WPO WORLD PACKAGING ORGANISATION FULL MEMBER

AIP NEWSLETTER

MARCH 2017

Australian Packaging Covenant Signatory

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AUSTRALIAN INSTITUTE OF PACKAGING

NEW NATIONAL BOARD FOR THE AIP

L to R: Pierre Pienaar, Anthony Peyton, Carol Lawrence, Joanne Cockerill, Nerida Kelton, Ralph Moyle, Outgoing President, Michael Grima – back row from L to R Jason Fields, George Ganzenmuller and Craig Wellman. Absent - Brent Du Preez and Greg Roberts.

The Australian Institute of Packaging (AIP) welcomed a new National President and new Board at their annual general meeting last week which was held alongside of AUSPACK 2017. Dr Carol Lawrence, Phd, FAIP has been elected to be the National President of the Institute for the next two years.

Carol's experience in the packaging industry spans over 20 years, starting with a technical role that underpinned the selection of the most appropriate label material to complement the packaging. This role was enhanced by a background in chemistry, including a PhD in polymer chemistry, gained in the UK. She has expertise in assessing the environmental impacts of self-adhesive label stocks and how to select sustainable raw materials and ensuring that mechanisms are in place for third party verification of their environment. Carol was also the Victorian Chairperson for the AIP for last two years. The AIP National Board Members include two new members in Anthony Peyton MAIP as the new Victorian Chair and Jason Fields FAIP to the Northern Region committee. Board members that have continued on for another term include Joanne Cockerill MAIP, CPP as Central Region Chair, Brent Du Preez MAIP as Central Region Associate, Pierre Pienaar FAIP, CPP as Education Director and Northern Region Chair, George Ganzenmuller FAIP as Northern Region Associate, Greg Roberts FAIP, CPP as Southern Region Associate, Craig Wellman FAIP as Treasurer, Ralph Moyle FAIP as Education Coordinator and Nerida Kelton MAIP as National Executive Officer.

NEW **MEMBERS**

The AIP would like to welcome the following new Members.

NAME	GRADE	STATE
Van Tran	Member	QLD
Joseph Aloisio	Member	NSW
Erin Young	Member	NZ
Marelen Yap	Member	NZ
Greg Holden	Member	VIC
Clayton Goncalves Moreira	Member	VIC
Farhan Hasnath	Associate	NSW
Simon Cook	Member	NSW

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DON'T **MISS OUT** ON THE LATEST **AIP ACTIVITIES** FOR **2017**

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

CSIRO FOOD INNOVATION CENTRE SITE VISIT VIC

When: **Tuesday 4th of April**
Where: Werribee 3030
What: CSIRO's Food Innovation Centre invites you to join them for an interactive seminar session, followed by a tour of their food processing facility. On the tour you will have the opportunity to ask questions about the technologies and better understand how your business can work with the CSIRO FIC to enhance global competitiveness.

SMC SITE VISIT NSW

When: **Wednesday 10th of May**
Where: Castle Hill 2154
What: SMC is a global leader in pneumatics and automation. With customers in almost every industry, there is hardly an application which they have not seen. Through their international network SMC has access to R&D and the products are constantly being updated and developed according to customer requirements.

REPLAS PLASTICS RECYCLING PLANT SITE VISIT NZ

When: **Wednesday 12th of April**
Where: Pakuranga, Auckland
What: Attendees will have the opportunity to visit the Replas Limited Recyling Plant which is a wholly owned New Zealand company with operations in NZ and Australia. The Replas family of products and services are provided locally as well as to many other countries. Dedicated to providing plastic recycling solutions wrapped in end to end products and services, Replas has built an international reputation for creating meaningful value for businesses.

LINPAC SITE VISIT VIC

When: **Wednesday 24th of May**
Where: Truganina 3029
What: With over 50 years of experience in food packaging design and a deep understanding of the demands of today's fast moving consumer goods industries, LINPAC, and its sister company Infia srl, lead the global packaging industry in the development and production of innovative packaging solutions. Attendees will have the opportunity to tour the manufacturing and warehouse operations at the Truganina site.

AIP PARTNERS

2017 PACKAGING & INNOVATION DESIGN AWARD WINNERS

The winners of the 2017 Packaging & Processing Innovation and Design Awards (PIDA), which have been developed by the Australian Institute of Packaging (AIP), the Australian Packaging & Processing Machinery Association (APPMA) and the Packaging Council of New Zealand, were announced in front of 310 people during a gala dinner at the Novotel Sydney Olympic Park.

The inaugural PIDA Awards for Australia and New Zealand have been designed to recognise companies and individuals who are making a significant difference in their field.

2017 DESIGN INNOVATION OF THE YEAR AWARD – HEALTH, BEAUTY & WELLNESS

The Health, Beauty & Wellness Category will recognise organisations that have designed innovative packaging and processing materials, packaging and machinery/equipment within cosmetics, toiletries, personal hygiene, supplements, vitamins, perfumes, hair body and oralcare.

MATERIALS & PACKAGING WINNER

Nestlé Health Science Australia and qDesign Enterprises for Nestlé Health Science Resource® ThickenUp® Hydration range with Innovative Sipper Lid

Nestlé Health Science Australia asked the question 'How can we improve patient care with our packaging? The answer was designing the ThickenUP Hydration range with the Innovative Sipper Lid and improved shipper design. The Shipper Re-Design removed the multiple step (overcap) opening of cup, B-Flute for protection, Labelling and Artwork aligned with Arthritis Australia Guidelines to meet patient needs, Pictorial Opening Instructions, Shippers designed to be stacked for at Home Patients and Hospital and Perforated Opening Design. The sleeve design includes clearly Coloured packaging for Patient Safety regarding levels of Viscosity. Best Before Coding within the Arthritis Australia Guidelines for labelling. Coding on lid and on the base of cup for traceability to meet hospital requirements, 30% increase to size of pull tab to improve opening and rivet to assist manufacturing and provides texture to improve ease of opening. The design engaged Engaged Arthritis Australia, Speech Pathologist and Dieticians to assist on concept design to ensure packaging meets consumers poor dexterity needs.

In addition the unique and innovative Sipper Lid has taken the pack to new design heights. With a specially designed cap designed to control flow and delivery of fluid; limiting the risk of aspiration, an easy-to-hold ridge to assist with dexterity issues, and a tilted spout to lessen neck bending the Sipper Lid has provided a solution unlike anything available in the market to give patients back their independence.

2017 PACKAGING & INNOVATION DESIGN AWARD WINNERS

MACHINERY/EQUIPMENT WINNER
HMPS for the HMPS6000 End Load Cartoner

HMPS designed a highly-flexible packaging machine capable of packaging personal care products of different sizes, varying shapes and weights into a variety of case sizes in various configurations; all the while at high speed with maximum productivity output. The customer wanted a plug and play solution which would not require a lot of maintenance and was easy to install and maintain. This HMPS 6000 is an auto-adjust End Load Cartoner designed to pack product into the erected cartons in the correct orientation and carton format. Products are horizontally packed into the erected carton by multiple pushers. Loaded cartons are automatically glued before exiting the machine.

What made the design unique is the clever balance between size, weight, energy saving and the high level of flexibility which was required. The design is based on continuous motion to achieve the high throughput requirements of 50 cases per minute.

