drastically reducing leakage of plastics into natural systems, in particular oceans; and decoupling plastics from fossil feedstocks.

"Single-use disposable foodservice packaging or packaging that will be heavily contaminated with nutrients should be made from compostable materials," he said.

"Composting provides a sustainable, practical and commercially viable end of life recovery option for nutrient contaminated packaging.

"Achieving systemic change will require a collaborative approach that includes government, the recycling industry, plastic packaging manufacturers, and brand owners, and applying circular economy principles in order to retain and maximise the value of plastic.

Single-use disposable foodservice packaging or packaging that will be heavily contaminated with nutrients should be made from compostable materials.

"We have the resources and skills to transform the plastics economy and reduce negative externalities such as ocean pollution."

Planet Protector managing director Joanne Howarth said she's learned there is "a disconnect between the public's understanding of waste management and the processes currently available".

"Education and improved labelling will help reduce this problem," she said.

"This can only be achieved with pressure from the public, education programs from the government, and initiative from the private sector."

General Mills Australia R&D packaging engineer Joanne Cockerill said the seminar was a good reminder that packaging professionals need to put more pressure on state governments to replicate the kind of state-of-the-art recycling plants that are now being built in northern Europe.

"This would allow us to recycle all types of packaging, especially laminates and flexibles," Cockerill said.



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Australia loves an acronym. You'll find them everywhere as you travel around the country; on billboards, on the news, and you'll find copious amounts of them at packaging conferences.

There was a stand-out acronym at the recent Australian Institute of Packaging (AIP) Conference in Surfers Paradise, which I attended and delivered a presentation at. The acronym was PREP, which stands for Packaging Recyclability Evaluation Portal.

PREP is designed to help brands make better informed packaging decisions.

It is widely accepted that a consistent approach to packaging transparency is required globally to make it easier for consumers to do the right thing when it comes to recycling. Australia's response, through a partnership between APCO (Australian Packaging Covenant Organisation), Planet Ark and PREP Design, is a nationwide product labelling scheme that aims to clearly outline for consumers what product packaging is made from so they can correctly recycle it after use.

Speakers from all three of the partners fielded questions during the conference, but they also announced that the On-Pack Recycling Label (OPRL) in the UK had just signed a contract with PREP Design to deliver the online interactive design tool to all of its members, so that they can ensure they design packaging that meets the criteria of the recently launched UK Plastics Pact.

The proof is in the pudding, as they say, and Blackmores, a major producer of vitamins and minerals in Australia, adopted PREP to validate the recyclability of its packaging. The company's environment and sustainability manager, Jackie Smiles, told delegates that PREP assists Blackmores in decisions relating to kerbside recyclability across the country and is used in both new product development and renovation work to understand how consumers select products based on the packaging's end of life.

Meanwhile, Nestlé Australia claimed that it has helped the company make informed decisions about the recyclability of its packaging.

Just as it is designed to work alongside the OPRL in the UK, the PREP tool can be used to underpin the use of the Australasian Recycling Label (ARL), which provides consumers with easy-to-understand recycling information on a pack. Several companies have adopted the ARL in Australia. One delegate pointed out that there are numerous signatories to the Australian Packaging

Covenant that have not currently signed up to PREP and questioned what happens if they choose not to. Brooke Donnelly, APCO's chief executive, suggested that any brands refusing to sign up could be added to a register and would then have to report to each jurisdiction individually, which would be an arduous job.

Anthony Peyton is a director of GreenChip and also of PREP Design, which is a joint venture between GreenChip, Planet Ark and Innovyz Waste & Recycling Technologies, and owns and manages the PREP software.



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With decades of industry experience and a consultative model, we are capable of supporting customers with standard packaging requirements in standup and pouch applications or working with customers to create new packaging solutions for their business. With key focus on disruptive R&D from Europe, Japan and North America, Auspouch will be showing new solutions such as portion control, antispill pouches, upside down pouches, wine industry innovations and oxygen & shelf life management solutions for processed foods in pouches.

Auspouch is a brand of Metalprint Australia, a leading supplier of packaging systems such as the Cheerpack spouted pouch for 2 decades.

He joked that because of Ipswich City in Queensland and its confusion about pizza boxes, everybody is talking about recyclability this year.

"Australia is a middle runner when it comes to recycling," says Anthony Peyton.

Essentially, it emerged that many items considered as recyclable, such as pizza boxes, and being put into yellow recycling bins by residents in Ipswich, were actually being sent to landfill. Inevitably, there was a consumer backlash when the truth came out. Concepts such as PREP will likely gather momentum in these sensitive times, especially as during the same conference Australia's environment and energy minister, Josh Frydenberg, declared that all Australian packaging must be recyclable, compostable or reusable by 2025.

The chief executive of Planet Ark, a self-labelled environmental behaviour-change organisation – an NGO (there's another acronym for you!) – said that the common question his organisation gets asked is 'can you recycle that?' Paul Klymenko wants a standardised label to avoid what he calls the 'recycling label guessing game'.

The ARL uses three symbols that are designed to simplify the recycling process for the consumer: It is recyclable; it isn't recyclable; and check locally.

"One packaging manufacturer is going to put the new recycling label/image in their blow moulds so that it gets printed on the container," he said.

Blackmores' Jackie Smiles added: "We'd always assume that the MRFs would do it all, or that the consumer is assumed will remove the lid and put the glass jar in the recycle bin. But now we realise that we need to engage with the consumer on recycling. We have adopted PREP Design to validate the packaging recyclability."

PREP can potentially help inform the consumer better; it might be recommended that a consumer flatten the cardboard pack, or that the lid (ring) remain on a jar or can, for example. "Australia is a middle runner when it comes to recycling, and that's without a standardised label," enthused Anthony Peyton. "Good systems and good education will reduce contamination. And PREP Design has a new tool for flexible plastics, such as PET/PE."

