



# AIP NEWS

JUNE 2018



SUSTAINABLE GOALS



FIGHT FOOD WASTE  
Cooperative Research Centre  
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## AIP HEADS TO PROPAK ASIA 2018



**H**ow exciting this particular week was in our calendar attending the various events as part of ProPak Asia 2018 in Bangkok 14-17 June.

The AIP has been exhibiting at ProPak now for three years and this year we were the proud hosts of the WPO Save Food and Sustainable Packaging Pavilion, which included an area to showcase the AIP and our PIDA Award winners and then the greater WPO and the 2018 WorldStar Award winners.

The opening of the exhibition was a true fanfare with the official opening done by the Thailand Deputy Minister of Trade and Industry, followed by an official tour of the exhibition halls by all the VIP's where one gets a taste of what the week holds.

We had many visitors to the pavillion stand with various requests, such as specific packaging component information to education needs and even those wanting to save the countryside of Thailand from litter. There was never a dull moment at ProPak Asia 2018 as we were well positioned at the exhibition.

That evening the AIP team attended the local ThaiStar Awards and AsiaStar Awards presentations along with seeing 3 recipients receive their WPO WorldStar award. The AIP were pleased to offer a half day Training program on 'The role of Packaging in minimising Food Waste'; this was most informative and the attendees immediately got themselves involved by asking many provoking questions leading to many discussions.

There were numerous related conferences and packaging seminars being held alongside the exhibition, certainly something for everyone.

We took part in the AsiaDrink conference where Pierre Pienaar, our Education Director and President of the WPO, delivered a paper on Smart Packaging from a science perspective. This conference was well attended by attendees from all parts of the ASEAN Region.

Pierre also took part in 'Packaging in a Circular economy', at the ASEAN Packaging Seminar that was organised by the Indonesian Packaging Federation. Here we all heard what was happening in various Asian countries and what and how a circular economy is being implemented progressively throughout the region.

We all enjoyed the good company of the Australian Ambassador to Thailand, Hon. Paul Robillard at the reception for all those exhibiting or visiting on the Australian Pavilion. This was a lively occasion and good to see and meet those Australians now living and working in Thailand, within the packaging industry.

The organisers of ProPak Asia 2018, namely UBM, kindly invited us from the AIP to their VIP Reception Dinner held at the Moon Glass Restaurant where we not only enjoyed true Thai food but also got to meet many of the other such organisations from around the world.

Four days of action packed learning, thought stimulating ideas, meeting fascinating people from all over the ASEAN Region and learning from those who also share in our industry; was all over and the time had come to board our flights home after a wonderful week in Bangkok.

The AIP looks forward to hosting the WPO Pavilion again and running another training course in 2019.

## NEW MEMBERS

The AIP would like to welcome the following new Members.

NAME	STATE	GRADE
Kate Johnstone	NSW	Associate
Verliana Susilo	NSW	Associate
Matthew Van Eck	VIC	Member

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GROUP TODAY



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The AIP hosted the WPO Pavilion at ProPak Asia 2018. The Pavilion included an area for AIP and also the WPO.







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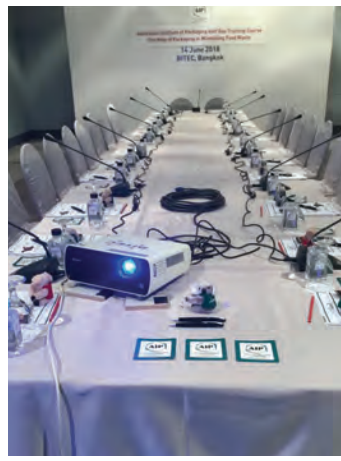
# IP HOSTED WPO PAVILION AT PROPAK ASIA 2018

# PROPAK ASIA 2018

The AIP hosted the World Packaging Organisation (WPO) pavilion and ran their new training course on 'The role that packaging plays in minimising food waste' at ProPak Asia 2018. A huge thank you to the UBM team for making the pavilion look so fabulous! It was an extremely proud moment for the AIP to be able to see two of our very own PIDA Award winners - Sealed Air NZ and Woolcool Australia be recognised on the poster display as the Gold and Bronze winners for the 2018 Save Food Packaging Special Awards...











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# AIP WELCOMES TWO NEW CERTIFIED PACKAGING PROFESSIONALS

The AIP would like to congratulate our latest Certified Packaging Professionals (CPP) Carol Kilcullen-Lawrence PhD, FAIP, CPP and Kailash Bajpai MAIP, CPP, R&D Team Leader - Milk, Beverage, Cheese, Parmalat Australia.



**Carol Kilcullen-Lawrence PhD, FAIP, CPP**  
National President  
AIP



**Kailash Bajpai MAIP, CPP**  
R & D Team Leader  
– Milk, Beverage & Cheese  
Parmalat Australia

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

**CL:** I arrived in Melbourne in 1992, intending to stay for 3 years. However, with a background in Biological Chemistry and a PhD in Polymer Chemistry, after 5 weeks found myself working as a technical service chemist at Jac Australia (now Avery Labels). I was testing label stocks, to recommend the best self-adhesive label to match both the product, its packaging and the labels intended print method. So over my 26 years in the labelling side of packaging, I have seen almost endless combinations of label print carrier, adhesive and release liner – the backing which is removed to apply the label.

It is really important to select the right label for the package by considering key criteria. For example the adhesive needs to be matched to the package in at least three ways: is it to be a permanent or removable label; is it applied at ambient, elevated or cold (and potentially condensed) surfaces; how is the label going to affect the package once applied in terms of recyclability or migration of the adhesive?

**KB:** I have over 20 years experience in the Packaging industry. I have extensive experience in developing packaging for a wide range of food and non-food products. I have experience in efficiency improvement through waste & cost reduction programs. I have worked with packaging material manufacturers as well as users, which gives me unique insights into packaging manufacturing and its usage in a commercial environment.

## WHAT MADE YOU APPLY FOR THE CERTIFIED PACKAGING PROFESSIONAL DESIGNATION?

**CL:** Labels are just one, often small, part of the package, however they are applied to an endless array of products. With my current focus on sustainability of packaging it was a natural step to want to learn more about all the different packaging formats to see where sustainable labelling can be maximised.

**KB:** I already had a formal Post Graduate qualification in Packaging Technology through the Indian Institute of Packaging. However, I am firm believer in continuous learning and keeping abreast of the latest trends and technologies in delivering innovative and commercially viable solutions to the business. The CPP, through the AIP offers a structured yet very practical way, to keep on top of the Fundamentals of Packaging Technologies and learn from other's experiences.

## HOW IMPORTANT IS ATTAINING THE CPP DESIGNATION TO YOU AS AN INDIVIDUAL?

**CL:** I have been inspired by the number of packaging professionals who have chosen to attain the CPP in this part of the world and I love to study, as learning is a lifelong journey. Even though I knew I had the years of experience to qualify, it can be daunting sitting for an exam.

I would encourage each and every packaging professional to get a copy of the Fundamentals text book from the AIP and just start reading it, as it unfolds in a very logical manner, and you will know by the time you get part way through that achieving the CPP (or Certified Packaging Professional CPIT) is definitely achievable.

**KB:** Even though I had formal Packaging credentials, the CPP gave me the opportunity to refresh my knowledge of Science behind material manufacturing and their interaction with products and machines in current environment. Practical examples correlated and have reinforced my experience and understanding of Packaging Technology.

## HOW IMPORTANT IS THE CPP DESIGNATION FOR THE GREATER RECOGNITION OF PACKAGING PROFESSIONALS?

**CL:** The importance of the CPP designation is still emerging, in a very positive way. It is a very important progression for our industry – particularly to identify packaging professionals who have years of experience, so that younger entrants to our industry can seek out their support and mentorship. On that note if anyone is thinking of attaining CPP, I am more than happy to share my experience and study methods to guide you through the process.