2017 PACKAGING & INNOVATION DESIGN AWARD WINNERS

2017 DESIGN INNOVATION OF THE YEAR AWARD- BEVERAGE CATEGORY

The Design Innovation of the Year Award – Beverage Category will recognise organisations have designed innovative packaging and processing materials, packaging and machinery/equipment within packaging and processing for liquid or dry tea, coffee, water and soft drinks including wine, beer and spirits.

Materials & Packaging Finalists are: CHEP Australia for the CHEP Retail Display Pallets (RDP) and Beverage Trays (BT), Kraft Heinz Australia & qDesign Enterprises for the Golden Circle 2L Cordial Bottle and Pact Group & a2 Milk Company for the a2 Milk Company's new 2L bottle.

MATERIALS & PACKAGING WINNER

CHEP Australia for CHEP Retail Display Pallets (RDP) and Beverage Trays (BT)

RDP and BT are a unique packaging system in the way that they provide an alternative merchandising solution for the beverage category. A fully stocked RDP can hold 240 bottles of 1.25L soft drink and replaces the 20 cardboard cartons that would normally be required to move them through the supply chain. The RDP can be filled at the manufacturer and then be moved right through to the shop floor and used to display the product as opposed to the traditional shelving that would be used. This improved replenishment efficiency, reduces store labour costs for retailers and improves on shelf availability, resulting in higher sales that benefit both retailers and manufacturers.

The CHEP BT demonstrates structural creativity through its unique design features. The top of the tray grips the base of the soft drink bottle while the underside includes unique moulding that encompasses the caps of the bottles beneath it. This system provides fantastic stability that allows the fully loaded RDP to move throughout the supply chain. The slim design also ensures the height of the tray is minimised, which leads to benefits when merchandising product as it doesn't hide the label and maximises exposure of the product to consumers. The trays are also nestable which improves efficiency in reverse logistics when the trays are returned empty from retailers.

Machinery Finalists are: INOX-Australia for the Inox Instantiser, INOX-Australia for the Inox Pressure Vacuum and Intalox Australia for the ARB Technology.

2017 PACKAGING & INNOVATION DESIGN AWARD WINNERS

MACHINERY/EQUIPMENT WINNER
Intralox for ARB™ Technology

Intralox's proven Activated Roller Belt technology solves the future challenges of packaging lines. It moves the smallest, lightest,and widest range of package types at the fastest speeds. Reliable, soft handling operations significantly amplify throughput in turning, switching, and laning applications over robotic solutions.

The technology offers optimised conveyance solutions by providing more functionality and reliability while reducing total system costs. Intralox's ARB™ technology is a patented conveyance solution that brings the benefits of modular plastic belting to complex package handling processes like sorting, merging, and aligning. The result is an automated conveyance platform that enables critical improvements where it was previously cost-prohibitive or overly complex. ARB technology is a reinvention of the way packages move from point A to point B.

2017 PACKAGING & INNOVATION DESIGN AWARD WINNERS

2017 DESIGN INNOVATION OF THE YEAR AWARD – FOOD CATEGORY

The Design Innovation of the Year Award - Food Category will recognise organisations that have designed innovative packaging and processing materials, packaging and machinery/equipment within food packaging and processing including fresh, frozen or other.

Materials & Packaging Finalists are: Australian Wholefoods for the Levodo Grain Thin Crackers, Klockner Pentaplast for clikPET, Nestlé Health Science Australia and qDesign Enterprises for Nestlé Health Science Resource® ThickenUp® Hydration range with Innovative Sipper Lid, TetraPak for Tetra Recart and W.W.Wedderburn for Stick 'n' Sleeve.

MATERIALS & PACKAGING HIGH COMMENDATION

Nestlé Health Science Australia and qDesign Enterprises for Nestlé Health Science Resource® ThickenUp® Hydration range with Innovative Sipper Lid

2017 PACKAGING & INNOVATION DESIGN AWARD WINNERS

MATERIALS & PACKAGING WINNER
Australian Wholefoods for Levodo Grain Thin Crackers

The Levodo clear plastic packaging is an innovative and unique design for the healthy biscuit category, which is traditionally dominated by cardboard box or plastic sleeves. The product is clearly visible at point of purchase and the carrier tray reduces product breakages during transportation (tall container). The design of the Levodo packaging is beneficial to product shelf life once the tamper proof seal has been broken.

The tube can be used as a storage container for the remaining crackers and by returning the packaging lid, the product will remain fresh without having to transfer contents to a separate storage unit, providing ease-of-use for consumers, as the pack stands up it is also easier to find in the pantry and the branding is always clearly visible to the consumer and not destroyed when the pack in opened like traditional flow wrapped products. To avoid importing the plastic tubes, Australian Wholefoods has purchased the manufacturing equipment for the formation of the cylinder here in Australia.

2017 PACKAGING & INNOVATION DESIGN AWARD WINNERS

MACHINERY EQUIPMENT CATEGORY

Machinery Equipment Finalists are: Fibre King for the Four Magazine Lidding Machine, Heat and Control for E-FLO™, HMPS for the HMPS5000 Wraparound Case Packer, Matthews Australasia for CDI Authentication Solution, Robotic Automation for Multi-Product Robotic Packaging Solution and tna for the tna solutions ropac 5 side loading case packer.

MACHINERY/EQUIPMENT HIGH COMMENDATION

Robotic Automation for the Multi-Product Robotic Packaging Solution

2017 PACKAGING & INNOVATION DESIGN AWARD WINNERS

MACHINERY/EQUIPMENT WINNER
Heat and Control for E-FLO™

The E-FLO is an innovative machine designed to benefit the food processing industry, in particular potato product producers. It increases efficiency, reduces long-term costs and allows producers to develop a healthier product for their customers by lowering the amount of acrylamide in potato products. The patented E-FLO uses Pulse Electric Field (PEF) processing, or electroporation, to perforate the cell walls of potatoes, creating micro holes that allow asparagine and reducing sugars to be washed out of the potato in a cold water wash.

It provides numerous benefits and, in most cases, eliminates the need to blanch the product. The E-FLO™ Electroporation System can improve cost of ownership for manufacturers through its ability to significantly reduce production costs, and it can fit seamlessly into existing processing lines, with low voltage requirements and minimal maintenance upkeep.

2017 PACKAGING & INNOVATION DESIGN AWARD WINNERS

2017 SUSTAINABLE PACKAGING & PROCESSING AWARD

The Sustainable Packaging & Processing Design Award is designed to recognise companies that have developed innovative packaging or processing solutions that incorporates sustainability considerations. Elements would include Social, Material, Source Reduction, Energy and Recovery.

Materials & Packaging Finalists are: Campbell Arnott's for Salada carton, CHEP Australia for CHEP Retail Display Pallets (RDP) and Beverage Trays (BT), Pact Group for rPET Moisturelock Meat Tray, Plantic Technologies for PLANTIC™ R Packaging Material and Woolpack Australia for Woolcool.

MATERIALS & PACKAGING – TRANSPORT WINNER

Woolpack Australia for Woolcool

Woolcool aims to reduce oil-based packaging use with an innovative product where the thermal insulation component is waste wool. Woolcool is made of 100% sheep's wool, a renewable resource that is biodegradable, sustainable, natural and compostable. The 'waste' wool they use cannot be used in fashion or in textiles/carpets because it is too coarse, does not produce a comfortable garment and won't absorb dye.

