

AIP NEWS

MARCH 2020

2020 AIP AUSTRALASIAN PACKAGING CONFERENCE PROGRAM RELEASED



The Australian Institute of Packaging (AIP) released their provisional program for the biennial 2020 AIP Australasian Packaging Conference which will cover a broad range of topics relating to the theme **PACKAGING: FIT FOR THE FUTURE** and include 60 speakers from nine countries across two days. The event will be held on the 1 and 2 April at the Crown Promenade in Melbourne.

The packaging industry is facing many challenges at the moment with global plastic pollution and recycling issues and transformational changes to value and supply chain models, resulting in negative government and consumer perceptions. These challenges are requiring packaging companies, manufacturers and retailers to re-think their approaches and undertake strategic changes to address the challenges of meeting global and domestic Sustainable Packaging, 2025 National Packaging Targets, transform supply chains; all the while having clear parameters for driving the 4R's.

Now more than ever is the time to collaborate, share ideas, success stories, discuss the challenges and journeys the industry is facing openly and what we can do collectively to work towards the same targets.

Keynote speakers will include Pete Ceglinski, CEO & Co-Founder, Seabin Project, Martin Orzinski, Director Operations, Coca-Cola Amatil, Siobhan McCrory, Executive General Manager, Marketing & Innovation, Pact Group, Jaideep Gokhale, Cluster Leader for Sustainability, TetraPak, Nicole Ohm, Senior Marketing Manager, Brownes Dairy, Jean Baillard, General Manager, TerraCycle Australia & New Zealand, Barry Cosier, Director, Sustainability, Australian Food & Grocery Council and Brooke Donnelly, Chief Executive Officer, APCO and more.

To see the program and to book your place today follow the link below. All of industry is invited to attend.
<http://aipack.com.au/event-registration/?ee=248>

NEW MEMBERS

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

NAME	STATE	GRADE
Allison Barzen	VIC	Associate
Barry Cosier	NSW	Associate
Scott Henschke	VIC	Associate
Krystal Mander	WA	Associate
Laura Powell	New Zealand	Associate
Libby Treves	New Zealand	Associate

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DON'T MISS OUT ON THE LATEST AIP ACTIVITIES FOR 2020



ALL MEMBERS ARE INVITED TO ATTEND ANY EVENTS ACROSS AUSTRALASIA

MARCH 2020



11th
Asahi Beverages Site Visit
Huntingwood NSW

Asahi Beverages is one of the leading beverage companies in Australia and New Zealand. With a rich and varied history, Asahi Beverages markets quality alcohol and non-alcohol beverages, boasting a strong portfolio of established household brands and innovative, new-to-market products.

31st
AIP Annual General Meeting
Crown Promenade, Melbourne

CALLING ALL AIP MEMBERS

2020 AUSTRALIAN INSTITUTE
OF PACKAGING INC.
ANNUAL GENERAL MEETING

WHEN: 31 March
TIME: 5.00 pm to 6.00 pm
WHERE: Crown Promenade
Melbourne

APRIL 2020



1st
2020 Australasian Packaging & Innovation Design Awards
Crown Promenade, Melbourne



1st & 2nd
AIP Australasian Packaging Conference
Crown Promenade, Melbourne



2nd
Women in Packaging Breakfast Forum
Crown Promenade, Melbourne

29th to 30th
Fundamentals in Packaging Technology residential course (Semester One)
Viewpoint, St Kilda, VIC

MAY 2020

6th
How to implement Sustainable Packaging Guidelines training course
Sydney, NSW
(more details coming soon)



7th to 13th
Interpack 2020
Dusseldorf, Germany



8th
2020 WorldStar Packaging Awards
Dusseldorf, Germany

JUNE 2020



16th to 26th
Drupa
Dusseldorf, Germany



17th to 20th
Propak Asia
BITEC, Bangkok, Thailand



17th
Global Packaging Forum
BITEC, Bangkok, Thailand

19th
AIP training course
BITEC, Bangkok, Thailand
(more details coming soon)