Back in the UK, OPRL and PREP Design are now alpha testing the tool and specifically looking at where UK collection and processing infrastructure might lead to a different recyclability status. Beta testing is expected later this year. The OPRL is enthusiastic about it, claiming that the PREP tool gives members a realistic recyclability assessment and also a common language along the packaging supply chain.

Acronyms aside, a design tool that simulates a nation's recycling ecosystem and provides feedback to explain why an item is not recyclable would seem like a no-brainer in these challenging environmental times. It will be interesting to see how it is deployed and which other nations jump at the chance to license it or develop similar tools.

TTFN (that's ta ta for now!). let me know what you think.
Steven Pacitti – editor

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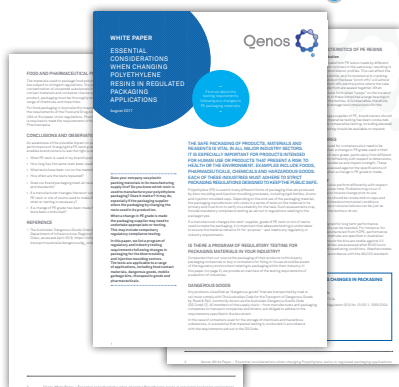




AIP NZ and Packaging New Zealand Members had the opportunity this week to visit Oji Fibre Solutions; one of the leading producers of market pulp, paper and fibre-based packaging. The majority of Oji Fibre Solutions operations are based in New Zealand, where they are the major manufacturer of kraft pulps, packaging papers and a range of packaging products for local and global markets. Attendees had the opportunity to learn more about the company, the site, better understand how the plants all operate and capabilities across the Trans-Tasman sites and tour the facility. The tour showcased all of the plants capabilities and machines and was a great day for all. The AIP would like to thank the NZ team for hosting our Members and for being such fabulous hosts.



CHANGING PACKAGING? THE BIG QUESTIONS YOU NEED TO ASK YOUR SUPPLIER



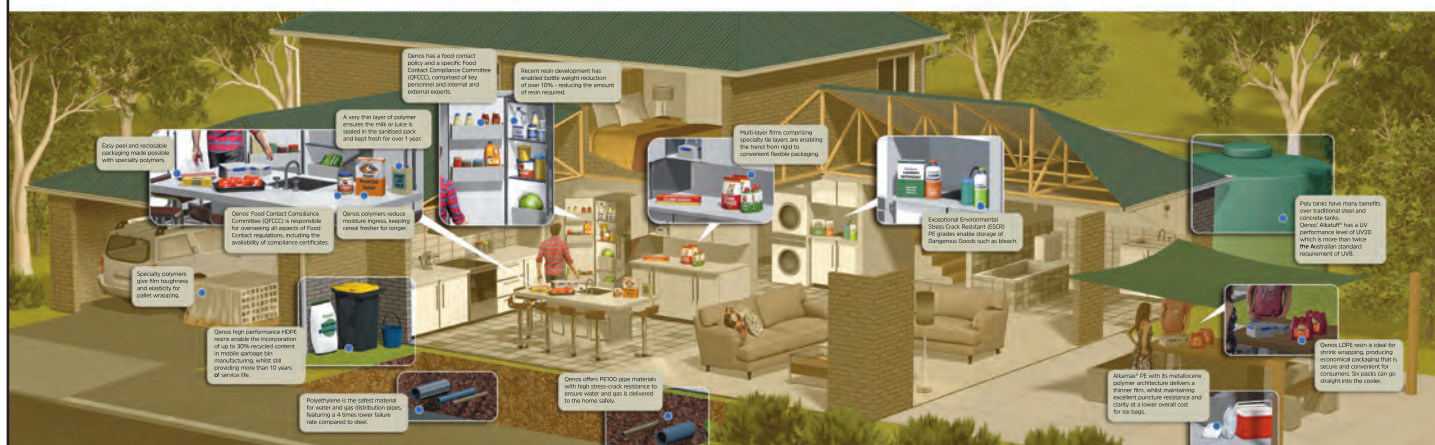
In many cases a change in the supplier of packaging materials creates an obligation to requalify packaging against both regulatory and industry standards. This Qenos white paper lists a program of potential testing requirements following changes in a range of PE packaging applications, including food contact materials, dangerous goods, mobile garbage bins, therapeutic goods and pharmaceuticals.

Download the Qenos White Paper here: <http://bit.ly/2HGq9Op>

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Up the garden path

McCormick & Co's Finishing Drizzle range was a head-first dive into cold-blended meat sauces – and one of many healthy experiments in trial and error.

A NEW DAY DAWNS WITH POURABLE HERBS

When McCormick & Co's Finishing Drizzle range launched in Coles mid-way through last year, it could claim a "world-first" in both product and packaging.

However, speaking at the AIP National Conference on the Gold Coast last month, the company's head of global innovation Jacqui Wilson-Smith said hindsight has its advantages.

"We called this range of 'drizzles' – but we should have called them 'fresh herb sauces'," she said.

"We were trying to get the fresh herbs into a bottle but it's expensive to maintain the freshness over multiple servings, so we went with the single-use option.

"When you tear open the top it drizzles like a bottle. The idea is great, but we're still working on it and making adjustments."

The Gourmet Garden range includes gluten- and preservative-free blends of herbs and spices, almost all locally grown in Queensland, and the stand-up foil pouch with a side nozzle provides a shelf life of between 7-12 weeks.

The Queensland herb and spice business, which is owned by McCormick, launched the range after conversations with

hundreds of consumers, and working in collaboration with partners including Coles, Meat & Livestock Association, Baiada Poultry, and Pork Australia.