This wool has been used for housing insulation products and is now in our innovative packaging solution that outperforms other options currently on the market for transporting temperature sensitive goods. Woolcool is an environmentally-friendly product transforming supply chains and is a game changer in high performance packaging options for many different industries (e.g. food, beverage, pharmaceutical).

Woolcool cooperated with global wool mills to ensure 25% minimum Australian waste wool content is included in each shipment. It operates two Sydney manufacturing facilities where the product is assembled and distributed. Over 25,000 Woolcool liner units per week are assembled for national distribution.

2017 PACKAGING & INNOVATION DESIGN AWARD WINNERS

MATERIALS & PACKAGING – RETAIL PRIMARY PACKAGING WINNER
Plantic Technologies for the PLANTIC™ R Packaging Material

The growing trend of consumer awareness towards the impact of their actions on the environment has seen Plantic Technologies successful in developing and commercialising ultra-high barrier bio-plastic materials. One of the ranges of materials PLANTIC™ R has many unique features, ultra-high barrier, renewably sourced, high clarity and certified. PLANTIC™ R material is utilising the best of Plantic bio based high barrier material with PET to create a material that is globally unique. PLANTIC™ R material is manufactured using modern technology where thin layers of Polyethylene Terephthalate (PET) are adhered to a core layer of renewably sourced, ultra-high barrier PLANTIC™ HP sheet.

The PLANTIC™ HP core provides exceptional gas barrier and the PET provides moisture/water vapour barrier to the structure. PLANTIC™ R is very versatile and suitable to most thermoforming and tray sealing applications. The renewable content can be altered to meet specific requirements.

Among the unique features of PLANTIC R™ include: Recyclable High Barrier Pack, High renewable content, Outstanding gas barrier performance, Excellent barrier to taint and odour, Sealable to PET based lidding films and Excellent surface gloss.

JOINT MATERIALS & PACKAGING – RETAIL PRIMARY PACKAGING WINNER

Pact Group for the rPET Moisturelock Meat Tray

Creating a suitable alternative to the hard to dispose of expanded polystyrene (EPS) meat trays has been a long running environmental challenge. Pact Group developed, designed and manufactured the rPET (Recycled Polyethylene Terephthalate) Moisturelock Tray. The new tray comprises 50% recycled material and is accepted by every kerbside recycling scheme. It is made from clear plastic, not black, so it can be easily separated in the recycling centres. The real innovation however lies in the trays ability to capture fluid in the base. The little 'dimples' in the bottom of the tray hold the fluid there even when tilted or turned upside down, meaning customers don't have to worry about any meat fluids sullying their shopping or having to remove and dispose of the unsightly blood soaked pad prior to preparing their meat. The labour efficiencies achieved through removing the soaker pad equate to approximately 70,000 hours for the meat processor. By moving from EPS trays to rPET Moisturelock, the equivalent of 14 Olympic size swimming pools full of polystyrene are saved from landfill every year and the avoidance of the cost to landfill the community equates to $1.8 million per annum.

Pact Group were also awarded the custom EcodEX packaging environmental assessment valued at $10,000. Empauer will implement its acclaimed EcodEX assessment and provide the winner a reputable third-party environmental evaluation of the product package or formulation. The report can be used for internal purposes or as a valuable sales tool in B2B presentations with key buyers. Empauer provides companies with the tools, authority and power to better understand the true sustainability of their business. Employing the insights generated by Life Cycle Analysis (LCA) and its own EcodEX® software, the company provides detailed environmental information into your products and operations. The knowledge of this information can be used to better design products and lead to higher returns. With offices in New York, Milan, Shanghai and Melbourne, Empauer partners with consumer goods companies with real time support on a global basis. Using EcodEX®, which is certified to ISO standards, allows product developers to conduct a sustainability assessment of a product and packaging, based on the evaluation of carbon footprint, water use, energy use, land use and other criteria. EcodEX® enables non LCA experts the ability to conduct a thorough sustainability assessment enabling better design decisions.

2017 PACKAGING & INNOVATION DESIGN AWARD WINNERS

Machinery/Equipment Finalists are: HAVER & BOECKER Australia for the HAVER & BOECKER ADAMS® technology, Omni for Omni Pallet Wrapping Solution, Packsize & Samsung Australia for the Packsize EM7™ and iQ Fusion® On Demand Packaging® system and Scott Automation & Robotics for the Automated Robotic Beef Rib Cutting system.

MACHINERY/EQUIPMENT WINNER
Omni for the Omni Pallet Wrapping Solution

The Omni Stretch and Pallet Wrappers have the revolutionising ability to reduce the amount of film used to wrap a pallet by up to 70% results in substantial benefits to the environment. The Omni Stretch and Pallet Wrappers have been engineered together to maximise film usage efficiently. Using Nano-technology, the multi-layer Omni Stretch Films are thinner, stronger and longer than the world has ever seen allowing you to wrap more pallets with less film. Through cutting-edge resin advancements, they have developed high-performance films that are less than half the micron of conventional films with superior puncture resistance and load containment.

Used in conjunction with the Omni Wrappers Power-Pre-stretch technology, our Omni Films have a stretch yield over 400%. That is why these two elements combined is The Perfect Pallet Wrapping Solution. The environment benefit of The Perfect Pallet Wrapping Solution isn't just that it reduces plastic usage.

The film manufacturing equipment is world-leading in efficiency, using over 30% less energy than the industry standard energy consumption of machinery. Recycled plastic is used in the manufacturing process within the plant to minimise the use of raw materials. The manufacturers work with ExxonMobil in the responsible sourcing of raw materials and utilising renewable resources were possible. The stretch is a 100% recyclable and is reusable for light wrapping applications. The Omni stretch wrap truly incorporates the 3 R's; reduce film usage, reuse the film, and recycle the film.

2017 PACKAGING & INNOVATION DESIGN AWARD WINNERS

2017 SAVE FOOD PACKAGING & PROCESSING AWARD

The Save Food Packaging & Processing Design Award is designed to recognise companies that have developed innovative and sustainable packaging or processing solutions that minimises food losses and food waste.

Finalists are: Fresh Technologies Ltd & Sealed Air Food Care for Fressure™ and Cryovac® Freshness Plus® and Woolpack Australia for Woolcool.

2017 SAVE FOOD PACKAGING & PROCESSING AWARD HIGH COMMENDATION

Woolpack Australia for Woolcool

Woolcool is on track to removing 2M polystyrene boxes from manufacture and disposal in year one of trading. The attributes of Woolcool create the following recovery initiatives: The food grade film can be recycled via major retailers through soft plastic recycling bins. Woolcool liners can be used many times, often more times than polystyrene boxes which easily crush. Woolcool can be composted as it breaks down quickly in the environment which unlike polystyrene, is fully biodegradable. Woolcool has a customer recycling program where they can collect and recommission the used liners. Less damaged goods end up in landfill as Woolcool has a cushioning effect during transport ensuring products arrive in better condition. On-line grocery, food, beverage and pharmaceutical items that have very temperature sensitive transport needs can easily be spoiled resulting in significant wastage due to risks in food and human safety. Woolcool has been proven to keep chilled items at the critical 5oC or lower for more than 24 hours. Woolcool prevents food wastage and maintains nutritional content which can be lost due to damage and fluctuating temperatures. Since the launch of Woolcool, it is estimated over 25,000 polystyrene boxes are saved from landfill each week resulting in approximately 1,300,000 polystyrene boxes saved annually. This number continues to grow on a weekly basis.