29th to 30th
MFPI FOOD90031 (Materials and Processes)
UOM, Melbourne

LEGEND

- Technical dinners/seminars
- Site visits
- Training courses
- National Events
- Tradeshows
- International Events

ALL MEMBERS ARE INVITED TO ATTEND ANY EVENTS ACROSS AUSTRALASIA

JULY 2020



1st
MFPI FOOD90031 (Materials and Processes)
Student Industry Site Visit, Melbourne



2nd to 3rd
MFPI FOOD90031 (Materials and Processes)
UOM, Melbourne



5th to 8th
FoodPro 2020
MCEC, Melbourne

6th
Flexible Packaging training course
Alongside FoodPro, MCEC
(more details coming soon)

7th
How to implement Sustainable Packaging Guidelines training course
Alongside FoodPro, MCEC
(more details coming soon)



6th to 10th
MFPI FOOD90032 (Design)
UOM, Melbourne



8th
MFPI FOOD90032 (Design)
Student Industry Site Visit, Melbourne

22nd to 23rd
Fundamentals in Packaging Technology residential course (Semester Two)
Viewpoint, St Kilda, VIC

AUGUST 2020

18th
Plastics Technology: Introduction to Polymers & Recycling Training Course
Melbourne, VIC
(more details coming soon)

19th
Plastics Technology: Introduction to Polymers & Recycling Training Course
Sydney, NSW
(more details coming soon)



26th to 27th
AWRE 2020
ICC Darling Harbour, NSW

SEPTEMBER 2020

16th to 17th
Fundamentals in Packaging Technology residential course (Semester Three)
Viewpoint, St Kilda, VIC



22nd to 24th
FoodTechPackTech
ABS Showground, Greenlane, Auckland, NZ

23rd
Flexible Packaging Training Course
ASB Showgrounds, Greenlane, Auckland, NZ
(more details coming soon)

AUGUST 2020



5th or 12th
Asaleo Care Site Visit
Springvale VIC

Asaleo Care is a proud Australian manufacturer of personal hygiene and paper products, producing familiar brands such as Tena, Libra and Tork. Attendees will have the opportunity to observe a variety of highly automated and sophisticated machines produce and palletise their products within a FMCG setting.

NOVEMBER 2020



8th to 11th
PACK EXPO 2020
Chicago, USA

18th to 19th
Fundamentals in Packaging Technology residential course (Semester Four)
Viewpoint, St Kilda, VIC

The AIP plans to run additional events including site visits and seminars in 2020. As the events are finalised they will be added to the event page on the AIP website and listed in future newsletters.

60 SPEAKERS. 9 COUNTRIES. 2 DAYS

JUST SOME OF THE SPEAKERS...



JAPAN

Toshinori Ohashi
Mitsubishi Corporation Packaging Ltd



Gilad Sadan MAIP
Navi Global



HOLLAND

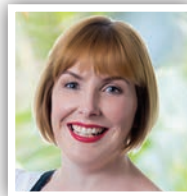
Hein van de Reek
BillerudKorsnäs



Nicole Ohm
Brownes Dairy



Martin Orzinski
Coca-Cola Amatil



Siobhan McCrory
Pact Group



Krista Watkins
Natural Evolution



INDIA

Siva Shankaran Natarajan
Uflex



Jean Bailliard
TerraCycle



AUSTRIA

Andreas Stoiber
Starlinger viscotec



April 1 & 2 2020
Crown Promenade, Melbourne

Following over two decades of highly successful technical conferences, the 2020 AIP Australasian Packaging Conference will be designed to deliver a two-day educational program that will cover a broad range of topics relating to the theme **PACKAGING: FIT FOR THE FUTURE**. The packaging industry is facing many challenges at the moment with global plastic pollution and recycling issues and transformational changes to value and supply chain models, resulting in negative government and consumer perceptions. These challenges are requiring packaging companies, manufacturers and retailers to re-think their approaches and undertake strategic changes to address the challenges of meeting global and domestic Sustainable Packaging, 2025 National Packaging Targets, transform supply chains; all the while having clear parameters for driving the 4R's. Now more than ever is the time to collaborate, share ideas and success stories, discuss the challenges and journeys the industry is facing openly and what we can do collectively to work towards the same targets.