**KB:** In Australia, there is lack of opportunities for individuals to get a structured and international recognised skills in Packaging Technology. The CPP, course through the AIP, offers an excellent opportunity for people to get that accreditation. The CPP is now accredited in 52 countries and numbers are growing. For the industry too, the CPP will bring new talents and professionals who will continue delivering innovative and sustainable packaging solutions for years to come.

**FOR MORE INFORMATION ON HOW YOU CAN BECOME A CERTIFIED PACKAGING PROFESSIONAL EMAIL [INFO@AIPACK.COM.AU](mailto:INFO@AIPACK.COM.AU) TODAY**



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



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## 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)

### AIP TECHNICAL SEMINAR

NSW

**WHAT:** Consumer & Environmental trends in plastics: Reuse. Recycle.  
**WHEN:** **Wednesday 4th July**  
**WHERE:** Mercure Paramatta, Rosehill NSW 2142  
**PANELISTS:**



**Paul Klymenko**  
Chief Executive Officer  
Planet Ark



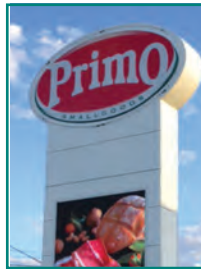
**Joanne Howarth AAIP**  
Managing Director  
Planet Protector



**Richard Fine MAIP**  
Founder, Product Development & Sustainability  
Director  
BioPak



**Kurt Palmer**  
Director-AIEN  
Business Development Manager - Steinert  
Australia



### PRIMO SITE VISIT

QLD

**WHAT:** The tour will cover the slicing, vacuum/MAP packaging of small goods including hams, bacons and salami's as well as distribution of the largest small goods plant in the Southern Hemisphere.  
**WHEN:** **Tuesday 10th July**  
**WHERE:** 62 McRoyle Street, Wacol QLD

### OJI FIBRE SOLUTIONS SITE VISIT

NZ



**WHAT:** Oji Fibre Solutions is a leading producer of market pulp, paper and fibre based packaging. They are committed to delivering innovative, environmentally sustainable products, and working collaboratively to develop solutions that enhance the competitiveness of their customers.  
**WHEN:** **Wednesday 11th July**  
**WHERE:** Mangere Bridge, Auckland

## 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





# AIP CONTINUES TO HELP FOODBANK

Programs now available in Victoria & Queensland



**T**he 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 also 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.



**SUSTAINABLE DEVELOPMENT GOALS**



**FIGHT FOOD WASTE**  
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**W**hat I have seen and experienced in my global travels over recent years reinforces the fact that packaging plays a very important role in creating sustainable food chains. Packaging has a very simple role; it protects products from damage, spoilage and contamination. Sadly, the current conversations have shifted the focus off the fact that packaging is at the forefront in the development of global food systems and serves an important function to transport food from paddock to the plate.

The question of 'What is the true role of packaging in minimising food waste' continues to be asked all the way around the world as consumers are having difficulty understanding the difference between food waste, packaging waste and the true purpose of packaging when talking about food. Consumers need to understand that packaging is fundamental in helping the prevention and reduction of food waste.

Unfortunately, so much of the current conversations are focused on managing the end-of-life disposal of food, instead of looking at ways of preventing the wastage in the first instance. When you shift the conversation to the food production end of the supply chain you can then focus on the reduction area of the food waste hierarchy. This discussion then focuses on reduction of physical food waste and also the role of packaging in minimising food waste.

It is important that consumers have a better understanding of the serious and health-related role that packaging actually plays in extending shelf life, keeping food protected and not contaminated, ensuring that the food can be transported across long distances, not spoil and so much more. This is not to say that we can't take a serious look at developing more sustainable packaging along the way and it is time that the brands stopped and looked at their packaging life cycle and the environmental issues that it may cause at end-of-life.

Unfortunately, packaging alone cannot fix the dire global issue of food waste. Packaging can, however, make a VERY big difference to how much more food makes it to those in need, rather than being wasted along the supply chain. The packaging industry can't do this alone.

Before we consider:

- Packaging design,
- Packaging materials,
- Innovative products,
- Technological advancements,
- Responsibility,
- Sustainability,
- Reusability,
- Environmental-friendliness,
- Enhanced user experience,
- Smart packaging technologies, or
- Shelf life enhancement technologies,



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## THE TRUE ROLE OF PACKAGING IN MINIMISING FOOD WASTE

We MUST understand and appreciate where packaging actually fits in the supply chain.

A third of all food produced in the world goes to waste. That amounts to 1.3 billion tonnes of food per year.

In our region, from start to finish of food production, approximately

- 30% of cereals/grains are wasted
- 45% of root foods, fruit and vegetables and oil seeds are wasted
- 20% of meat and dairy go to waste.

The commodities that one would expect go to waste most easily — meat and dairy — have the lowest percentage waste. Why is this? I ask myself why these products have managed to reduce waste when half of all fruits and vegetables go to waste. Could this not become a major focus for the packaging industry? Packaging can not only extend shelf life, preventing wastage at retail and in homes, but it can also influence consumer behaviour through smaller portion sizes, disposal systems and re-use opportunities. While the value of packaging as a strategy to minimise food waste continues to gather attention, packaging remains an undervalued strategy in comparison to other approaches.

We require an in-depth analysis into packaging opportunities and shortfalls in the retail environment, as well as more comprehensive analysis into consumers' relationship with packaging in the home. This data should provide much more meaningful insight into how packaging can support the fight to minimise and reduce food waste. I want to emphasise the need for education from a very early age to bring greater awareness that we CAN reduce food waste and thereby reduce global poverty.

The packaging industry places a very large emphasis on the importance of packaging education and all the associated elements to creating an effective pack.

The ability to minimise food waste has enormous implications from a financial, environmental and a social perspective that could lead to significant benefits. The understanding and acceptance that packaging is a solution to food waste is emerging but there are still many negative perceptions that must be overcome before people understand the role that packaging can play in finding a long-term solution to this issue.

As a part of its commitment to the National Food Waste Strategy and the United Nations Sustainable Development Goal 12:3 Responsible Consumption & Production of Food, the Australian Institute of Packaging (AIP) is 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.

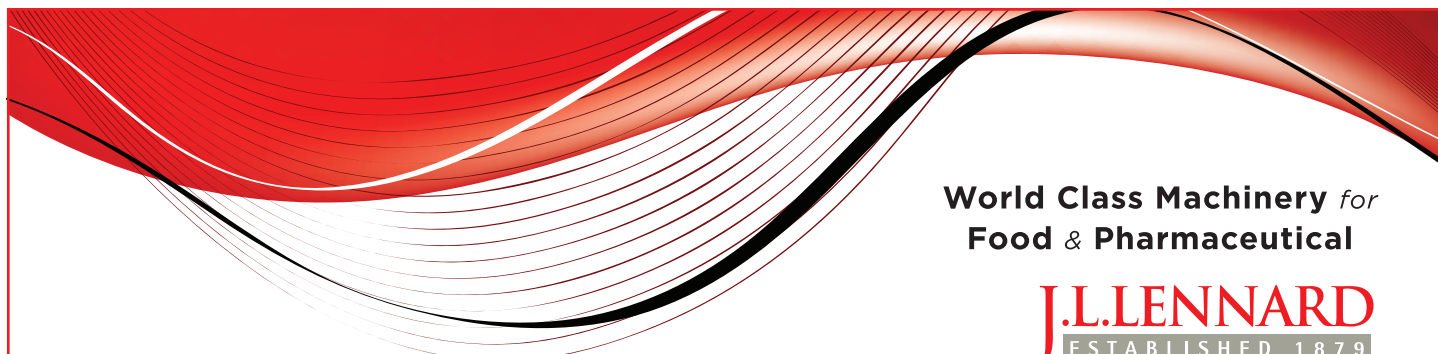
The AIP also has a representative on the Department of the Environment and Energy National Food Waste Steering Committee and is a core participant in the Fight Food Waste Cooperative Research Centre.