2017 PACKAGING & INNOVATION DESIGN AWARD WINNERS

2017 SAVE FOOD PACKAGING & PROCESSING AWARD WINNER
Fresh Technologies Ltd & Sealed Air Food Care for Fressure™ and Cryovac® Freshness Plus®

With an alarming 45% of all fruit and vegetables produced globally going to waste, it is clear that addressing food waste is a priority we should all own. The team at Fresh Technologies (New Zealand's largest avocado processor) are playing their part by ensuring their hard-earned avocado harvests are optimally processed and packaged, enabling a waste free supply chain that can span wide enough to support the global growth in avocado consumption. The combination of Fresh Technologies' best in class Cold High Pressure Processing (CHPP) and Cryovac® Freshness Plus® Active Barrier packaging has enabled Fresh Technologies to achieve a chilled shelf life of 90 days, which is a 60-day extension over existing passive high barrier packaging technology.

This product is sold into the Food Service industry. The smarts behind Fresh Technologies' Cold High Pressure Processing is not only pivotal to driving extended shelf life, but also delivers high yields – recovering 100% of avocado flesh, leaving only the skin and seed. Avocado in its natural state would last between 7 – 10 days (chilled), but smart processing and packaging technologies have enabled the shelf life. With Avocado consumption growing globally by about 3% every year and are New Zealand's third largest fresh fruit export this innovative technology sets Fresh Technologies apart.

2017 PACKAGING & INNOVATION DESIGN AWARD WINNERS

2017 INDUSTRY PACKAGING & PROCESSING PROFESSIONAL OF THE YEAR AWARD

The Industry Packaging & Processing Professional of the Year Award is designed to recognise and acknowledge the outstanding achievements and contribution by an individual currently working within the Packaging and Processing. The judges are looking for individuals who have demonstrated vision and leadership, shows innovation and not afraid to take risks. For significant and continued contribution of an Individual to the packaging and Processing industry over a minimum period of 25 years.

Finalists are: Keith Chessell FAIP, Director, Sustainable Packaging Design, Mark Emmett MAIP, Managing Director, HMPS, Paul Haberland FAIP, Packaging Manager, Nestlé Australia, Rob Lawrence, General Manager, Walls Machinery, Terry O'Brien, Managing Director, Simplot and Lester Nichol, Managing Director, Matthews Australasia.

JOINT WINNERS ARE:

Paul Haberland FAIP, Packaging Manager, Nestlé Australia

Paul Haberland has been in the packaging industry for an outstanding 48 years. He has vast experience with a variety of packaging mediums, a proven ability to solve problems and identify opportunities for improvement, and great knowledge and experience in manufacturing processes and analytical procedures in the food and packaging industries. He is able to interact with a wide variety of stakeholders and establish excellent working relationships at all levels of his organisation and industry. And above all, his passion for packaging knows no bounds. He is a graduate of the Diploma in Packaging Technology and is a Fellow of the AIP. When Paul joined Nestlé as the Senior Packaging Technologist for Confectionery, the technology was not coordinated or correctly structured which resulted in errors and write-off of materials. The manual coordinated the activities of all the technologist and minimised technical errors significantly. The document is referred to as the Packaging Bible.

Each year, Paul delivers a full one-week training course to all new Packaging Technologists in the company, referred to internally as the Packaging 101s, and coordinates with the packaging industry to deliver more specific training material for Nestlé Packaging Technologists. Paul's work on refining, testing and embedding Safety Factor theory in the design of corrugated boxes was a step-change in the industry in the 70s, and it lives on today, 40+ years later. Paul was able to not only work with suppliers and the supply chain to test and validate the theory, but he then implemented this into Nestlé's procedures, resulting in significant time and cost savings. He has continued to adapt the theory as the industry has changed, from the increase of recycled content to the introduction of shelf ready corrugated boxes with perforations. Corrugated boxes are on almost every packaging format and therefore the impact of being able to quickly and accurately calculate the potential performance of a corrugated box without the need of lengthy and many trials over the years is phenomenal. A great legacy to have been involved with.

2017 PACKAGING & INNOVATION DESIGN AWARD WINNERS

JOINT WINNER:
Lester Nichol, Managing Director, Matthews Australasia

Today, barcoding is taken for granted, but in the late 1970s it was viewed by many as a costly nuisance that the supermarkets wanted for their advantage. Not too many people realise that Lester recognised the need for product identification and symbology, as well as the technologies and methodologies that apply the codes onto products in the 1970's. In 1978, he was one of the founders of the APNA (Australian Product Numbering Association) — the forebear of GS1 Australia.

The group subsequently brought barcoding to Australia. In the 80's Lester established Matthews International (Australia). Through his early days leading Matthews, Lester keenly added to his practical knowledge and his focus was always on the value-add of what technologies (including barcoding) can bring to a business beyond mere compliance. Because of his knowledge in implementing barcode-printing solutions, Lester was invited to contribute in the design of the EAN/ GS1 Supply Chain Knowledge Centre, which opened in 2004. As an example of using barcoding technology to improve overall supply chain efficiency, in conjunction with EAN, Lester led Matthews in developing a unique EAN128 carton-coding solution that interfaced with the powerful EANnet data-synchronisation tool. This highlights the leadership Matthews has always shown in applying leading-edge technology solutions.

Without peer, Lester is a leader who has demonstrated vision and leadership, has shown innovation, and is not averse to taking calculated risks that he believes will benefit Australian businesses. Lester has created a strong second-generation business from nothing, being very proud of the fact that two of this three children have joined him in the family business.

2017 PACKAGING & INNOVATION DESIGN AWARD WINNERS

2017 APPMA SCHOLARSHIP

The APPMA, in conjunction with the AIP, are offering the ninth annual scholarship program which will enable a one person the opportunity to complete a Diploma in Packaging Technology valued at $9,000. The Diploma in Packaging Technology prepares students to take responsibility for packaging operations at any level through the supply chain. The qualification is internationally recognised, comprehensive, and provides an opportunity to study the principles of packaging, packaging materials and packaging processes.

Finalists are: Nelson Bulsari, Technical Director, Roto Converters NZ, Liz Cagorski, Brand Custodian Packaging Specialist, Liza Rose design and communications, John Ferrier, Quality Manager, Campari, Claire Lee, Packaging Quality Coordinator, LION and Michael Van Dord, Technical and Design Engineer, Caps and Closures.

The judges reviewed all written applications and were impressed with the packaging technologists who wished to advance their knowledge through the AIP Diploma in Packaging Technology course. The challenge is always selection amongst such great talent.

THE WINNER IS

Michael Van Dord, Technical and Design Engineer, Caps and Closures.

Michael Van Dord also has a design background since moving over from Aerospace engineering and has moved into project engineering across many applications of caps and closures with numerous FMCG companies. He also has a passion for education and has already conducted lectures on packaging related matters. In Michael's own words "As my understanding of the packaging world grows so does the realisation that I have only scratched the surface of the full design cycle within the vast category that is packaging.

I am excited by the prospect of becoming a specialist within packaging and expanding my knowledge base within injection moulded closures and delving into areas of packing that I have not had experience within. I look forward to building on my skill set and through my link with the AIP sharing my knowledge and experience with the broader packaging community."