"During the eight years spent developing this range, we noticed a reinvigoration of home cooking – home cooks are now seeking inspiration to add to their repertoire and enjoy using herbs and spices to inject interesting, healthy flavours to their meals, so this is where we were coming from with the range," Wilson-Smith said.

TEAMS TAKING RISKS FOR THE GREATER GOOD

The idea for the Finishing Drizzle range evolved within a culture of cross-functional teams willing to take risks to produce breakthrough products.

"You need to go beyond your internal groups and hear from the right people," Wilson-Smith said.

"You never know where that good idea is going to come from."

She spoke about the importance of resisting "putting too much concrete down" when it came to generating ideas.

"You need to stay adaptive, agile, and mitigate risks," she said.

"Too much momentum can stifle innovation – you need to prove the path first."

THE 'LIGHTLY DRIED' CONCEPT EMERGES

The Finishing Drizzle range was not the first experiment in pushing product development boundaries.

Wilson-Smith responded to slowing sales of Gourmet Garden herb tubes by throwing herself and her team into getting to know the brand's end consumers by visiting their homes and talking about their buying habits.

This process enabled them to switch from focusing on how to sell more tubes, and tap into what shoppers really felt in the herb section of the supermarket.

"When the consumer would go to the fixture in the herbs and spices section they would see a wall of green, and this was overwhelming – and when they didn't use those herbs at home, they experienced what we called 'wilt guilt'," she said.

"For consumers, tube food was weird – squishing up basil and coriander and so on – so we tackled this consumer-led problem of a herb and spice that was closer to fresh, but would last."

The result was a range of lightly dried herb pots and pouches that have won awards such as Product of the Year, and several packaging industry accolades. *

BELOW: The Gourmet Garden Finishing Drizzle range includes blends of herbs and spices, almost all locally grown in Queensland.



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Making sense of it all

The packaging industry recently converged on Australia to discuss the challenges and opportunities ahead. One of the most talked-about highlights of the Packaging Conference was the keynote session run by the packaging press, reports **Steven Pacitti**

Surfers Paradise: Where business meets surf boards

A third of all food produced globally is wasted. This statistic was repeated in almost every presentation at a recent 'Save Food' seminar in Italy and it was notable that the 2018 Australian Institute of Packaging Conference in Surfers Paradise led with a keynote session dedicated to solving Australia's food waste problem.

Brianna Casey is chief executive of Foodbank Australia and she says that nearly four million Australians face food insecurity, while one quarter of what the world wastes in food would be enough to solve world hunger.

"If food wastage was a country it would be the third largest greenhouse gas emitter, behind China and the US," she said. "In Australia, the cost of food waste to the economy is \$A20 billion (US\$15.3bn) a year."

The reality is that were it not for innovative packaging, the figures would be even more damning.

The Australia National Food Waste Strategy was launched late last year to provide a framework to support collective action towards halving Australia's food waste by 2030. Alongside this government-supported strategy are food banks such as Casey's, which receive about

\$A1m (\$765,000) a year in government funding, with the remainder coming from donations. However, about 65,000 people a month are turned away because Foodbank Australia does not have enough food to donate.

The work being done in Australia to counter value-chain food waste losses was discussed by Karli Verghese from the RMIT University of Melbourne, as she outlined the aims of the Fight Food Waste Cooperative Research Centre (CRC) through the supply chain.

"The goal is to reduce, transform and engage," said Verghese. "Woolworths is a partner. Consumers want them to reduce food waste in stores, but also want to reduce product packaging. How do we balance the trade-offs?"

From food waste to all waste

Declaring that she dislikes public speaking and that she hadn't planned her presentation, Gayle Sloan's witty and confident speech revealed someone who has strong views but clearly the ability to make things happen. A policy expert, Sloan is chief executive of the Waste Management Association of Australia (WMAA) and she talked about the circular

economy, which is something not just aspirational to Sloan but something very achievable.

Australia produces 64 million tonnes of waste a year, of which 13m/t comes from households, and 5m/t is packaging. Plastics makes up 1.2m/t of this figure.

"Twenty per cent of our recyclables were going to China. It's impossible now to reach the quality China will accept, because even a PET bottle lid takes it beyond the quality accepted. Going forward, consumers will want recycled content, not just recyclable materials," explained Sloan.

Prior to joining the WMAA, Sloan worked for Visy, a major Australian converter that made an early foray into recycling with its own plant for the recycling of packaging such as PET bottles. At the time, prices were too high for recycled material and the plant closed. However, fast-forward to the present day and Australia's biggest recycling plant is at Smithfields in Sydney and is owned by Visy.

The passion for recycling in the country is clearly there, as one delegate stood up to explain that he worked for a recycling company 30 years ago that recycled HDPE milk bottles. He added that it was not possible to recycle



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paper/EVOH/PE (83 per cent fibre) tray that is not recyclable but does not need heat to form it like polymer-based thermoforming solutions, which Armando Bompane, general manager for packaging at Multivac Australia, explains presents sustainability benefits.

Barrier technology is an essential ingredient of much of the packaging Multivac produces, as it involves fresh products such as meat. Bompane adds that the company is trialling additives for improved barrier and sealants in the area of mono-APET, which he believes is going to play a big role in fresh produce packaging in the future.

"We can also do foamed PET trays now, which has one quarter of the density of conventional PET," he adds. "FormShrink technology, meanwhile, reduces plastics use by two-and-a-half times."

FormShrink is said to be a cost-effective and automated alternative to shrink bags, whereby thermoforming films with special shrink properties are activated in a shrinking tunnel to envelop products like a second skin. The protruding film trim known from conventional shrink wrapping is minimised.