Professor Pierre Pienaar FAIP, CPP  
Education Director  
Australian Institute of Packaging (AIP)  
President  
World Packaging Organisation (WPO)

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<https://www.foodprocessing.com.au/content/sustainability/article/the-true-role-of-packaging-in-minimising-food-waste-1381401021>



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## Do consumers have difficulty reading packaging labels?

(Including best before dates, ingredients and allergen messages)

**99%**  
of industry  
thought that  
**YES**  
consumers had  
difficulty reading  
packaging labelling



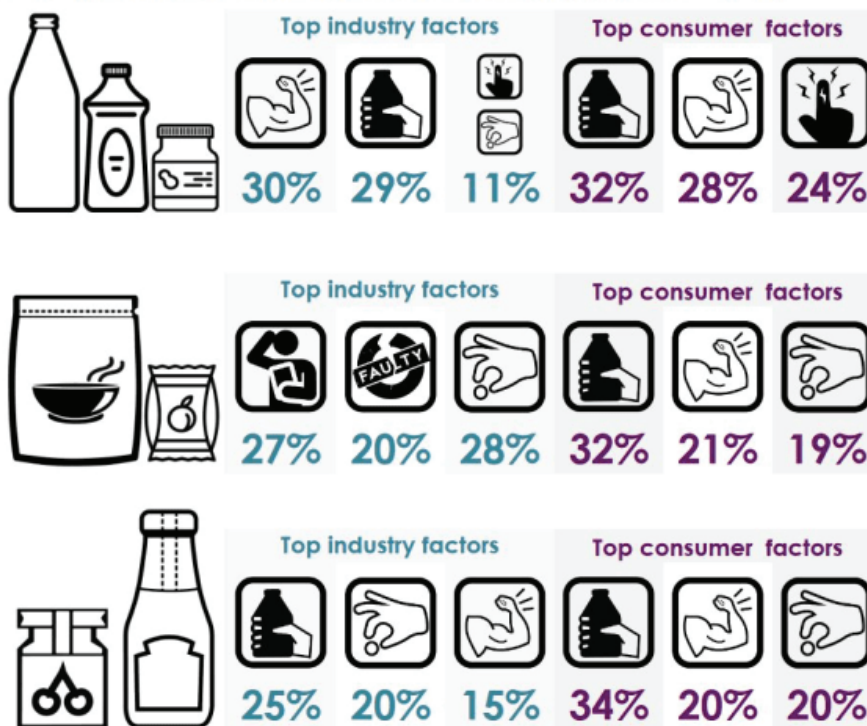
Over  
**2/3**  
of  
consumers  
said  
**YES**  
they did have  
difficulty

**A** research project into packaging accessibility has revealed almost half of Australian consumers have difficulty opening packaging every day. Hard-to-open packaging has previously been associated with an increased risk of injury and consumer frustration, particularly with packaging formats like clam shells. The new study, commissioned by Arthritis Australia, aims to unveil the difference between industry perception and consumer reality when it comes to accessible packaging.

The company's accessible design division sought to answer the question with two parallel surveys conducted with consumers and members of the packaging industry.

These were some of the findings, according to accessible packaging researcher Alexandra Brayshaw, who headed up the project as part of her dissertation for the AIP's Diploma in Packaging Technology course:

### Top three factors that made packaging hard to open:

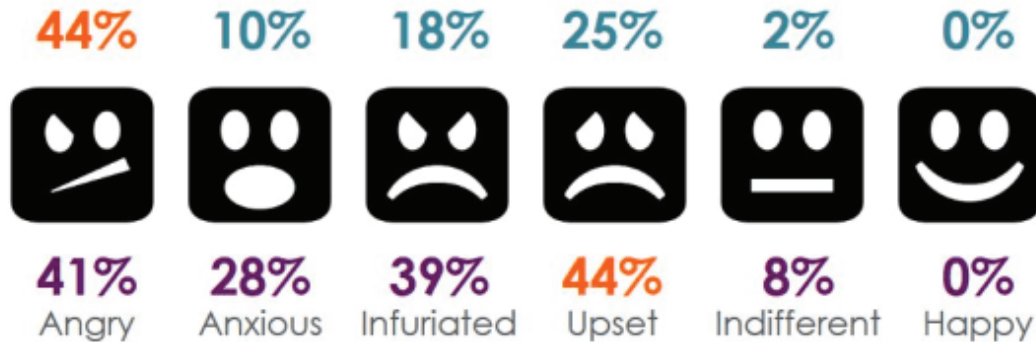




## STUDY REVEALS CONSUMERS' BIGGEST PACKAGING BATTLES

When consumers had difficulty opening packaging, how do you think it made them feel?

Industry perceived that consumers would be primarily angry from negative experiences, while 44% of consumers felt upset and 41% felt angry.



\*Participants could select multiple options for how a consumer might feel

- 44% of consumers had difficulty opening packaging everyday, while the industry's top answer was once or twice a week;
- The more often consumers experienced **hand pain**, the more frequently they had difficulty with opening packaging;
- **Glass jars with metal lids** received the highest number of consumer responses for 'couldn't open it at all' or 'hurt themselves opening it';
- **Sliders on pouches** received the most consumer responses for 'opened it easily';
- 92% of consumers reported damaging or spilling a product when trying to open it, while industry thought 25% of consumers would have had this experience;
- Consumers identified that they felt upset (44%), angry (41%) and infuriated (39%) when they had difficulty opening packaging. Consumer feedback contained in the summary also shares personal stories about consumers' struggles with packaging, including: **Seals on milk** – "We now have to buy 1L bottles of milk for our family of four because we can't afford for me to keep dropping or spilling the larger bottles when trying to remove those wretched seals." (30-49 female); **Plastic water bottles** – "After trying for a long time, with many tears and a lot of pain, I had to return to the store to embarrassingly ask someone to open the bottle for me. It's degrading at my age. I've been unable to open this brand since they changed their lids so I don't buy water unless I have my husband with me." (30-49 female); **Glass jars** – "Have to stab lid. Tend to use a knife or my teeth if I can. Makes me concerned if I am by myself how I will cope." (50-64 female); and – "I have had to completely abandon a meal I was cooking as I couldn't open a jar that I required. It was super-frustrating and can make me feel useless." (30-49 female)
- 56% of consumers would look at buying a product in a different type of packaging, while 21% would look at buying a competitor product to avoid the same negative experience in the future.

[FOR THE COMPLETE RESULTS OF THE REPORT, CLICK HERE](#)

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<http://www.packagingnews.com.au/news/study-reveals-consumers-biggest-packaging-battles?>

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**W**A-based composite packaging specialist SOTA Packaging has announced its name change to Zipform Packaging and a new leadership structure as part of a strategic move to align more closely the packaging side of the business with the well-established business of Zipform, its holding company.

Zipform Packaging is to be led by John Bigley who has been recruited as CEO to drive the growth of the business. Bigley, whose most recent role was as MD for metal packaging company Jamestrong, has broad experience in packaging having worked for a number of years in senior operational and business roles in Europe, Australasia and Asia.

David Kilpatrick, SOTA's previous MD, will lead the new company's product development program as research, development and quality director.

General manager Eddy Pahor will continue in his role, assisting both Bigley and Kilpatrick with the development of Zipform Packaging's composite packaging offering and go-to-market strategy.

Bigley told PKN he joined the business following a recent consulting role for the company in which he reviewed the product and the market.

It's a pack with a huge variety of market applications due to its flexibility in format...

"It wasn't just a desktop exercise, I spent time not only with the management team but also with some potential customers. I am really excited by the potential the product has and I would not have joined the business if I felt otherwise.

"The linear draw composite technology has some real positive attributes. In particular, its consumer facing potential versus spiral composites is a plus, as is its strength, and versus other packaging substrates the product has really good sustainability credentials (economic, environment and social)," he said.