2017 PACKAGING & INNOVATION DESIGN AWARD WINNERS

2017 YOUNG PACKAGING & PROCESSING PROFESSIONAL OF THE YEAR AWARD

The purpose of the Young Packaging & Processing Professional of the Year Award is to provide incentive and recognition to young professionals who are both currently working in and wish to continue their career path within the Packaging & Processing industry.

Finalists are: Alexandra Brayshaw, Accessible Packaging Researcher, Arthritis Australia, Nina Cleeve-Edwards, Manager-Oceania Innovation Acceleration Team, Nestlé Australia, Sergio Palacio, Project Manager, HMPS and Gavin Wong, Product Design Engineer, O-I.

JOINT WINNERS ARE:

Alexandra Brayshaw MAIP, Accessible Packaging Researcher, Arthritis Australia

Alexandra is a winner of the APPMA Diploma in Packaging Technology scholarship and is proceeding through that course with excellent results. During her time at the Accessible Design Division of Arthritis Australia Alexandra has worked with a number of packaging organisations to test and provide advice on how to develop accessible packaging, including Nestlé, SPC and Kellogg's. She has played an important role in both educating the packaging community on accessibility issues, as well as working one-on-one on with clients to develop easy to open packaging solutions. Alexandra has also worked to improve packaging accessibility through the development of our national Packaging Accessibility Rating Database, used by organisations including Health Share NSW, Health Purchasing Victoria (HPV) and the Institute of Hospitality in Health Care (IHHC). The database allows users to make informed purchasing decisions based on which packaging is more accessible for the community, with the aim to improve patient nutrition in hospitals, as well as potential unnecessary waste from unopened hard to open products. Alexandra plans to continue to work with the packaging and processing industry to further its understanding of consumers' needs and abilities.

Nina Cleeve-Edwards MAIP, Manager- Oceania Innovation Acceleration Team, Nestlé Australia

Nina is an AIP Diploma in Packaging Technology graduate. Nina was the second recipient of the Certified Packaging Professional designation in Australasia and has been awarded a Harry Lovell Award and that is just her academic expertise. Nina has also contributed the eco-design tool, PIQET, in Nestlé, became an expert in its use, and subsequently worked with the developers to make it a global tool. She successfully rolled this tool out in Nestlé to more than 500 packaging technologists across the globe.

She is a key member of the industry working group on PaSS to implement standardised industry packaging specifications, industrialised the packaging for NESTLÉ CARNATION Lite Cooking Cream and designed the opening feature for the pouches for MAGGI Wet Recipe Bases. This is to name just a few of her fine and remarkable achievements. Nina has certainly crammed a lot of expertise into her years and there is no doubt that she will continue to make her mark as a leading packaging technologist in this industry for many decades to come.

2017 PACKAGING & INNOVATION DESIGN AWARD WINNERS

AIP AWARDS FELLOWSHIP TO NINA CLEEVE-EDWARDS

The AIP National Board awarded Nina Cleeve-Edwards her Fellowship during the 2017 PIDA Awards.

The grade of Fellow is the highest recognition to AIP Members, and is for significant, outstanding and sustained contribution to the technology, science or application to packaging and the field the recipient works in.

The Board would like to take this opportunity to congratulate Nina on receiving her Fellowship.

2017 PACKAGING & INNOVATION DESIGN AWARD WINNERS

Windsor Yang, sales manager for NCI with PACNZ executive director Sharon Humphreys

NCI gets behind the PIDAs

SPECIALISING in product partnership in the field of packaging, Trans-Tasman packaging company NCI sees its sponsorship of the new PIDA (Packaging & Processing Innovation and Design Awards) as a natural fit.

Windsor Yang, sales manager for NCI New Zealand, says, "We believe packaging should not be an afterthought. It should be a key consideration for all our customers and we believe strongly in product partnership. We heavily support the packaging council for that reason."

Sharon Humphreys, executive director of the Packaging Council of New Zealand (PAC.NZ), says, "The PIDAs are about celebrating what is good about packaging and about peer recognition for creative design, innovative processes and the outstanding people who work in our industry. We want industry to be excited about this and we see our role as central to communicating the very best this industry has to offer."

NCI is a member of PAC.NZ and the PAC.NZ executive board, and has been involved with the PIDAs since their inception. Both see the awards as a vital component for the ongoing focus on advocacy and packaging promotion of the packaging industry in New Zealand.

> The new PIDA awards have found a champion in NCI

She sees advantages for Kiwi packaging companies and designers in the Trans -Tasman aspect of the PIDAs.

She says, "We can have exposure across the board. Plus, as we have registered the PIDAs with World Star, so our packaging goes to a global stage. That is great news for our companies and for our designers."

She says, "The PIDAs are all about highlighting the role packaging play in today's society, how packaging is meeting those wants and demands and how packaging responds when those wants and demands change. The packaging industry operates under a social licence. When consumers decide they don't like something, they are the ultimate arbitrators of how a product is packaged."

Amidst this conversation, the PIDA awards raise the profile of the dynamic businesses in the packaging industry. Wang says, "At NCI, our primary intention is to deliver the product safely and with style."

Humphreys agrees. She adds, "Style is about packaging creativity and PIDA and the packaging council are passionate about this. Style is where the packaging is elevated beyond simply containing a product into evoking the sensory delight of a packaged product. For example, we don't expect a Tiffany ring to come in a brown paper bag! All of this plays to what we are as human beings and that is to be celebrated."

The PIDA awards not only cover packaging design creativity but also the packaging process innovations. She says, "Process innovation is a bit of an unseen hero. Improvements in the areas of energy, water, materials, waste may not seem as sexy or exciting as design changes but are every bit as essential to the industry as whole."

PIDA has already become a talking point in the industry and it will conitinue to grow. Humphreys concludes, "The PIDA platform is all set to become the gold standard of awards programmes offered to the Australasian region."

NCI makes packaging a long-term partner

NCI has been a member of the packaging council from its early days.

The company see its PIDA sponsorship as part of its ongoing support for PAC.NZ and for packaging in general. Humphreys says, "In the early days of the packaging council, NCI was instrumental in setting up steel can recycling. It has always been at the forefront of recycling."

Yang adds that NCI sees this as part of being a good corporate citizen. "As a company that has been around for a while, we are always mindful about the long term relationships with society and with customers. NCI recognises that our success comes from the people and the PIDAs support that as well.

The company keeps a keen eye on looming issues for packaging and reacts accordingly. For example, it has developed a raft of anti-counterfeiting features, responding to consumer anxiety around authenticity of products and food safety.

Another initiative involves traceability. NCI has been innovative in developing track-and-trace technology. Soon, one of its track and trace innovations will launched through a major New Zealand company. Yang says,"We are investing heavily in our plants to support these initiatives. Another benefit is that it helps to meet all the regulatory compliances of all the countries we export to such as China and the USA."

THIS ARTICLE WAS REPRODUCED WITH PERMISSION FROM NEW ZEALAND PRINTER

2017 NATIONAL TECHNICAL FORUMS

The 2017 National Technical Forums that were held alongside AUSPACK this month saw 8 Internationals and 42 Speakers cover an extensive range of topics over 4 Days. Following a number of highly successful National Technical Forums over the last seven AUSPACK exhibitions, the 2017 event was designed to deliver a four-day educational program that covered a broad range of topics relating to the theme Innovation and Design.