"We see a reduction in the sealing flange and trim on the sides and partition by 20-40 per cent," said Bompane.

The volume of packaging material can be reduced by the use of thinner films, while Multivac explains that alternative forming processes, such as explosive forming and plug assist forming can run thinner films while preserving pack properties. Explosive forming uses a faster pressure build-up and larger air-flow volumes, while the 15 per cent thinner film is distributed evenly in the die. In the case of plug assist forming, a mechanical plug aids the thermoforming process, and enables the use of 25 per cent thinner films.

"There are 5,000 thermoformers in Australia," said Bompane, illustrating the size of the opportunity. ▶

Skin tight packaging is the ultimate in transparency for the consumer. Above right: Plastics in Packaging's Steven Pacitti asked if industry is doing enough to turn the sceptics into believers. Bottom: Brands and converters showed their latest solutions to issues such as food waste. Hannah Fyson (far right), business development and marketing manager for Omniverse Foster Packaging, demonstrates some novel concepts for flexible packaging

into HDPE bottles without throwing money at it and consumers did not comprehend that reality. It was, however, the most exciting project of his career. Perhaps these past issues reveal an underlying disconnect between the packaging and recycling industries and the general public.

Just a day before Sloan's presentation, Australia's minister for Environment and Energy Josh Frydenberg revealed that the country had set a target that all packaging must be recyclable, compostable or reusable by 2025. Whilst Frydenberg faced criticism for what were regarded as unrealistic targets, Sloan believes that he is confused by the terms combustible and compostable, adding that in an interview he meant compostable packaging but then went on to discuss energy-from-waste.

Polylactic acid (PLA) has had its own challenges from a recycling perspective, especially as its appearance (in a recycling environment) and properties are similar to PET. Business

director for Bio-Plastics at Total Corbion PLA, Stefan Barot, explained that PLA works perfectly for milk packaging but it must be separated from the PET stream or it will clog it up.

PLA can in fact be depolymerised, very simply, using steam. It may be easy but the process is unlikely to be used when quantities are as low as 75,000 tonnes.

"We are starting our new Thai plant in August. Thailand is the world's biggest sugar producer after Brazil," explained Barot. "150,000 to 160,000 tonnes is current PLA capacity, while there are 20 billion PLA cups on the market in Europe every year."

A sample passed around the audience did reveal a tendency for PLA cups to break very easily, but Barot said that this is something Total Corbion PLA is working to improve.

Tangible improvements

Sometimes sustainability benefits do not relate to recycling. Packaging machinery supplier Multivac presented one such example, a



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AIP CONFERENCE

High Pressure Processing (HPP), meanwhile, which has applications in meat and juices, has not taken off in Australia, with Multivac claiming just two customers in the country for juices having an extended shelf-life of six months.

Raring to go, according to Christoph Georg von Aichinger, is Direct Print Powered by KHS, as NMP Systems' senior sales director presented an update on the technology.

In time for the soccer World Cup, Belgium's Brouwerij Martens is using the technology together with a French supermarket chain to place specially designed bottles on the shelves.

Various images of the participating nations have been printed straight onto the PET bottles using Direct Print. The successor Pilot 1.0 version of the technology is being used on the Martens production line.

"I get satisfaction seeing flexible packaging in the bin as I know it's done its job," commented Joe Foster, managing director of Omniverse Foster Packaging, before unveiling a number of innovative concepts that his company has been working on.

As far as flexible packaging trends are concerned, oxygen scavengers are shifting from sachet format to within the film, especially for products such as dry meat (jerky), and this is being spearheaded by absorbers such as Shelfplus 02, which is mixed with materials such as PE, PP, or PA. Likewise, the use of such absorbers has provided a significant shelf-life increase for films used in bag-in-box applications.

As digital printing on flexibles gathers momentum, more than 120 Indigo 20000 HP presses have been sold worldwide, with 50 in Europe and 40 in North America.

"The change from narrow to wide press HP – 330mm to 760mm x 1,100mm – makes it more economical for pouch making," added Foster. "HP can now offer a full solution with their thermal pack ready options, using thermal lamination film. It's all done in 24 hours – laminate, film and pouch-making. Traditionally this took weeks."

Things change quicker and need to be produced faster in the modern packaging industry, with increasing levels of seasonality. What might have once been a minimum production volume of 100,000, digital printing enables you to do a minimum quantity of anything from one to 1,000 packs with no set up, added Foster.

"Kraft/plastic/laminate is making a comeback with options such as surface printed or surface



Journalist Des King declared that the time for packaging to be heard as well as seen is long overdue

varnish. In addition to this films can have a paper-like touch/feel using a lacquer coating. Or you can have a textured finish like wood, satin or parchment using a multilayer laminate such as PE/metallised PE."

Affectionately known in his business circles as the Godfather of Packaging, Joe Foster is passionate about flexible packaging innovation. He presented a concept that his colleagues originally revealed to *Plastics in Packaging* at the Naturally Good Expo in Sydney just a

a gusset in the middle and on the bottom of the pouch, and the consumer adds water, closes the zipper and microwaves the product. The water then steams the product.

The company explained that if it was to go commercial with the pouch, it would need nylon in the structure rather than the PE/paper structure of the prototype pouch on display.

"Shaped pouch tooling used to be \$15,000 to \$20,000. Now it's about \$1,500 to \$2,000," explained Foster. "A shaped pouch that looks like a can could target the retort market

as an idea. Also, we have a Clam Chowder can shape in a pouch. A laser score can now be done in any direction or any shape."

While the Doypack was a revolution half a century ago, shaped pouches with dispensing systems, such as Proteo by Aptar, are becoming the new norm, while the Flat Bottom Bag is gaining traction in the UK, although it is already well-established in Australia and New Zealand. Here, products such as fish or coffee, can be stacked like a box using the square shape of the pouch.