Zipform CEO John Bigley

"It's a pack with a huge variety of market applications due to its flexibility in format (cylindrical and non cylindrical)," Bigley adds.

"The growth sectors for us are clearly where other substrates face some challenges; we are looking at ready-meals, fresh & frozen dairy and dried products."

Bigley says Zipform Packaging has an interesting development pipeline already and the company will be accelerating this as it realigns resources.

"We see Zipform's composite packaging technology as leading the field and we anticipate it developing a strong market position given the various pressures and focus on other packaging materials in terms of cost and recyclability."

Zipform Packaging will showcase its product range at the Australian Institute of Packaging national conference at the Gold Coast, on 2 & 3 May.



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<http://www.packagingnews.com.au/news/sota-packaging-rebrands-and-appoints-new-ceo>



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## AIP WELCOMES NEW PARTNER ZIPFORM



**T**he AIP would like to take this opportunity to welcome our latest National Partner Zipform Packaging. Zipform Packaging's life started in 2010 with the formation of SOTA Packaging, which was the brainchild of David Kilpatrick and Eddy Pahor. Both men, with strong packaging pedigrees, wanted to build a business that serviced the food service sector but more importantly in parallel was going to bring to market a new form of rigid paper packaging, linear-formed rigid paper containers.

The company's vision was, and still remains, 'more paper, less plastic.' That maxim rings more true today than ever with the ever increasing focus on packaging recyclability.

In April 2018, SOTA Packaging rebranded as Zipform Packaging as well as John Bigley being appointed as CEO. The rebrand reflects a renewed drive for growth in the rigid paper pack business & John's introduction to the business also reflects the owners' appetites for growth. John has been in the packaging business for over 35 years, mostly in Europe and since 2011 in Australasia where he was previously MD of Jamestrong Packaging, a major metal packaging provider. David Kilpatrick and Eddy Pahor remain as leaders in the business which ensures that SOTA's legacy of great customer service and technical innovation continues apace.

Zipform Packaging's linear forming line is based in WA incorporating the latest technology for pack and paper base formation.

The lines' capabilities mean that customers have a lot of options for pack formats; round & non-round with multiple height options. This flexibility combined with the pack substrate makes the package extremely attractive to marketers, brand managers and sustainability managers. The line itself is within a well maintained clean-room with the facility already being BRC AA accredited. Its annual capacity across 3 shifts / 5 days per week is around 30 million packs.

The linear draw composite technology has some real positive attributes to offer customers. In particular, its consumer facing potential versus spiral composite cans is a plus (the printed layer is an integral part of the pack), as is its strength and versus some other packaging substrates the product has really good sustainability credentials.

Zipform Packaging is already supplying into several customers across the food and beverage sectors but the pack lends itself to a vast array of potential applications. Pack applications in several sectors are available such as ready meals, dairy, snacks, cereals, beverages. Its first significant volume production is starting in June 2018 with a Melbourne-based contract-packer filling a well-known brand of sweetener.

Zipform Packaging is ambitious and whilst it is a relatively small business today its vision is to have several lines operating across Australasia and potentially beyond those borders.

### AIP NATIONAL PARTNERS







**A**fter extensive research and a competitive process, Brick Lane Brewing Co appointed Co.Mac S.r.L. as the primary packaging equipment supplier for their new state-of-the-art brewery in Melbourne, Australia. Brick Lane Head Brewer, Jon Seltin, noted his organisation's priorities were selecting a vendor who could deliver world-class packaged beer quality, format flexibility, exceptional OEE and best-in-class process design and engineering.

Brick Lane Brewing was established in 2017 by a group of friends, including industry luminaries, sporting personalities and business people, who chose a greenfield site in Dandenong South as the location for their purpose-built, world class brewing facility. Construction on the site commenced in late 2017 with installation of the bottling and canning line commencing in June 2018.

Prior to sign-off the team at Brick Lane Brewing met with CoMac's owners Marco Scudeletti and Fabio Donadoni to finalise the specifications of the line. Brick Lane was impressed with the meetings and especially the knowledge and passion that Marco and Fabio brought to the negotiations.

The new brewery will consist of a 50HL Braukon brewhouse, ProLeit process control system, CoMac bottle and keg filling machines, and third party equipment all integrated into the CoMac packaging line.

The core CoMac components of the new line are:

- Automatic de-palletiser for glass bottles and cans
- 10,000bph monoblock bottle rinser/filler/capper
- 36m<sup>2</sup> pasteurising tunnel
- Conveyors
- Sacmi labeller
- Case packer and palletiser
- Keg washer/filler which features the same components and cleaning technology as used in CoMac's high speed 1,200kph lines.

After the successful equipment FAT at CoMac's Bergamo headquarters, Jon remarked that he was very impressed by the CoMac team, the company culture and capabilities, the quality of the equipment and attention to detail during the FAT, and the professionalism shown by Matt from HBM (CoMac's representative in Oceania).

CoMac have over 120 installations across the US craft brewing scene and are a preferred supplier to Heineken Group globally. CoMac offer keg, canning and bottling lines as well as peripheral equipment including flash & tunnel pasteurisers, CIP systems, carbonators, premix systems and conveyors.

CoMac is represented in Oceania by HBM Packaging Technologies.

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# ROAD BUILT WITH PLASTIC BAGS AND GLASS IN AUSTRALIAN-FIRST



**S**oft plastics from approximately 200,000 plastic bags and packaging, and 63,000 glass bottle equivalents will be diverted from landfill to construct a Victorian road in an Australian-first trial. Downer and Hume City Council have partnered with resource recovery and recycling companies Close the Loop and RED Group to set this new benchmark in sustainability.

Along with soft plastics and glass, toner from more than 4,500 used printer cartridges and 50 tonnes of recycled asphalt were also repurposed to create 250 tonnes of asphalt that will be used to construct a road in and around Rayfield Avenue, Craigieburn, located in Melbourne's north.

Downer's Executive General Manager Road Services, Dante Cremasco, said the milestone event showed that partnerships with other thought leaders can create economic, social and environmental value for products that would more than likely end up in landfill, stockpiled, or as a pollutant in our natural environments.

"Together with our customer Hume City Council and our partners, we have proven that with thought leadership and a determined effort to make a positive difference, we have set a new benchmark in our industry when it comes to sustainability by creating new avenues to recycle and repurpose waste materials into new streams of use. It's all about pulling product, not pushing waste," Mr Cremasco said.

"What is also pleasing to see is that this sustainable, cost competitive road has a 65 per cent improvement in fatigue life and a superior resistance to deformation making the road last longer, and allowing it to better handle heavy vehicle traffic," Mr Cremasco added.

Hume Mayor Geoff Porter said Council was proud to join Downer and its partners in the Australian-first trial. "Hume City Council is very proud to be home to Australia's first road which sees soft plastics and glass diverted from landfills and repurposed to create local roads," Cr Porter said.

"We look forward to monitoring the trial of this recycled asphalt and how the new surface performs over time. Sustainability is a key priority for our Council and community. This is just one way we are working in partnership to respond to recycling industry concerns and highlights the importance of residents and businesses recycling materials, particularly soft plastics and glass, properly."

Downer partnered very closely with Close the Loop and RED Group to innovatively tailor waste products such as soft plastics to suit a road construction application.

"Our close partnership with Downer and RED Group has allowed us to work collaboratively to improve the way we design and manufacture sustainable outcomes for waste that has meaningful uses. We are very pleased to set yet another industry benchmark, seeing soft plastics used for the first time in an Australian road," said Nerida Mortlock, General Manager of Close the Loop Australia.