Keynote speakers included: Tanya Barden, Director Economics and Sustainability, Australian Food and Grocery Council, Christopher Vains, Manager-Digital Factory, Siemens, Sara Agostino, Research Analyst, Euromonitor International, John Bigley, Managing Director, Jamestrong Packaging, Dr Angeline Achiraya, Chief Executive Officer, Food Innovation Centre and Trish Hyde, CEO, Australian Packaging Covenant.

International Speakers included: Alan Spreckley, Global Industry Segment Manager (Food and Beverage) Robotics, ABB Limited, Giulio Ghisolfi, General Manager, Idealpack, Rick Fox, Past Chair, PMMI, Ben Gunneberg, Chief Executive Officer, PEFC International, Werner Oster, Manager Packaging Technology Competence Centre, KHS AG, Jonas Komitsch, Sales Engineer Behn & Bates and Philip Trauboth, Sales Manager, ALPMA.

The 2017 National Technical Forums were sponsored by KHS, qDesign Enterprises, Retailquip and UPM Raflatac.

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TETRA PAK PUSHES 'CAN ALTERNATIVE' INTO AUSTRALIA

PKN spoke to Tetra Pak's Jason Bezzina about the introduction of a retortable carton package in Australian and New Zealand markets. Offering an alternative to cans, stand-up pouches, and glass jars, the shelf-stable Tetra Pak Recart carton isn't new, according to business development manager Jason Bezzina, who spoke to PKN at the AUSPACK National Technical Forums last week.

It's been a quiet achiever in Europe – particularly Italy, where it's been used to package tomatoes for the last 10 years or so. But other markets around the world have been slowly embracing it as a solid alternative to cans and jars that, quite simply, fits better and looks better on the shelf. "There's been a big move in South America towards using it for beans and similar products," Bezzina says.

http://www.packagingnews.com.au/news/tetra-pak-pushes-can-alternative-into-australia?

MINTEL SHARES THREE TRENDS THAT ARE ROCKING THE PACKAGING WORLD

PKN Packaging New Reports: Market intelligence company Mintel has released data on three key trends that are changing the face of packaging at the National Technical Forums alongside AUSPACK. Mintel's trend and innovation consultant Laura Jones regularly produces category-specific reports for the ANZ markets.

http://www.packagingnews.com.au/events/auspack/mintel-shares-three-trends-that-are-rocking-the-packaging-world?

JAMESTRONG: CANS ARE GETTING SEXIER - AND SAFER

PKN Packaging News Reports: Jamestrong managing director John Bigley shared how his company has responded to the canning needs of customers globally. At AUSPACK's 2017 National Technical Forums, delegates were able to learn from Jamestrong's John Bigley about changes emerging in canning.

The managing director admits cans are not exactly "sexy" tools for marketers – but the tide is turning when it comes to can label designs. He's seen an increase in demand for high quality labels, and products free of risk.

"As a result, Jamestrong is doing its best to avoid human intervention and so protect the consumer from contamination.

"The focus is also on improving the quality of our primary and secondary packaging."

http://www.packagingnews.com.au/events/auspack/jamestrong-cans-are-getting-sexier-and-safer?

EXPERIENCE TREND DRIVES BEVERAGE PACK CHANGES

PKN Packaging News Reports: The demand for premium products that provide a fresh experience is driving a change in Asia Pacific markets. Alison Leader reports from Day One of AUSPACK 2017. AUSPACK's 2017 National Technical Forums kicked off with several key insights from Euromonitor International research analyst Sara Agostino, who researches the alcoholic, hot, and soft drinks industries in Australia.

Considered one of the most successful beverage packaging formats, especially in the soft drinks category, PET bottles are growing exponentially in the Asia Pacific, according to the research company. PET is preferred in the soft drinks industry due to its lightweight and cost-effective attributes, but penetration is still below 50 per cent in the Asia Pacific.

www.packagingnews.com.au/events/auspack/experience-trend-drives-beverage-pack-changes?

WPO

WORLD PACKAGING ORGANISATION

2018 WORLDSTAR AWARDS

PIDA™

PACKAGING & PROCESSING INNOVATION AND DESIGN AWARDS

2018 PACKAGING & PROCESSING INNOVATION AND DESIGN AWARDS

WEDNESDAY 2 MAY 2018

As a part of the 2018 AIP National Conference

SURFERS PARADISE MARRIOTT RESORT

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A PACKAGING & PROCESSING WEEK EVENT

AIP WELCOMES NEW MEMBER

Joseph Aloisio AAIP
Senior Packaging Technologist
Cerebos Australia

WHY DID YOU JOIN AIP AND WHAT BENEFITS YOU BELIEVE AIP OFFERS THEIR MEMBERS?

I have just re-joined the AIP after some time out of the Institute. I believe that the benefit of being an AIP Member are keeping up to speed with technology, networking with experts, keeping abreast of industry standards and various forums.

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

I have twenty-years experience in Packaging Development, from conceptual stage to commercialisation covering all substrates; such as; Perform and Bottle design, injection and extrusion blow molding, Bottles (Glass & Plastic), Closures (Metal and Plastic), Flexible packaging, Films, Paper Board, Multipacks, labels (All substrates), BIB.

I also have expertise in Operational Trouble shooting and corrective actions and Validation Techniques in terms of packaging approvals, manufacturing site audits (suppliers and customers). I have experience in cost reduction projects in terms of material light weighting, optimisation and Project Management.

WHAT IS YOUR CURRENT ROLE AND WHAT ARE RESPONSIBILITIES?

My areas of responsibility are Packaging Innovation & Development, Artwork approvals, Cost reduction programs, Specification review and approvals and Supplier conformance.

The above responsibilities concern Bottles (Glass & Plastic), Closures (Metal and Plastic), Fiberboard, Pouches and Sachets, Cartons (Inners and Outers), shrink film, All label substrates.

HMPS HOSTS FACTORY OPEN DAY IN SOUTH AUSTRALIA

HMPS is a wholly owned Australian company who specialise in the design, development and manufacturing of high quality machinery for packaging processes. Starting out as a result of the key wine industry in South Australia, the company designed and developed the first Bag in Box machinery back in the eighties and has since grown to offer case packers, RSC, palletisers, carton erectors and sealers, pick and place applications and specialised robotic solutions.

Recently the company held an open day for their South Australian customers. The day was supported by over 90 customers and suppliers from this region and local produce and wines were enjoyed by the guests. Mark is a big supporter of buying local and supporting the Australian economy. The company employs around 50 people and has offices in NSW, QLD and VIC. According to Mark Emmett, Managing Director for HMPS, many Australian companies still shop in Europe for machinery, when world class development and innovation is taking place right on their doorstep. "The Open Day was our way of showing local customers what is possible. HMPS have over 300 machines in the field and these are placed all over the world!" he exclaims. According to Emmett one of the key differentiators of Australian OEM's is that they have to be able to offer real flexibility for the future. "Machinery we are building has to offer customers options. Today you are packing 6 cans of a certain size in a small carton but tomorrow you may need to pack 12 larger cans. We build machines which are adaptable and easy to operate" concludes Mark.