"The next step is to turn to flat top bags with an opening mechanism, such as a peelable laser-scored strip," added Foster. "Child-proof zips are important for products like oral drugs and dishwasher detergents, while sensory zips are growing their applications. Then there is the Fragrance Zip for coffee pouches, for example, and the Pour & Lok zipper, which goes 50 per cent across the top of a pouch and is reclosable."

Foster also demonstrated a rice pouch for a popular brand that has a side handle, which means that it could have application in pet food.

"When it comes to the compostable or biodegradable debate, cellophane/Mater-Bi or Tipa (lining) pouches are the latest solutions.



Linda Monique is founder of Almo Milk, a producer of almond milk in PET bottles featuring gravure matt and metallic sleeves. Asia and the Middle East are target markets. Above right: Steven Chapman is managing director and co-founder of Shine, which claims to have created Australia's first smart drink developed for optimal mental performance and health. UK stores like Waitrose are thought to be on the cards for a retail launch outside of Australia

week earlier: A flexible pouch designed for dumplings that resembles a traditional dumplings steamer. The top of the pouch has a laser score to tear off easily, while the dumplings are located in the middle of the pack. There is



Photos from left to right – 1: Pierre Pienaar (centre), the president of the World Packaging Organisation, was pleased to bring the WorldStar Awards to Australia. 2: (From left to right) Jacqui Wilson-Smith, head of global innovation for McCormick & Co, Nina Cleeve-Edwards, manager of Oceania Innovation Acceleration Team for Nestlé Australia, and Nadia Taylor, co-founder and director of trn Solutions, discussed leadership at the Women in Industry Breakfast Forum. 3: Tunde Lovestyan, sales and business development manager at Punchbowl Packaging, based in New Zealand. 4: General Mills' senior R&D packaging engineer, Joanna Cockerill, at the VIP cocktail party during the event

25 years ago that would have been cellophane with a PE layer, as a standard pouch construction."

As for the commitments being made in recent months by brands and governments in recyclability, recycled content and reusability, Foster commented: "The commitments that Steven Pacitti (in a presentation earlier in the conference) mentioned are a challenge. I'm not sure how they'll meet those commitments by 2025. But we are happy with the challenge, as packaging people we need to work on the alternatives."

The Naturally Good Expo was a perfect example of a sector aspiring for greatness but faced by confusion about what the best solutions are. There was a selection of polymer pouches and paper-based pouches all claiming to offer environmental credentials to back up the health claims of the products they package. There was even one product being packaged in a composite can made of metal, PE, and carton (heat sealed), which its brand owner believed was recyclable.

Aside from making delicious coffee flavour protein bars, brand owner Blue Dinosaur met with a supplier during the show, said its owner and founder Mike Watts-Seale, to discuss the possibility of switching its bars into fully compostable wraps.

E-commerce packaging is another emerging trend, and it could be an area that faces greater scrutiny in due course as a result of fears of over-packaging. For example, imagine one item that needs 10g of packaging while ten items could use a 50g box; that's a 50 per cent packaging reduction. How to tackle this will become the bigger issue. Maybe returnable packaging is the way forward, or just deliver the product, unwrap it and take the packaging away.

In fact, e-commerce sales will hit \$4.5 trillion by 2021, reports Karl Deily, president for food care at Sealed Air. His company is well-versed in the art of protecting sensitive products in transit, and it's something that has to be

done properly, with millions of dollars of damage claims made every year in the electronics sector. Solutions such as a suspension pack combining corrugated and plastics will help to reduce damage.

"Wine is already heavily delivered by e-commerce, some eight million cases every year. It used to be in plastics tubes. Now the packs displays wine in a suspension package, and you can use your phone for a tour of the vineyard or suggestions for food to eat with it,"



Steven Pacitti (right) called on industry to better promote the role of packaging from paddock to plate

said Deily.

Deily warns that another contemporary problem is 'porch pirating', which is theft from doorsteps, and he suggests that concealing brand logos might be one way of limiting that threat. Meanwhile, when it comes to fresh products, Deily explains that 40 per cent of food produced is never eaten and one in seven truck loads delivered to retail are thrown away. Modified atmosphere packaging and vacuum packaging solutions can help extend the shelf-life of meat of course.

"Mince packaging is not just about wasting food," added Deily. "You also lose 600g of water, 3lb of grain, and 50lb of carbon emissions to make it, so you have to look at the bigger picture. Meal Kits can reduce food waste in the home, while smart packaging such as Time

Temperature Indicators can play a part."

With the expectation that e-commerce in food and beverage will double within five years to \$91m, it is clear that better solutions will be required as the sector develops.

Trends and expectations

One thing that strikes visitors to Australia quite quickly is that there is a trend for health and wellness foods and beverages, and outlets that offer more for the health-conscious consumer and brands are tapping in on this with a wealth of innovation.

Nootropics – sometimes called smart drugs – are growing fast in Australia, while products such as Shine+ – one of the fastest growing beverages in the country – are spearheading a new beverage category to be known as 'Smart Drinks'. The idea behind these products is that mental health is just as important as physical health.

"We see real trends here for blockchain technology, providing transparency and traceability through the supply chain, a resurgence in QR codes to provide consumers with information about the source of the product, and this continued wellness trend. For example, Vesco Foods is struggling to keep up with demand for its Super Nature Wellness Bowl brand," said Shelley McMillan, associate director for research firm Mintel.