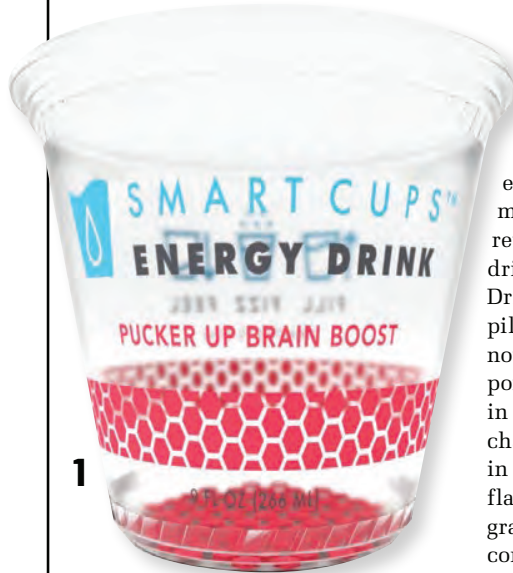
RED Group is delighted to partner with Downer, Hume City Council and Close the Loop on this exciting milestone," said Elizabeth Kasell, Director, RED Group.

"It demonstrates a great step toward a circular system, where soft plastic packaging recovered through the REDcycle Program, and other materials previously destined for landfill, can be used as a resource for Australian roads."



# New-age novelties roll out

New-age pods, easy-use snack cups, and flexibles posing as cartons were among the global releases highlighted by Packaging World editor emeritus Pat Reynolds at the AIP Conference earlier this month.



**1** A SYSTEM which turns an almost-empty cup into a self-stirring energy drink with the addition of water has drawn interest of late. Smart Cups' technology is a 3D-polycapsule printing delivery system which can be used across a range of industries. The manufacturer has launched a range of four energy drinks: Tropical Recess, Nerdy Lemon-T, Pucker Up Brain Boost and Magna Cum Latte. The flavour materials are printed on the biodegradable cup, and the consumer adds water to activate it and produce the sugar-free energy drink. The cup is made from eco-friendly, 100 per cent biodegradable plant-based plastics, and the stackable design allows for storage efficiency and cost reduction for shipping and delivery.

**2** PEPSICO'S new personalised beverage system combines dry and liquid ingredients in portable pods. With Drinkfinity, consumers can 'peel, pop, and shake' to mix the ingredients with water in a reusable, BPA-free vessel and create drink blends in a variety of flavours. Drinkfinity, a PepsiCo venture, was piloted in Brazil in 2014, and has now been launched in the US. Each portable Drinkfinity Pod falls within one of four 'modes,' including charge, flow, renew, and chill. Within each 'mode' there are multiple flavour profiles, such as Açai, Pomegranate Ginger, Elderflower and Coconut Water Watermelon.

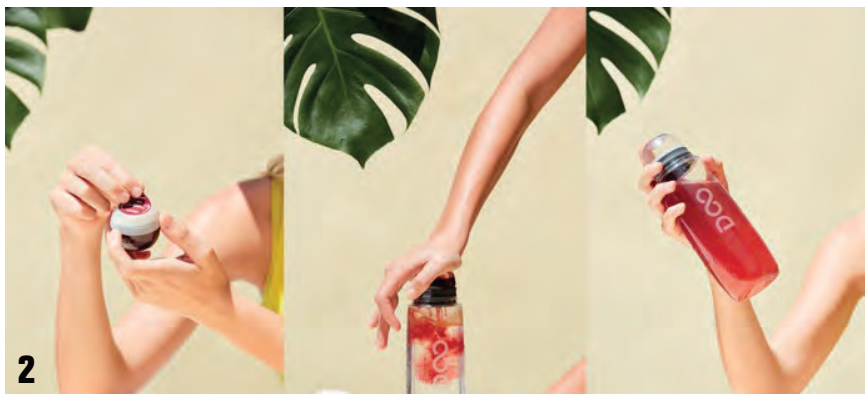
**3** THIS Heinz packaging innovation was described by Pat Reynolds as high on convenience and low on sustainability. All the consumer needs to do is add a fresh egg, stir it up, and microwave for a hot and convenient breakfast – all in under two minutes. "But my, that's a lot of packaging," he said. Just Crack an Egg comes in four varieties.

**4** THIS innovation from Sonoco Flexible Packaging's PrimaPak for Italian-Dutch company Perfetti van Melle is a flexible, stackable, and re-closable package produced from a single roll of film on vertical FFS machinery. "It has tremendous potential as a replacement for very large PET containers with threaded closures for pretzels and snacks," Reynolds said. PrimaPak technology was acquired



by Sonoco when it purchased Clear Lam Packaging in July of last year.

**5** SEED Phytionutrients, a new L'Oreal brand, tapped into the powers of Version 2.0 with its 'Ecologic 2.0'. Version 1.0 of this pack did not work out due to glue and operational inefficiencies. The new packaging has interlocking tabs with a seed packet in each product. "This is one of those Version 2.0 stories that I think is fascinating," Reynolds said. "Glue caused fibre to fail prematurely and they could never automate container assembly. So they halted entirely – until this new solution was found."



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**6** SOON after Evian partnered with German packaging machinery company KHS to multi-pack PET bottles using a few small dots of adhesive and a standard tape handle, Carlsberg followed suit. Developed by KHS, the Nature Multipack system has been brought to market by NMP Systems, a KHS subsidiary.

**7** CALIFORNIA-BASED meal kit supplier Chef'd launched with an e-commerce innovation which translated into retail sales. In the US, meal kits are fast migrating to the supermarket shelf, Reynolds said, with some predicting it could

be the top-growing category in 2018. "No wonder Campbell Soup invested \$10 million in Chef'd in May 2017," he said. "When this clear plastic replaced paperboard, shelf life doubled to 16 days. No back-flushed gas, though. The kits have controlled permeability to optimise respiration rates in each food compartment."

**8** CHICAGO'S Wise Apple has come out with a range of 'next-gen lunchables' in the form of thermoformed barrier 'pods' with barrier lidding material and MAP. They're snapped into corrugated trays with cut-outs and offer a two-week shelf life. "This is about taking the meal kit concept to time-starved parents too busy to fix their kid's school lunch," Reynolds said. ■



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# The role of packaging in reducing

It's time to tackle the issue of food waste through a re-think of packaging design, writes Keith Chessell.

## A NEW VOICE IN FOOD WASTE

**AUSTRALIAN** Institute of Packaging (AIP) executive director Nerida Kelton was recently appointed to the government steering committee devoted to tackling food waste.

The Coalition Government has formed the steering committee to kick-start the National Food Waste Strategy. It will provide guidance and advice to Food Innovation Australia Limited (FIAL) as it develops a plan in 2018 that clearly sets out the actions to be taken to reduce Australia's food waste over the short, medium and long term.

Other members include Geoffrey Annison from the Australian Food and Grocery Council; Dr Martin Cole from CSIRO Agriculture and Food; Ronni Kahn of OzHarvest; and Max Spedding of the National Waste and Recycling Industry Council.

"The make-up of the committee recognises that tackling food waste requires a community-wide approach," Minister Frydenberg said.

"Members' expertise spans the entire food supply and consumption chain and will help ensure that we meet our goal to halve Australia's food waste by 2030."

FIAL's plan will be accompanied by a voluntary commitment program that will engage businesses and industries to reduce food waste, as well as a National Food Waste Baseline so progress towards the food waste reduction goal can be monitored and tracked.



L-R: AIP education director and WPO president Pierre Pienaar with AIP executive director Nerida Kelton.



**O**N 30 June 2016, the Australian Government committed to developing a National Food Waste Strategy (NFWS) to halve Australia's food waste by 2030.

The initial engagement on the strategy's development commenced on 12 April 2017 at a Roundtable on Food Waste convened by the Minister for the Environment and Energy, the Hon Josh Frydenberg MP. Representation at the roundtable included government, industry, academia and the community.