Peter Bradbury (ABB), Mark Emmett (HMPS and Peter Katsos (ABB)

Shane Arthur (HMPS) and Julia Atterton (University of Adelaide)

Wayne Driver (SMC), Mark Emmett (HMPS) and Darryl Lambert (SMC)

WHEN GOD MADE TIME, HE MADE PLENTY OF IT

Written by Michael B Halley FAIP

This an Irish proverb that fits the O'Sullivan family, the owners of the multi-disciplined ABBE Corrugated Pty Ltd in Coolaroo Victoria. Not one minute of time has been wasted since the family patriarch, the late 'Jack' O'Sullivan, commenced manufacturing corrugated containers in 1954. The original company was sold off during the heady days of consolidation in the industry during the 1980's, but too much time had been spent in the business to simply go away.

In 1988, the family established Abbe Design Pty. Ltd. as a box converting business thus maintaining the family connection with the corrugated cardboard industry. It has since been rebranded ABBE Corrugated Pty Ltd

Not wasting time in the nearly twenty years since, the business has gone from strength to strength. It was a select group from the Australian Institute of Packaging [AIP] that was welcomed to a site visit in mid-February.

There is a saying "almost everything you touch today will have been touched by packaging before you". So diverse are the industries supplied by the company, without fearing contradiction, the last 'you' in this statement could read ABBE Corrugated Pty Ltd.

Keith Chessell, on behalf of the institute welcomed guests and thanked ABBE for allowing the site visit. Andrew Owens, the company Sales and Marketing Manager, gave an overview of the company and then led a tour of the plant that took place over the next two hours. The culture of the company is customer service and this showed up immediately as the visitors were broken up into three small groups each accompanied by a senior executive.

Impressive was the 'Single-Pass' Digital Print operation [trademarked and advertised as 'Impression'] the only one of its kind in the Southern Hemisphere. It's at the forefront of digital printing technologies around the world with the ability to produce huge quantities of print every hour.

Digital technology delivers cost advantages as no plates are required with very quick set up and advantages beyond the start. They can supply you a sample, using the stock that will be used in manufacture and even a file showing what will be provided. It is not much different than office technology where 'cut and paste' is an everyday time saver, but much more sophisticated and expensive.

We were given the advantages and shortcomings of digital and flexographic printing. The former is advantaging ABBE as a major plank of their service is to be able to cater for small runs of around 400 units or a hundred times that volume.

The technologists amongst the audience were astounded when they saw a change of 'text' during the printing process. All that was needed was to change the file and the new text took over. The high quality of the colour on the finished articles was exceptional and when seen on the largest sheet sizes (1890mm x 3000mm) available without blemishes it is even more breathtaking.

ABBE does not manufacture paper but has a very sophisticated corrugating machine that delivers material to the company's exact specifications. Made and stored on site and only transported internally by specialised equipment, the quality and integrity is assured.

Folding cartons, point of sale display bins, shelf ready packages, pizza trays and delivery cartons are all produced at Coolaroo. The manufacture of each and every unit relies on die cutting of a sheet and then creasing and folding, all of which are done on highly sophisticated machines. [One such machine is an EMBA Quick Set Flexo Folder Gluer]

Under each die cutting station is a scrap collection gutter that contains a conveyor system. This takes the scrap away to a baling station from where it is sent off to a recycler for remanufacture into paper. The whole manufacturing floor is clinically clean!

This is just one of the company initiatives; to reduce its carbon footprint. The use of chemicals is very low and water is recycled. Led lights are used throughout the factory to give the best working conditions at minimal cost.

The success of ABBE commences in the research and development area known as the Sand Box. Here specialist technologists, in design and graphic arts, develop concepts both from customers and internally from first ideas to ready to go products. It is advertised as "a playground where solutions unfold".

One such development is Chilltainers® manufactured by ABBE that is making inroads into what was polystyrene's domain. Corrugated cardboard with a reflective impermeable metallised polyester laminate coating provides airflow and a conductive layer of packaging.

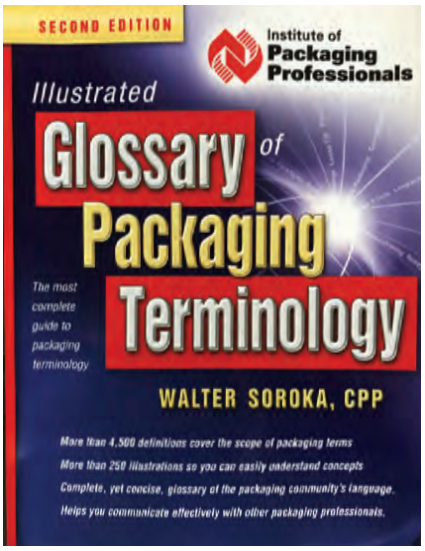
Amongst the services of ABBE Industrial Packaging are Lifdek pallets, a lightweight corrugated cardboard pallet system. Designed to meet the high capacity, low cost requirements necessary for fast moving consumables, Lifdek pallets can be supplied in a 'ready to use' format or can be assembled on site using a simple automated assembly machine.

The company has a definite forward outlook which certainly reinforces Andrew Owens' statement "why copy the rest of the market". It would seem that many aspects of customer service and innovation by ABBE is there for others to copy.

GLOSSARY OF PACKAGING TERMINOLOGY

The Second Edition of the Illustrated Glossary of Packaging Terminology by Walter Soroka CPP is a comprehensive guide to packaging terminology. More than 4,500 definitions cover the scope of packaging terms with more than 250 illustrations so readers can easily understand packaging concepts.

The Illustrated Glossary of Packaging Terminology is a glossary of the packaging community's language that helps you communicate effectively with other packaging professionals. This book brings together all the disparate terms of packaging into one concise, focused edition.



TRANSPORT PACKAGING - THIRD EDITION

The Latest Edition of Transport Packaging is here and available through the AIP Bookstore. Transport Packaging, Third Edition, provides significant updates and new information from the Second Edition, published in 2004, which is out of print. It was reviewed and updated by packaging industry veteran Robert Meisner, CPP-Fellow, with contributions by subject matter experts-both individuals and organisations-around the transport packaging industry. The book has been revised throughout to reflect new and updated regulations and standards, and best practices, adding to previous editions compiled the late Alfred H. McKinlay, CPP.

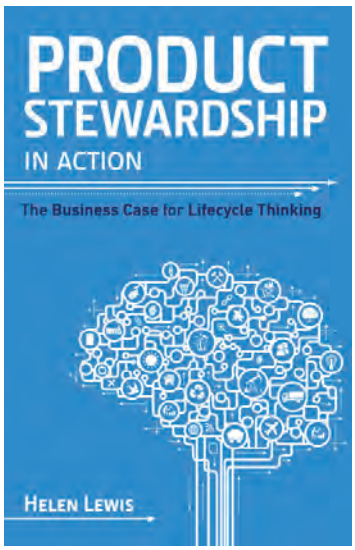
Other enhancements in the new book:

- Updated and expanded discussion on sources of package testing methods.
- Expanded discussion on wood pallets.
- Revised and expanded appendix of resources, including online contact information.
- New, sharper photos and illustrations throughout!
- Expanded and updated packaging terminology section.