It was during McMillan's presentation that one thermoformer and IML producer commented that his company has no way of telling consumers its story. As such, he wants brands and producers to give up some of their secrets and do more than sound bites. This subject of interactivity between brand and consumer, and even converter and consumer, was at the heart of a panel discussion between members of the International Packaging Press Organisation (IPPO) during the first day of the event, chaired by Lindy Hughson of PKN + Food & Drink Business, and featuring journalists and editors including myself from *Plastics in Packaging*, Des King from The Write Stuff, Pat ▶

Reynolds of *Packaging World*, and Andrew Manly of the Active & Intelligent Packaging Association (APIA).

Whose responsibility is it anyway?

Imagine picking up a new refrigerator without packaging. Or buying mince and six eggs from the butcher without packaging. The real driver, says Mike Neal, chairman of The Committee of PET Manufacturers in Europe (CPME), is over-packaging. Perhaps manufacturers need to think a bit more about transport packaging and shelf display packaging and consider design for recycling guidelines. Then advertise that they use reduced packaging.

“Maybe we need to try to give a public group something positive to do with packaging and ask them to share it with the world. A sort of Greenpeace ‘for’ rather than against packaging,” said Neal. “One really big issue for me is the total lack of anybody standing up and saying that the majority of the pressure on packaging today is based on the TV programmes that talk about plastics waste choking the sea and that the source of that waste is human beings dropping waste on the floor and walking away thinking it is somebody else’s problem.”

Considering the location of the conference, it is worth noting that The Scout Association manages about ten recycling plants for bottles and cans and the profit runs scouting across Queensland, Australia – which is impressive stuff.

Who should be speaking out for the plastics packaging industry? Should it be the trade press, governments, associations, brands, converters, or resin producers? Perhaps all of these. Industry leaders talking through the media and companies selling to the public need to not only preach the benefits but also demonstrate recycled products as being examples of the benefits. This should reverse opinion.

Companies up the value chain such as ExxonMobil have advertised heavily in recent years to the public to face-off anti-chemical



Members of IPPO discuss the future of packaging. (From left to right) Andrew Manly, Pat Reynolds, Steven Pacitti, Des King and Lindy Hughson

sentiment and promote the value of their products to people’s lives, but one voice standing alone can be dismissed as self-interest, so it is important that a collaborative effort along the value chain promotes the virtues of plastics packaging directly to the consumer.

As journalist Des King quite aptly put during the panel debate: “Packaging’s primary function is to stand and serve. Protecting its finer feelings was never on the agenda. But so what: as long as there are products to sell and people to buy them, then there’ll always be space for it on the shelf. Not so much ‘Will You Still Love Me Tomorrow?’ then as ‘What’s Love Got To Do With It?’ instead.

“So who’s going to voice the counter argument aimed at Millennials and Gen Z consumers logged onto the My Little Plastic Footprint app – and indeed, to fashion a defence that frankly right now no one is much interested in hearing? That’s the same gener-

ation, incidentally, that is apparently so squeamish about the thought of handling raw meat that it increasingly prefers it being retailed in ‘rip and tip’ plastics doyp bags so that it can go straight into the pan without them having to touch it.”

The role of packaging in preventing food waste is a given, while a Circular Economy makes infinite sense to the packaging supply chain. Recycling is easy when it is something consumers can do at home and where packaging origins are easily understood, but mixed materials continue to provide a real challenge. And there’s the issue of the environment, and society has behaved irresponsibly with regard to waste from the year dot.

Waste is an integral part of consumption, points out King, just as death is part of life. These are not realities to be waged war on or banned, but they need to be managed. And the consumer has just as important a role to play in this as the rest of the supply chain. **P**

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2 MAY 2018

Rising Stars emerge at PIDA

The 2018 Australian Institute of Packaging (AIP) National Conference took place at the Marriott Resort Hotel, Surfers Paradise on 2-3 May 2018 and was highlighted by the PIDA Awards. *Food & Beverage Industry News* reports.

AIP oversaw the Worldstar Packaging Awards and the 2018 PIDA Awards.

Food and beverage is a major contributor to the GDP of Australia, both financially and employment wise. It is also the largest manufacturing industry in the country with various industry players that differ in terms of size and capabilities (agility and service to market).

Australia has a firm reputation for supplying clean and natural products with quality and safety standards that are regulated and enforced within the supply chain. With increasing customer and consumer demands, packaging specialists came together over a period of two days at the start of March for the largest packaging and processing conference of its kind in Australia and New Zealand.

The conference has been leading the way in professional and personal development for decades and is a part of the annual Packaging & Processing Week.

The AIP, which is the core organiser of the event, oversaw the prestigious international WorldStar

Packaging Awards and the 2018 PIDA Awards for the conference, as well as the Women in Industry Breakfast Forum.

2018 PIDA Awards winners

The winners of the 2018 Packaging & Processing Innovation & Design Awards (PIDA) were announced at the gala awards night at the Gold Coast on the 2nd of May, that included approximately 500 attendees.

The PIDA Awards were held this year in conjunction with the international WorldStar Packaging Awards, which saw over 22 countries in attendance to also collect their awards this year.

The PIDA Awards recognise companies and individuals who are making a significant difference in their field across Australia and New Zealand. The winners and High Commendations for the 2018 PIDA Awards are now eligible to enter the 2019 WorldStar Awards.

PIDA Award winners takes out 2018 Worldstar Save Food Packaging Special Award

The 2018 WorldStar Save Food Packaging Special Award winner was announced on the 2nd of May alongside the 2018 AIP National Conference, with one of their members ANZ Packaging & Innovation & Design (PIDA) Award winners taking out the gold. Sealed Air New Zealand was awarded the gold award in this category for their Fresh Technologies and Sealed Air Cryovac Freshness Plus design which was developed for a New Zealand company. It has enabled Fresh Technologies to extend the freshness of avocado and reduce product spoilage by 7.2 tonnes.