### WHY THE INITIATIVE?

Around one-third of all food produced in the world intended for human consumption is lost or wasted every year. This has significant economic, social, and environmental impacts, specifically economic losses of AU\$1240 billion per year- more than twice the turnover of the world's biggest retailer Walmart; more than a billion tons of food never gets consumed each year, while one in nine people remains undernourished; and food loss and waste is responsible for an estimated 8 percent of annual greenhouse gas emissions; if it were a country, food loss and waste would be the third-largest emitter after China and the United States.

NFWS is designed to make businesses more efficient and profitable; save Australia's

billions of dollars; reduce waste management costs for local government; feed more people in need; and reduce the environmental impact of food production and waste management substantially. The Australian Institute of Packaging (AIP), along with many other industries, is involved in helping to achieve these outcomes.

### THE VITAL PART PACKAGING PLAYS

While the primary function of packaging is to protect its contents, the function of packaging to reduce food waste is rarely discussed.

The connection between packaging design and food waste needs to be discussed more openly. So how can packaging companies, food manufacturers, retailers and consumers play their part along with government, trade bodies and local authorities towards achieving these shared food waste targets?

Here are some ways packaging can be used to reduce food waste:

- 1** Offering your consumers an effective re-sealable pack to protect the product from spoilage after multi-use occasions (a necessary feature for flexible packaging).
- 2** Portion-control packaging – understanding your consumer's requirements and providing smaller, sealed portion packs. For example, 500g meat packs can now be provided in dual 250g sealed packs.

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# food waste

- 3** Improved barrier packaging and processing that extends the shelf life of your product, such as modified atmosphere packing and improved barrier or gas scavenging packaging.
- 4** Look into code dating. There's significant confusion among retailers and consumers over 'Best Before' and 'Use By' code dating, which results in unnecessary waste.
- 5** Educating your customers on usage, storage and handling, food safety, and freshness.
- 6** Using pack design to improve/ reduce warehouse and transport damage. In packaging design, ensure simulation testing is undertaken to better optimise your carton design for physical-chemical protection and mechanical protection.
- 7** Provide information on pack or through a QR code so that consumers are able to access helpful information on shelf life, storage conditions, and recipes for products past their 'Best Before' coding. Information on food safety and freshness including opening, resealing, closing and dispensing is available, plus ideas for using or storing leftovers.
- 8** Use of active and intelligent packaging (temperature, O<sub>2</sub> & CO<sub>2</sub> sensors) to educate on shelf life issues with the packed product. There are 'smart label sensors' now being developed to assist in detecting spoiled foods.
- 9** Easy-opening packaging with clear simple instructions. Studies undertaken in hospitals and institutions have identified both patient malnutrition and food loss through patients being unable to open packaging meals and drinks.
- 10** Designing your pack to ensure the removal of the entire product. Can the consumer empty the product from your pack?
- 11** Life Cycle Assessments (LCA): the use of a range of quick assessment LCA tools to better understand the role of your packaging, food production and food waste.

## WHAT NEXT?

If you realise that you've already well down the path of using your packaging to reduce food waste, then you deserve some recognition for your contribution towards halving Australian Food Waste by 2030. So let me encourage you to enter the annual Packaging & Processing Innovation & Design Awards, which are for Australia and New Zealand. The PIDA awards recognise companies who are developing innovative and sustainable packaging that minimises food loss and food waste, extends shelf life, and improves the supply of food.

A key component of these awards is to raise the profile of the critical role of packaging in reducing food waste, and therefore reducing the overall environmental impact of food products. ■

## ABOUT THE AUTHOR

Keith Chessell (FAIP) has 46 years' experience in the food, beverage and confectionery industries, working with Cottey's, Schweppes, Pepsi, Cadbury, and Kraft/Mondelez.

He's largely focused on innovation, new product development, and relaunching existing products and packaging. He has consulted widely on sustainable packaging design, assisted the AIP and WPO on Save Food initiatives, offered training support for educational institutions; and has been involved in judging packaging design awards.



## KEEPING FRESHNESS IN

**SEALED AIR** has invested in creating packaging that extends shelf life and reduces food waste.

New technologies such as the company's Cryovac Darfresh vacuum skin packaging are now being used for red meat, poultry and seafood.

A recent award-winning pack by George Weston Foods (GWF) used Darfresh technology to increase shelf life from nine days to 24 days. Previously, GWF used Modified Atmosphere Packaging (MAP) for its fresh meat, but the switch to Darfresh has doubled the shelf life.

In another example, a range of pre-packaged avocado dip (pictured right) with 'just-picked' freshness, colour and taste was recently released by New Zealand processor Fresh Technologies. Under the Fressure brand name, the product is made using smart High Pressure Processing (HPP) and Cryovac Freshness Plus with oxygen-scavenging technology. The award-winning pack was able to achieve a shelf life of 90 days.

Fressure products are produced in Pukekohe, New Zealand, and the company works with growers who provide many of its raw materials.

According to Fresh Technologies, shelf-life extension processing and packaging can save consumer households money and contribute meaningfully to the wider target of conserving precious resources through the reduction of food waste.





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# A global gathering

**Food waste, diversity and inclusion, and the need for a louder packaging 'voice' were just a few of the topics discussed by speakers at the 2018 AIP National Conference.**

**T**HE 2018 Australian Institute of Packaging (AIP) National Conference was a jam-packed two days of talks, entertainment and networking opportunities, all under the roof of the Marriott Resort in Queensland's iconic Surfers Paradise.

Spanning 2-3 May, the conference featured 60 speakers from 20 countries and attracted close to 300 visitors.

Of the speaker line-up, 24 came from overseas, in keeping with the theme of 'Packaging Globalisation'.

The event also attracted member countries from the World Packaging Organisation (WPO), with representatives heading to Australia to speak and participate. The PIDA and WorldStar Awards, held concurrently, involved 25 countries and 500 people. The AIP also hosted the international WorldStar Packaging Awards and the 2018 PIDA Awards (see p18), as well as the PKN + Food & Drink Business Women in Industry Breakfast Forum (see p16).

Five international editors from the International Packaging Press Organisation (IPPO) were guest speakers during the two days as well (see p14).

## FOOD WASTE DISCONNECT TACKLED

One of the strongest themes to emerge at the conference was the challenge of food waste. A national collaboration to help bridge the gap between Australia's \$20 billion food waste problem and the 3.6 million people affected by food insecurity was outlined in the opening sessions on the first day.

Keynote presenter, Karli Verghese of RMIT University, shared new details about the Fight Food Waste Cooperative Research Centre (CRC), which she described as "the most exciting thing that has happened in food waste in my life".

The CRC will comprise three research programs tackling three key problems: reducing food loss and waste throughout the supply chain; transforming unavoidable waste into valuable products; and engaging with industry and consumers to deliver change.

"Industry groups are going to be working with us on our different industry projects, and then we will be able to disseminate that out through the broader community through workshops, training courses, newsletters, and so on," Verghese said.

Keynote speaker and CEO of Foodbank Australia Brianna Casey told attendees that enough food is already produced globally to feed everyone.

"Just a quarter of what we waste globally would be enough to end world hunger," Casey said.

"We've got a pretty big incentive to do better than we are doing at moment, and the packaging industry is fundamental to getting it right.

"If you're not driven by the social impetus of why we need to reduce global food insecurity, let's look at the environmental

**We've got a pretty big incentive to do better than we are doing at moment, and the packaging industry is fundamental to getting it right."**

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**ABOVE:** Principal research fellow in the industrial design program at RMIT University, Karli Verghese.

cost, not to mention the economic cost. If food waste were a country, it would be the third largest emitter globally."

Meanwhile, thousands of people in Australia are still missing out on food donations, according to Casey.

"This is my big challenge, this is what keeps me up at the moment. I have got 65,000 people a month nationally that I can't get to because I haven't got enough food and groceries. Our charities are telling us there are that many people being turned away because I can't get them the food that I know is sitting out there in this big country of ours."