PRODUCT STEWARDSHIP IN ACTION

The AIP is pleased to advise that Dr Helen Lewis, who is a Fellow of the Institute, has written a new book Product Stewardship in Action: The Business Case for Lifecycle. Product Stewardship in Action describes how and why leading companies are taking responsibility for the environmental impact of their products and packaging. Product stewardship, often referred to as 'extended producer responsibility' or EPR, is the idea that everyone that benefits commercially from a product, including manufacturers, distributors and retailers, has a shared responsibility to minimise its environmental impacts.

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



TO ACCESS THE AIP BOOKSTORE CLICK HERE

Making green claims with confidence

At the recent FoodTech PackTech AIP seminar in Auckland, Anthony Peyton presented examples of sustainable design assessment tools that can provide the insurance needed to make defensible sustainability claims.

CONFIDENCE and vigour are rarely used to describe a marketer who's just released a green claim to market, yet they know such claims can help to sell the product. How can this hesitation be fixed?

Marketers need to be convinced that product and packaging developers have taken out insurance.

There's a plethora of certification schemes that provide insurance for product claims, such as for palm oil; sustainable fisheries; fair trade coffee; and sustainable forestry – but packaging hasn't had standardised evidence-based schemes.

The term 'sustainable packaging' has been championed for over a decade by the Australian Packaging Covenant Organisation (APCO) and the Packaging Council of New Zealand (PAC.NZ). Member organisations can conduct qualitative assessments of packaging through the adoption of APCO's Sustainable Design Guidelines or PAC.NZ's Code of Practice.

Design assessments can be supported by laboratory testing and field trials to provide quantified results, although these can be expensive and time-consuming.

Fortunately, sustainability assessment tools are now available that simulate the life cycle and end of life fate of packaging so marketers have access to evidence for the sustainability claims.

> **"Marketers need to be convinced that product and packaging developers have taken out insurance."**

Since the November 2015 launch of the Australian Recycling Label (ARL), eight businesses have partnered with Planet Ark to apply the label to their packaging, and have done so confidently using an assessment tool called PREP that simulates a Materials Recovery Facility (MRF) and downstream reprocessing operations.

Another option is EcodEX, a screening life cycle assessment tool developed over the past three years by Selerant in association with Nestlé. LCA tools such as this one allow designers to simulate the life cycle of products and packaging to forecast the environmental impacts and present comparative reports for decision making and to support sustainability claims.

In order to reverse the alarming trends associated with climate change, species loss and water and resource scarcity, businesses need to double their efforts to produce more sustainable packaging – so why not do this with confidence and vigour?

Anthony Peyton, MAIP, is director of GreenChip, which offers specialist environmental advice relating to sustainable packaging assessment and design, food waste prevention and carbon accounting. He is also the PREP program manager.

THIS ARTICLE WAS REPRODUCED WITH PERMISSION FROM PKN PACKAGING NEWS

SOME OF THE PACKAGING EVALUATION TOOLS CURRENTLY IN USE:

ECODEX

EcodEX is an eco-design software tool certified to the international series of environmental standards ISO 14040-14044.

It is used by food and beverage companies to complete a thorough assessment of their packaging and the contained product. They are able to gauge the sustainability of a product based on such things as carbon footprint, water use, energy use, and land use, and designers can then communicate these attributes on pack.

Developed by Selerant, a developer of Product Lifecycle Management software, EcodEX can be integrated with other software to further streamline assessments.

EcodEX is one of the products marketed by Empauer. *www.empauer.com*

PREP

PREP was launched in 2014 by GreenChip and Planet Ark with the support of the Australian Packaging Covenant, the recycling industry, and local councils.

The software complements EcodEX and other LCA tools by simulating packaging's end of life when disposed at kerbside or via REDgroup's store drop-off program, for flexible plastics.

The PREP tool ensures an effective approach to the end-to-end recycling capability of many businesses.

PREP is positioned as the missing link between materials production and recycling plant processes. In 2016, PREP was extended to also allow the recyclability of packaging to be assessed for the New Zealand market. *www.prep.org.au*

ARL

The Australasian Recycling Label provides on-pack instructions to reduce consumer confusion when determining "which bin does it go in?".

Launched in 2015 by Planet Ark, the label has been adopted by leading organisations including Officeworks, Blackmores, T2 Tea, Planet Ark Paper, Australia Post, Combe Asia Pacific and on products sold by Plantic.

These brands have adopted the ARL with confidence and vigour, knowing the claims are based on PREP Assessments. *www.arl.org.au*

THIS ARTICLE WAS REPRODUCED WITH PERMISSION FROM PKN PACKAGING NEWS

MAKE **2017** THE **YEAR** YOU **INVEST** IN **YOUR CAREER**

AUSTRALIAN **INSTITUTE** OF **PACKAGING**

BUILD YOUR **PACKAGING CAREER** ON **FIRM FOUNDATIONS** WITH THE **AIP.**

The Australian Institute of Packaging (AIP) is at the forefront of packaging training and education in Australasia; helping to shape the careers of generations of packaging professionals - from packaging technologists to international packaging business leaders along with a host of people in associated disciplines - sales and marketing, purchasing, production and environment.

DIPLOMA IN PACKAGING TECHNOLOGY

The Diploma in Packaging Technology is an internationally recognised Level 5 foundation qualification that prepares students to take responsibility for packaging operations at any level through the supply chain and can also lead to higher level study.

WHAT'S IN IT FOR ME?

Completion of the Diploma in Packaging Technology demonstrates your commitment to your career and to the industry. Delegates who successfully complete the Diploma are equipping themselves for senior positions within the packaging industry. Networking opportunities abound, providing the chance to draw on the experience and knowledge of others.

CERTIFICATE IN PACKAGING

The Certificate in Packaging is an internationally recognised Level 3 qualification designed to meet the training needs of a wide variety of personnel in packaging, from the new entrant looking for a great start, to design, production, management, sales, marketing or purchasing staff looking to deepen their packaging knowledge.

WHAT'S IN IT FOR ME?

The Certificate in Packaging provides a level of insight and understanding of the packaging industry that adds real and measurable value to careers and businesses. Packaging is a fundamental part of modern business, and the Certificate in Packaging provides you with the 'detailed overview' of packaging processes that broadens your knowledge, adds value to your business and helps you to prove your worth.

MASTER OF FOOD AND PACKAGING INNOVATION

The Master of Food and Packaging Innovation is a new inter-disciplinary degree that explores food science, entrepreneurship and innovation in product and packaging design at an advanced level. This unique course forms part of a joint University of Melbourne, Mondelēz International and the Australian Institute of Packaging initiative, with the support of the Victorian Government.

WHAT'S IN IT FOR ME?

You will learn the skills necessary to develop valuable and innovative food products that address key issues such as transportability, durability, tamper proofing and perishability issues, as well as key environmental, economic, social and ethical factors.

CERTIFIED PACKAGING PROFESSIONAL DESIGNATION

The Certified Packaging Professional designation is the leading mark of excellence internationally and a must-have recognition of industry proficiency and achievement for packaging professionals under a new partnership announced by the Institute of Packaging Professionals (IoPP) in the U.S. and the Australian Institute of Packaging (AIP).

WHAT'S IN IT FOR ME?

Attaining the CPP designation is an excellent investment in your professional development, and the credential defines the packaging professional and allows organisations to seek out and hire the right professional based on verified knowledge, skills and industry contributions, Using the CPP program to assess and evaluate one's professional competency validates you as internationally proficient as a packaging professional, a cut above your peers.

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