A 90-day shelf life supports wider distribution and the 3 per cent growth in global consumption. With consumers seeking preservative-free freshness, fressure™ avocado spreads and guacamole in Cryovac Freshness Plus deliver just this.

Extended shelf life ensures less of the world's hard-earned harvests end up in landfill and this also includes the copious resources used during harvesting. With humanity consuming 1.6 times more resources than what's available, extending the shelf life of food is pivotal for a sustainable and less wasteful planet.

Another PIDA Award winner, Woolcool Australia, was also shortlisted in the same category and they were awarded the bronze Special Award. Summer temperatures, long supply chains and deliveries that sit on a doorstep for over 12 hours present challenges for the fresh food and meal delivery sectors as contents must arrive fresh, with not only maximum nutrition, but also, safe to be consumed.

Woolcool keeps food packed at 1°C chilled below 5°C for at least 24hrs. Woolcool works by wool fibres absorbing moisture from the air and minimising humidity/condensation to create stable

temperatures. When the wool is enclosed in a micro-perforated, recyclable, food grade liner the wool can “breathe” and a natural cooling system results. As there is no odour, wool will not taint contents.

As there were 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.

This year's Save Food Award Packaging finalist were:

1. Fresh Technologies Ltd and Sealed Air Cryovac Freshness Plus (Sealed Air, New Zealand)
2. Woolcool (Woolpack Australia, Australia)
3. Compostable Tray That Reduces Food Waste (Oneworld Packaging, S.L., Spain)
4. Vegetable Oil Wrapper with High Barrier Poly laminate Film (Shongai Technologies Limited, Nigeria)

2018 Australian Institute of Packaging Special Awards: The AIP Fellowship

One of the core objectives of the

Australian Institute of Packaging (AIP) is to ensure that individuals are recognised for their significant contributions to the packaging industry. Dr Carol Lawrence, national president of the AIP had the opportunity at the gala awards night on the 2nd of May to present five AIP Special Awards. The AIP Special Awards are not given often and are designed to recognise inspirational individuals who have contributed significantly to the packaging industry over many years.

The grade of Fellow is the highest recognition to Australian Institute of Packaging members. The key requirement is a significant and sustained contribution to the technology, science or application to packaging.

The winners were:

Jacky Nordsvan

Jacky Nordsvan is a packaging specialist from Nestle Australia who was recognised with a Fellowship for her work in the packaging industry over the last 25 years. Her work has resulted in change in the packaging industry, bringing packaging sustainability, recyclability, labelling, and accessibility, to the forefront of packaging design.

Phillip Rolls

Phillip Rolls is the managing director of Rolls Pack and has been a member of the AIP for 20 years. He has led his own packaging company to success through a pioneering spirit, positive thinking and strong business acumen. AIP has recognised his thirst for knowledge and commitment to knowing where the industry is heading, has seen his business grow from a small plastic bag manufacturer to respected industry leader.

AIP Special Award: AIP Life Membership for Keith Chessell FAIP

Keith Chessell has a 46-year career in the food, beverage and confectionery industries. In recent years, his focus has been on sustainable packaging design and has been a significant contributor to the development and judging of the Save Food Packaging and Sustainable Packaging Awards, the successful participation of the AIP within the National Food Waste Strategy and the newly formed Fight Food Waste Cooperative Research Centre. She is the current AIP representative on the LCA Standards Australia committee.

Founders Award for Pierre Pienaar FAIP, CPP

The Founders Award has been named to honour the Foundation

Members of the Institute and to recognise their contribution to the development of packaging technology in Australia. The Founders Award is given for outstanding performances which in a real way enhances the profession of Packaging Technology. Pierre Pienaar, AIP's education director was the fourth recipient in the award's history to receive it. He has 30 years extensive experience in the packaging industry Pierre Pienaar has been instrumental in the continued growth and success of packaging education and training around the world.

Distinguished Service Award for Nerida Kelton MAIP

Nerida Kelton MAIP has been involved with the AIP since 1998. Her professional strengths in marketing and commercial focus helped the AIP through a significant transformation twenty years ago that has shaped the current AIP. A key focus for her has always been to support the growth or people of all walks in life in many facets of the industry. Whether it was to help find a new packaging job, help seeking a new machinery system, or connecting teams in the pursuit of a successful project, nothing is ever too much trouble for her.

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A GAME-CHANGER IN ECO-FRIENDLY, SUSTAINABLE INSULATED PACKAGING

SINCE POLYSTYRENE PACKAGING WAS INVENTED IN 1954, THERE HAS BEEN NO ALTERNATIVE THAT HAS OUTPERFORMED ITS COOL CHAIN PERFORMANCE AND COMBINED IT WITH RECYCLABILITY, SUSTAINABILITY, BIODEGRADABILITY AND COMPOSTABILITY ATTRIBUTES. THAT IS, UNTIL NOW. BY **EMILY MANTILLA**, SENIOR PARTNER, HONEY AND FOX PROPRIETARY LIMITED.

AN ingenious product made from wool that was once discarded as waste is now enjoying a new life as an insulated packaging product.

Seeing the amount of polystyrene coming into her fresh food businesses and then going to landfill, Joanne Howarth, chief executive officer of fresh food packaging and logistics company, Boxed 2 Go, was driven to seek out an alternative that was not only environmentally responsible but a quality product with a competitive price point so that she could offer supply chain companies a viable option.

"It really bothered me. Each day, there were polystyrene boxes piled up all over the warehouse. They'd accidentally get stepped on, run over by a forklift or crushed and the whole warehouse looked like it had been hit by a snow storm with thousands of tiny pieces of polystyrene," said Ms Howarth.