PLATINUM PARTNERS



SILVER PARTNERS



BRONZE PARTNERS



MEDIA PARTNERS



<http://aipack.com.au/event-registration/?ee=248>

You are Invited to Attend the 2020 AUSTRALASIAN PACKAGING INNOVATION & DESIGN AWARDS GALA DINNER April 1 2020



TO BE HELD FOLLOWING THE 2020 AIP AUSTRALASIAN PACKAGING CONFERENCE
Crown Promenade, Melbourne
Pre-dinner drinks will commence at 6.30 pm and dress code is Cocktail Lounge Suit

PLATINUM PARTNERS



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PACKAGING

SILVER PARTNERS



BRONZE PARTNERS



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EXCLUSIVE ENTRY TO



COORDINATED BY



WOMEN IN PACKAGING BREAKFAST FORUM



Women In Packaging Breakfast Forum

2 April 2020

Crown Promenade, Melbourne

PRESENTED BY:

PKN + **Food&Drink**
PACKAGING NEWS BUSINESS

IN PARTNERSHIP WITH:



WOMEN IN PACKAGING

PKN Packaging News and Food & Drink Business will be hosting their third Women in Packaging Breakfast Forum, in partnership with AIP, during the Australasian Packaging Conference 2020, at Crown Promenade in Melbourne.

KEYNOTE: Acclaimed inspirational speaker and behavioural economics expert **Sonia Friedrich** will deliver the keynote address, giving insight into the unconscious behaviours that cause shoppers to pick up a product. She will show how understanding how the brain works and applying this into packaging and design can change behaviour choice.

Sonia is renowned for her clarity and has created models that apply Nobel Prize-winning knowledge and experimental research in behavioural economics to shatter entrenched paradigms and transform industry.

Sonia believes the opportunity lies in sharing brain knowledge across departments, which will create a closer relationship between packaging, design and marketing and impact bottom line revenue outcomes.



PANEL SESSION: Passion & Purpose in Packaging

Our panel of industry professionals will share their experience on how aligning passion and purpose can lead to business success while making a positive impact on the planet and its people.

Panelists will include founder and MD of Stay tray, Kate Stewart, co-founder and MD of Natural Evolution Krista Watkins; founder and Brisbane-based plastics researcher and PhD Candidate at the University of Queensland, Nicole Garofano (MAIP).

TIME: 7.00 am registration & coffee for a 7.30 am (sharp) start. Event ends at 8.45 am

DATE: 2 April

VENUE: Crown Promenade, Melbourne

Everyone is welcome. The event is free of charge for AIP Australasian Packaging Conference delegates. Register for the 2020 Women in Packaging Breakfast forum here: <http://aipack.com.au/event-registration/?ee=252>

Women in Packaging 2020 is supported by:



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PACKAGING

Fundamentals of Packaging Technology Residential Course Now Available in Australasia

The Australian Institute of Packaging (AIP), in partnership with the IoPP, are bringing the Fundamentals of Packaging Technology course to Australasia as a residential course for the first time in 2020.

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www.aipack.com.au

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OF PACKAGING**

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In today's challenging packaging environment, you can't afford to make mistakes or overlook the critical details that cost precious time and money.

You need the knowledge—from materials properties and selection to transport packaging issues—that can help you make better decisions regarding your company's packaging dollars—now.

The Fundamentals of Packaging Technology course content is developed in consultation with packaging subject matter experts at leading global consumer packaged goods companies who face packaging challenges just like yours. Undertake the complete course and learn about all the major segments of packaging—and beyond.