In Australia, Casey said, one in five kids are food-insecure, and one in 10 kids in food-insecure homes go a whole day each week without eating at all. Moreover, the problem is increasing over time, and not just in traditionally disadvantaged areas.

According to Casey, taxation reforms are key.

"At the moment, if you're a food and grocery company or you're a farmer donating to Foodbank, you can claim a tax deduction on some of the costs of that food, but you can't claim a tax deduction on the cost of transporting the food." ■

## COMBATING THE 'PACKAGING IS BAD' MINDSET

**SEALED** Air Australia's food scientist Karl Deily believes the industry can do more to combat the belief that packaging is bad.

President of the packaging company's \$2.7 billion food care division, Karl Deily has worked hard on designs which contribute to a more sustainable food industry, proving that packaging can, indeed, be very good.

As a keynote speaker at the AIP National Conference, held from 2-3 May in Queensland, he talked about top trends in food waste, food security and food safety.

"Packaging can play a significant role in reducing waste as well as driving towards a more sustainable solution," he said.

"Highly engineered suspension packaging for products such as TVs can reduce damage and offer a sustainable alternative.

"There is also packaging which can mask brand names on e-commerce parcels and prevent thieves prowling front door-steps."

One of Sealed Air's developments is the Darfresh On Tray system, which enables denser packaging in shippers and a doubling of product shelf life.

The retail tray lid and tray skin program have resulted in zero skeletal waste.

He believes suppliers should also be thinking about using statements such as "this packaging uses fewer trucks" to draw attention to the value of sustainable packaging.

He cited Plantic Kuraray as a company which uses bio-derived, renewable resin for its meat packaging, showing examples from Coles.

"Innovating the packages as well as components to put on the package is vital," Deily says.

Here are some other strategies for reducing food waste, according to Deily:

- Re-purposing 'ugly' fruit and veg in meal kits;
- Better temperature control and sustainability of meal kits by using wool as insulation (as in the WoolCool pack);
- Working to get more food per truck, driving better shipping economics;
- Better communication of best-before and use-by dates to avoid waste; and
- Industry consortiums getting the message out about technology and innovations around the materials they use for packaging.



Karl Deily (left) receives the Machinery & Equipment award for the CogniPRO Link, designed for the meat processing industry by Sealed Air Australia. He's pictured here with APPMA chairperson Mark Dingley.



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# A tumultuous love affair

**The resounding sentiment at the conference was that the industry needed a stronger voice to stem the tide of negativity about packaging. Alison Leader reports.**

**MEMBERS** of the International Packaging Press Organisation (IPPO), a professional global group of editors, journalists and writers who cover packaging and the packaging industry, were among those who flew over to network at the two-day conference on the Gold Coast – and some took to the stage to share trends insights and opinions about where the industry is headed.

Journalist Des King shared his thoughts on the “outrage” currently expressed in the UK about plastics packaging.

“It’s difficult for me to think of any other facet of everyday life that has been so demonised so quickly, and which is so easy to love to hate,” he said. “It’s an emotional mindset. We [consumers] like to be frightened every day by something new. And we are frightened of packaging.”

While acknowledging that the packaging industry’s primary focus is to work on behalf of its immediate customer base, King proposed that in the light of recent events, the industry should be far more

mindful about how packaging is perceived by the real end users – consumers.

“Who will voice the counter argument to fashion a defence no one is interested in hearing? Packaging and the consumer need more than a one-night stand.

“If we want packaging to be better valued by customers, it’s up to us to be doing something about it – not rely on the rest of the supply chain to do the explaining for us.”

King shared his views as part of a panel featuring four communications experts, and

The IPPO panel: (L-R) Andrew Manly, Pat Reynolds, Steven Pacitti, Des King and Lindy Hughson.



chaired by *PKN Packaging News* publisher Lindy Hughson. The panel covered issues such as educating consumers about technology that extends shelf life, and the importance of packaging in preventing food waste.

## THE TRUTH IS OUT THERE

IPPO president and editor of the UK’s *Plastics in Packaging*, Steven Pacitti, humorously covered a host of interesting plastics and packaging trends as part of his talk, entitled *The Plastics Files*.

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Pacitti talked about the study claiming the presence of microplastics in bottled water, which was, in his view, dubious – as microplastics are also found in air, beer, and cheese.

He also spoke about the need for the packaging industry to share “the great work” done in lightweighting and compostability.

“We need to make sure sceptics hear our stories, and for brands to advertise their sustainability credentials,” he said.

Pacitti listed some of the goals and targets of big brands seeking to reduce their environmental impact – many of them by 2025. He noted that 2025 was set to be a “big year” if all these ambitious goals are achieved.

### INNOVATION, NOW

In his talk, *Packaging World* editor emeritus Pat Reynolds spoke about the importance of innovation in light of today’s “convenience-crazy” consumers.

“Companies need to innovate or risk failing,” he said.

Running through numerous examples of



**It’s an emotional mindset. We like to be frightened every day by something new, and we are frightened by packaging.” – Des King.**

the latest innovation for consumer packaged goods, Reynolds highlighted trends in lightweighting, new materials, improved recyclability, smart packaging, and cobots as highly influential in brand development in 2018.

He pointed to a reusable bottle which provides four beverages in one bottle, a twist-to-brew beverage with ingredients in the cap, as well as PepsiCo pods which house dry and liquid ingredients separately within the bottle.

“Millennials want to order online and they want their products to be experiential,” he said. “They want to do their part when they open the packaged product.”

### GOOD, NOT EVIL

Also in the IPPO line-up was Active & Intelligent Packaging Association (AIPIA) communications director Andrew Manly, who covered the latest trends in this fast-emerging sector, from AR to blockchain to QR codes that are making a comeback.

Manly spoke about intelligent packaging as “a force for good” which can help brands increase security, improve supply chain management, and differentiate on-shelf via engaging experiences.

“Packaging is not an evil to be tolerated,” Manly said.

“It can be fun on a number of levels.” ■

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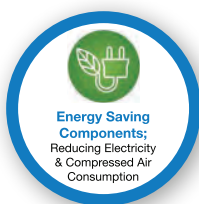
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ABOVE 1-4: 1. Dr Carol Kilcullen-Lawrence, Craig Wellman, and Mark Dingley. 2. Young Packaging Professional of the Year Regan Foster (second from right) flanked by Carol Kilcullen-Lawrence (right) and Leonie Buckridge (left) and Mark Dingley. 3. Primo Smallgoods' Nathan Leong was given the APPMA Scholarship to help him further his packaging education. 4. Jaco Scheepers (right) of Synlait Milk will enrol in the Diploma in Packaging Technology to the value of \$9000. He's pictured here with Harry Burkhardt of the NZ Packaging Council.

consumers currently feel about packaged products that are hard to open.

There is no need for those with sensory, motion and cognitive limitations to use dangerous tools or aids to open or use the product.

#### SUSTAINABILITY HERO

ICEE Containers' biofoam PLA insulated boxes proved worthy of the Sustainable Packaging Design Award.

Designed to recognise companies that have developed innovative packaging or processing solutions that incorporate sustainability considerations, the award of the Sustainable Materials & Packaging winner is the custom EcodEX packaging environmental assessment valued at \$10,000.

Empauer will implement its acclaimed EcodEX assessment and provide ICEE with a reputable third-party environmental evaluation of the product package or formulation.

ICEE Containers' innovative and patented process moulds a strong and durable hinge in insulated foams using existing moulding equipment.

The ICEE biofoam, folded flat box, makes it economical and convenient to transport to, and warehouse at,

the user's site. The folded flat box can then be easily stored in customer's homes or offices until they are collected for the next reuse cycle.

A High Commendation was awarded to BioCane Range for the foodservice industry by **BioPak**, which specialises in designing packaging using a unique substrate made from refined sugarcane pulp. The pulp packaging and any remaining food residues can be composted after use, effectively diverting waste from landfill and aligning with the principles of a circular economy. The moulded bagasse (sugarcane pulp) packaging is sturdy and provides a moisture and grease resistant surface that allows the packaging to retain liquids and food for a longer period of time.