During her year-long quest to find a viable alternative, Ms Howarth discovered a product in the United Kingdom called Woolcool that used sheep belly wool as the insulation component.

Ms Howarth said, "It just made perfect sense to me. Wool has been used in housing insulation for hundreds of years and houses are essentially a box—just like packaging."

Ms Howarth worked with the UK company to obtain a license to manufacture and distribute the product in Australia, New Zealand and Asia.

How Woolcool works is incredibly and beautifully simple.

Nature intended that wool would keep sheep warm in winter and cool in summer. Woolcool has simply borrowed

the idea from nature and created a packaging product that keeps cold products cold and hot products hot while also having the added benefit of a protective cushion to safeguard products in transit.

Wool is a very efficient insulation material as it is extremely effective at absorbing moisture from the air, which creates stable temperatures through minimising humidity and condensation. Woolcool's patented technology combines a complex blend of wool fibres from different breeds of sheep to provide consistent optimal insulative properties. This wool is felted into a liner and sealed within a recyclable food grade film.



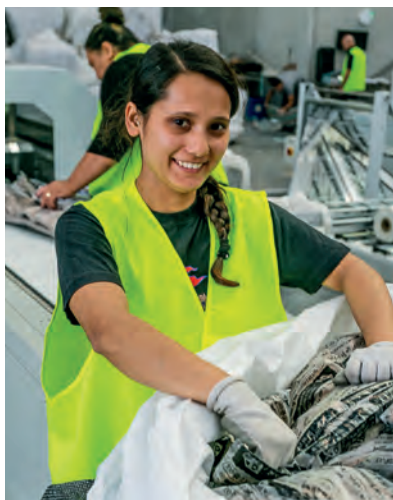
Woolcool's manufacturing process is also very eco-friendly. After the wool is sourced, it is naturally washed in just hot soap and water and felted to make the insulation material to the required thickness for many different applications, boxes and mailing pouch shapes. The natural washing and scouring process that is used ensures that the wool is sterilised. In addition, wrapping and sealing the wool liners inside a recyclable film—which is micro-perforated to allow the wool to absorb and release moisture—prevents wool fibres coming into direct contact with any products during transport so there are no tainting issues.

Ms Howarth said, "You don't only get excellent and stable temperature control with Woolcool but you also eliminate the wet condensation that builds up in polystyrene. Woolcool breathes and stops cardboard and paper packaged products and labels from going soggy and falling apart."

Independent scientific tests have demonstrated that Woolcool keeps contents packed at 1 deg C chilled below 5 deg C for at least 24 hours and outperforms the thermal performance of polystyrene.

The first foundation customer for the company when it launched in 2015 was in the online meal delivery sector, which is where Ms Howarth's experience and expertise lies.

The online meal delivery industry is one of Australia's fastest growing industries and before Woolcool, companies had to rely on polystyrene to meet the transportation needs of temperature-sensitive fresh food.



Typically, in this sector, fresh and frozen food is packed in a central distribution centre, and then transported to the customer, sometimes over vast distances. Transit times can be over a 48-hour period and then the delivery can potentially be left on the doorstep for up to 12 hours. In Australia, it is not unusual for temperatures to hit 42 deg C in the peak of summer, thus creating food safety and quality risks.

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Woolcool enabled online meal delivery companies to remove polystyrene from their operations with confidence but also enabled new business opportunities to flourish.

For example, one business operating out of Sydney, Australia, was able to open up new territories in Darwin and far north Queensland. Both these states of Australia experience high heat and high humidity seasons. The client was confident that their products could be transported for longer periods and further afield, remain at safe and stable temperatures, and still be sensitive to the environment with this packaging choice.

The response from businesses and their customers alike has been extremely positive. Laura Anderson, co-founder of The Really Good Food Co. said, "Finding Woolcool was a game changer. It not only provided us with an environmentally responsible solution to our cold temperature shipping but it also significantly elevates the first impression made with our customers by being far more attractive than alternatives."

"Since our food can also be ordered as gifts for others, Woolcool really helps our customers feel like they are unwrapping a present. We are very impressed with the results of Woolcool's ability to maintain the temperatures of frozen and chilled foods. Nowhere else allows for items to be shipped at different temperatures within the same box as easily. This allows our business room to grow into areas that were not otherwise available to us."

The environmental and transport risk benefits don't just stop there. Woolcool also offers significant customer cost savings in many other areas.

For example, Woolcool comes flat packed (reducing storage costs), and it provides cushioning properties that reduce damage and offers savings on re-transport costs.

One of Woolcool's customers discovered they could fit 250 Woolcool boxes on one pallet compared with 120 polystyrene boxes on one pallet.

Many customers also find they no longer need refrigerated trucks or ice packs as Woolcool's performance is superior. With limited thickness options, polystyrene has its restrictions. Woolcool comes in many thick and thin varieties, offering substantial cost savings during cooler and/or shorter shipments.

When asked about the cost comparisons to insulated packaging such as polystyrene, Ms Howarth said, "People are surprised to learn it is on par with that of the costs of polystyrene packaging."

In its quest to be an environmentally responsible packaging manufacturer and supplier, Woolcool has also formed very strong strategic partnerships and collaborated with key organisations including the Australian Institute of Packaging, the Australian Packaging Covenant and more recently, Planet Ark, whose endorsement has spoken volumes on the quality and performance and environment benefits of the product.

"Latest statistics indicate that only 29.4 percent of polystyrene is currently recycled and the remainder either goes to landfill or ends up polluting our environment and waterways," said Planet Ark's partner relations manager, Kristie Baker.

Woolcool sees these partnerships as underpinning the continuing success and growth of their business with the opportunity to tap into the expertise of such established environmental and packaging organisations. **APPI**

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