The Australian Institute of Packaging (AIP), in partnership with the IoPP, are bringing the Fundamentals of Packaging Technology course to Australasia as a residential course for the first time in 2020. The residential course is divided into semesters to provide maximum flexibility around your work schedule. This course is also the basis for the examination side of the Certified Packaging Professional Designation; bringing you one step closer to becoming an internationally recognised CPP.

1. Take the entire course

Participate in the full Fundamentals of Packaging Technology residential course which will be broken up into 8x classroom days as 4x semesters over 12 months.

OR

2. Attend Semesters relating to your subject-interests or knowledge gaps

Content is divided into 4x Two-Day Semesters with each semester focussed on specific areas of packaging. You have the choice to enrol in one semester, or as many as you wish based on your professional development needs & knowledge gaps.

The Fundamentals of Packaging Technology Residential course will be broken up into 4x Two-Day Semesters over a 12 month period. An extensive array of packaging topics will be covered including graphic design, market research, printing, lithography, gravure, labelling, barcoding, paperboard, folding cartons, corrugate fibreboard, box compression, supply chain and logistics, polymers, extrusion moulding, flexible packaging, thermoforming, blow moulding, injection moulding, closures, bottle design, metal cans, adhesives, containers, glass packaging, packaging machinery, filling machinery, production line equipment and more.

Fundamentals of Packaging Technology Residential Course

Semester One

Day One – 29 April

Day Two 30 April

Viewpoint, St Kilda, Melbourne

Fundamentals of Packaging Technology Residential Course

Semester Two

Day One – 22 July

Day Two – 23 July

Viewpoint, St Kilda, Melbourne

Fundamentals of Packaging Technology Residential Course

Semester Three

Day One – 16 September

Day Two – 17 September

Viewpoint, St Kilda, Melbourne

Fundamentals of Packaging Technology Residential Course

Semester Four

Day One - 18 November

Day Two - 19 November

Viewpoint, St Kilda, Melbourne

Book your place today as spaces are limited per Semester
<http://aipack.com.au/event-registration/?ee=253>

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LABORATORY TECHNICIAN (PACKAGING)

ABOUT THE COMPANY

BWX is a global, natural beauty company with a portfolio of leading natural brands in Australia, USA, Canada, UK, China, and select other international markets. Founded and headquartered in Victoria, Australia, our expertise in innovation, product development, manufacturing and marketing natural products makes us unique in the beauty industry. Our goal at BWX is to make natural beauty the only choice for people wanting to live a healthy, balanced life, free from unnecessary toxins.

ABOUT THE ROLE

Are you an energised Lab Technician with a passion to support packaging development and apply your strength in report writing skills within a fun environment? Reporting to the Packaging Engineer within the R&D Team, your role will play a key role conducting packaging analysis, supporting packaging trials and contributing to general lab needs as required.

KEY RESPONSIBILITIES WILL INCLUDE:

- Support Master Data Management including data entry for New Product Development (NPD).
- Provide packaging technical and practical support through testing and data analysis for NPD and APCO projects, industrial trials and experiments.
- Preparation of reports and documentation including timely updates and appropriate communication
- Support the creation of packaging specifications for new and existing packaging as well as for finish goods.
- Maintain all packaging specifications in the system.
- Preparation of samples when required
- Accurate record keeping in systems (D365, Coptis, masterdata experience is desirable)
- Ensure samples and test reports are traceable and have accurate paperwork

ABOUT YOU:

- Bachelor's degree in Science, Engineering or related field.
- 3+ years experience in R&D or QA laboratory environments within personal care / FMCG.
- Ability to analyse data using basic analytical and statistical tools (grouping and visualising ie: histogram and line chart, variance and standard deviation)
- Strong computer literacy
- Basic knowledge on project management
- Comfortable performing routine/repetitive tasks
- If you wish to be considered for this role, please submit your resume by clicking on APPLY NOW. Only those candidates successfully shortlisted will be contacted.