The Machinery & Equipment winner is CogniPRO Link for the meat processing industry by **Sealed Air Australia**. Sealed Air Australia's CogniPro Link is a remote monitoring and digital analysis platform designed to improve throughput efficiency in Sealed Air vacuum chamber packaging equipment used by many large Australian and New Zealand beef processors.



BELOW LEFT: ICEE Containers' biofoam PLA insulated box.

BELOW: BioPak specialises in designing packaging using a unique substrate made from refined sugarcane pulp.



#### TOP PACKAGING PROFESSIONAL

**Wellman Packaging** CEO Craig Wellman was recognised as the industry's Packaging Professional of the Year for his achievements and contribution to date.

The judges looked for an individual who has demonstrated vision and leadership, shows innovation, and is not afraid to take risks. The person must have contributed to the packaging and processing industry over a period of at least 25 years.

Wellman has demonstrated innovative packaging leadership in plastics technology and injection moulded components.

Involved in the family business since the age of six, he has led his company to become a Tier 1 supplier of rigid packaging solutions for FMCG in food, pharmaceutical, homecare, personal care and beverage.

#### INSPIRING YOUNG LEADER

**Omniverse Foster Packaging** director Regan Foster was the deserving winner of the Young Packaging Professional of the Year Award.

The award provides incentive and recognition to young professionals who are both currently working in



and wish to continue their career path within the industry.

Foster has received an enrolment into Leadership Management Australia's 'The Performance Edge' – a 10-week development program valued at \$3750.

Foster joined Foster Packaging five years ago with "no prior knowledge of flexible packaging".

He has embraced the role, and now deals with the many challenges of being in a young start-up business.

Foster took on the role with enthusiasm and has achieved multiple successes within business and the packaging industry, to great acclaim.

#### A \$9K EDUCATIONAL BOOST

**Primo Smallgoods'** Nathan Leong was granted the APPMA Scholarship to help him further his education through a Diploma in Packaging Technology to the value of \$9000.

Nathan Leong, is a packaging and product technologist at Primo Smallgoods and holds a Bachelor of Applied Science Degree with a major in Food Science and Nutrition.

After 12 years in the food industry, Leong understands that packaging design and development plays a pivotal role in the success of product protection, shelf life and marketing.

Having this packaging knowledge in future will provide diverse technical knowledge to add value in his current business in both areas of production and packaging.

#### NEW ZEALAND SCHOLARSHIP STAR

Jaco Scheepers, a packaging technologist at **Synlait Milk**, has been given the chance to build on his skills through a Packaging Council of New Zealand Scholarship.

Scheepers will enrol in the Diploma in Packaging Technology to the value of \$9000.

He has always had an interest in polymer materials, additives and plastic conversion processes, especially in flexible packaging materials.

Scheepers would like to broaden his knowledge across a range of different packaging materials, which will allow him in years to come to develop, along with the packaging team at Synlait Milk, new and hopefully award-winning consumer packaging products that are both environmentally friendly and made from sustainable resources.

*The 2018 PIDA Awards are sponsored by Platinum Partners: Empauer, Midway Metals and SMC Australia and New Zealand; Gold Partners: Fuji Xerox and Wellman Packaging, Bronze Partner: Leadership Management Australia (LMA), Exclusive Media Partners: PKN Packaging News and Food & Drink Business and Supporters: APCO, Ecobliss, Esko, Gunn Lab and ProPak Asia.*

*The awards are co-ordinated by the Australian Institute of Packaging (AIP), the Australian Packaging & Processing Machinery Association (APPMA) and Packaging New Zealand. ■*



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# NOT PULP FICTION JUST FACTS

Written by Michael B Halley FAIP



AUSTRALIAN INSTITUTE  
OF PACKAGING  
55 YEARS: 1963-2018



**T**elevision producer Jerry Bruckheimer may well have visited the Orora Research and Technology Centre to get inspiration for the long running series *Crime Scene Investigation* more commonly referred to as *CSI*.

Rafik Faltas, Centre Manager hosted a select group of packaging professionals from the Institute who visited the Orora Fibre Packaging Research and Technology centre in the Melbourne suburb of Scoresby. Jim Selway a long time member of AIP was the tour guide.

The highly specialised, world-leading R&T centre is unrivalled in its ability to add value. At the forefront of science and technology, a team of chemical engineers, mechanical engineers, chemists, physicists and technicians work with the latest technological apparatus and also some traditional testing equipment.

Rafik and Jim explained using visual displays and hands-on discussion that the company's strategic priority is 'innovate to lead'. This entails providing cutting edge solutions for customers. But understanding of consumer trends and preferences is crucial to delivering innovative packaging solutions.

The centre is made up of several laboratories that cover:-

- The fibre resource laboratory which specialises in recycled fibre assessments, fibre analysis, paper making simulations and pulp evaluation, and hand sheet making

- Accredited by Australia's National Association of Testing Authorities, the paper and packaging laboratory examines paper characteristics, board properties and box performance.
- The Forensics Laboratory offers food contact testing to ensure compliance with a range of standards, reverse engineering and benchmarking, and deposit analysis.
- The onsite transport simulator testing room, for transportation testing entails evaluating the various modes of transport, as well as the materials handling that are involved. A recently installed stretch wrapper was proudly detailed and its capabilities explained.

It was more of a simple investigation than a *CSI* episode, as by its nature the site visit could only 'whet the appetite' for future reference. We heard about some of the testing undertaken and the resulting findings.

One customer had concerns that a white substance was randomly appearing on the package of cakes. After analysing the material it was discovered that during storage mould spores trapped in the carton board were becoming active. The solution was found and passed onto the client.

Not all test requests actually need a *CSI* appraisal. One motor vehicle manufacturer insisted that fibreboard used in their distribution be tested for asbestos. Experienced technologists that were certain that asbestos would not be found were proved correct.

Materials are tested to the nth degree and we saw a slide showing a single sheet of paper as it was displayed in a spectrometer. This finite testing can show the make-up of polymers and paper and also determine compatibility of additives.

Stickies is a big problem in paper manufacturing where the pulp is recycled. Pressure sensitive labels, packaging sealing tapes and other stick on materials that are on the recycled materials often end up in the new pulp and if concentrated can leave holes in the paper. (Much like melanin in our blood that can concentrate and cause melanomas)

One success story was regarding the dumping of office paper from overseas. The claim that it was made with recycled pulp was found to be false and that all paper tested was from virgin pulp. Upon the evidence the importer was denied entry of any more consignments.

To construct a box to survive the rigours of transport, particularly in Australia and the tyranny of distance, manufactures measure Compression Strength which will determine initially if the basic tenant of packaging 'to protect the product from the environment and the environment from the product' can be met.

## NOT PULP FICTION JUST FACTS

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At the testing facility they use sophisticated machinery and computer software to calculate the load supported by boxes on the bottom layer of a pallet. The program allows technicians to calculate the Safety Factor of the unit being tested and make comparisons against what is considered to be the Minimum Safety factor.

Experience shows that every packaged product undergoes shock and Vibration inputs which are generally unique to the specific product and its package. Transport Simulation provides a uniform basis to evaluate the ability of shipping units to withstand vibrations in a distribution environment.

The benefits of Vibration testing are:-

- Identify design and Production defects
- Increase Product Ruggedness
- Reduce Packaging costs
- Eliminate Shipping Damage

We saw the testing of fibreboard cartons which from Australia can be sent all around the world in sometimes unreliable supply chains, so all of the perceived risks have to be simulated and investigated before launching. The morning was brought to a conclusion when Anthony Peyton MAIP, VIC Chairman, on behalf of the members thanked Rafik and Jim who gave of their time to address an appreciative audience.





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