To find out more information about our brands visit www.bwxltd.com (NOTE: Only Australian citizen's or visa holders will be considered)

THE APPLICATION FORM WILL INCLUDE THESE QUESTIONS:

- Which of the following statements best describes your right to work in Australia?
- How many years' experience do you have as a laboratory technician?
- How much notice are you required to give your current employer?
- What's your highest level of education?

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SENIOR TECHNOLOGIST PACKAGING DEVELOPMENT (MATERNITY LEAVE COVER)

We currently have a fantastic opportunity for an experienced Senior Packaging Technologist to join the team on a 12-month, fixed term contract (maternity leave cover). As a technical subject matter expert, your primary responsibility will be to know and own packaging specifications. You will project manage the technical feasibility and commercialisation of new packages, new specifications as well as changes to existing packs and specifications. Apart from your technical skills, you will also be required to learn and understand the environment where your packs compete in every day, acknowledge the key drivers and attributes that matter so that you can put your creative mind to work and identify innovative packaging formats that can make a difference. This role is based at our North Strathfield site with some inter-state travel required.

KEY ELEMENTS OF THE ROLE:

- Develop and technically approve new packaging formats and changes to existing formats as required by the respective category strategy
- Support and coordinates all relevant trials and ensure all projects are documented and relevant systems are updated
- Identify and implement value engineering opportunities
- Operational support that require a change to packaging specifications
- Maintain packaging systems (Specifications, artwork, bill of materials, etc.)
- Learn and understand the retail environment where we compete and give input to the long-term strategies
- Participation in pipeline building and development based on strategic marketing plans
- Proactively strengthen key internal partnerships such as the wider Packaging team, Marketing, Supply Chain, Research & Development, Quality Assurance and Consumer Insights
- Establish and build external partnerships with Packaging Vendors to help drive differentiation and innovation based on defined pipeline needs
- Professional development – courses, exhibitions, industry networking, etc.

THE INGREDIENTS YOU NEED TO BE EXTRAORDINARY IN THIS ROLE INCLUDE:

- Tertiary qualification in a science or engineering related field
- Diploma/degree in packaging development is preferred but optional depending on experience
- Minimum 5 years' experience in FMCG or Packaging manufacturer environment
- Proficient knowledge of Packaging Technology
- Ability to effectively communicate to a range of stakeholders at different levels
- Desire to learn and understand the drivers that make consumers buy our products
- Self-motivated, go getter with a curious nature
- Strong verbal and written communication skills with the ability to translate technical concepts easily

Our love of food and pushing the boundaries is what keeps us at the forefront of our industry. Our people pave the way and our culture is inclusive - you will be part of our family. We pride ourselves on our work/ life balance, our focus on health & wellbeing, our dedication to growing our employees and our fantastic work perks!

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We are looking for a highly motivated and influential Business Development Manager to play a critical role in growing our flexible and general Packaging division by strategically building a portfolio from the ground up.

This newly created role involves prospecting new business partnership opportunities, as well as maximising growth potential within our existing client base. With an end to end sales cycle in mind, the role will entail building a pipeline of opportunities, building long-term relationships with key stakeholders & educating prospective organisations about the products and services we offer.

Ultimately, the role will be responsible for preparing a business plan and sales strategy targeting relevant clientele. You will be required to strategically prospect potential organisations & present them with opportunities for partnership.

This will be a very autonomous position and will suit an organized, structured salesperson who can manage their time efficiently. You will be required to work with a range of internal stakeholders, from procurement to product management to customer service.

This is an excellent opportunity to step into a brand-new role targeting a wide range of businesses across Australia nationally. We have a collaborative culture and offer a supportive and friendly working environment where initiative and performance are recognized.

THE IDEAL CANDIDATE WILL HAVE:

- Demonstrated business development experience from within the flexible packaging product space or similar
- Proven track record in delivering new clients to an organisation through new business prospecting
- Previous success in meeting/exceeding new revenue targets
- Experience in preparing tenders & presentations/demonstrations; and demonstrate a high-level of communication skills.
- Knowledge and interest within the Packaging Industry combined with a strong commercial acumen
- Be able to work autonomously in a sales-based role

PLEASE APPLY TODAY



Minister Sussan Ley hosted the National Plastics Summit in Canberra on March 2, 2020. The one-day forum convened a cross-sector of over 200 senior individuals from government, industry and community sectors. The Summit showcased and identified new solutions to the plastic waste challenge and will mobilise further action from governments, industry and non-government organisations. The Summit also identified new opportunities to directly address targets under the National Waste Policy Action Plan.

Ideas and solutions generated at the National Plastics Summit will be used to inform the National Plastic Plan, which the Australian Government has committed to delivering by end 2020.

At the Summit several key announcements were made by industry on how they will help address the plastic challenge:

- The Pact Group announced it will invest \$500 million in facilities, research and technology to increase the use of sustainable packaging. The result will be that Pact will have 30 per cent recycled content across its product portfolio by 2025 and keep nearly two billion plastic containers out of landfill.
- McDonald's will phase out plastic cutlery by the end of 2020, preventing 585 tonnes of plastic waste each year. This is in addition to McDonald's previous commitment to phase out 500 million straws every year and takes their total annual plastic reduction to 860 tonnes.
- Nestlé will partner with waste management company IQ Renew in a trial that will see soft plastics collected and recycled from over 100,000 homes, diverting approximately 750,000 tonnes of soft plastic otherwise headed for landfill.





The public were invited to complete a short survey ahead of the National Plastic Summit to nominate the key concerns and ideas they wanted the Summit to consider. A summary word-cloud of survey submissions was presented at the Summit, with further analysis of survey submissions to follow

"It was a privilege for the Australian Institute of Packaging (AIP) to have been extended an invitation by the Minister for Environment, Susan Ley, to attend the inaugural National Plastics Summit in Canberra. One of the key takeaways that was discussed consistently over the course of the summit was the important role that consumer education plays in not only meeting our 2025 National Packaging Targets but more importantly to ensure that consumers are included in the sustainable journey that the industry is currently undertaking. Communication is key to educate consumers on everything from the use of the ARL on-pack to understanding why a brand is using recycled content in their packaging. We all have a role to play and I walked away from the summit enthused that all parts of the value chain are wanting the same outcomes for the industry. A starting point is continuing the collaboration and open dialogue that we had at the Summit."

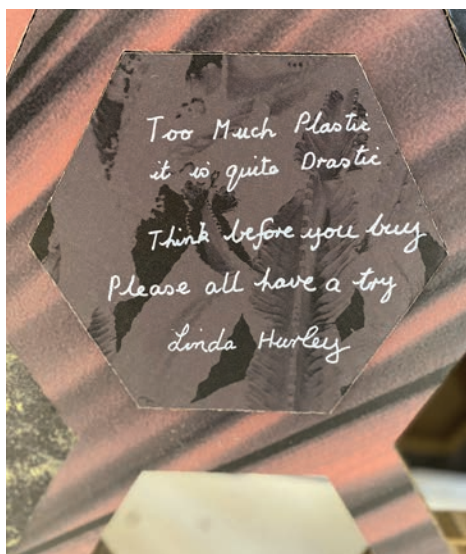
Nerida Kelton MAIP, Executive Director, Australian Institute of Packaging (AIP)





The AIP were also invited by the Federal Government to participate in the Children's Summit that was held alongside the event. The AIP were tasked with spending the day with the Children and helping them to understand the important role that packaging plays in society and each of the different materials used, particularly soft plastics. The AIP representative was Education Director, Prof Pierre Pienaar who also had the opportunity to represent the WPO at the significant event.

"What delightful time was spent at the Children's Summit in Old Parliament yesterday where I was involved in Open Question Time in the House of Representatives. The top twenty-two children in Grades 5 and 6 from across the country who submitted a summary of action they have taken to reduce plastic waste in our environment, were invited to the Children's summit. The questions were detailed, thought provoking, challenging at times and well researched. It was only the arrival of the Governor General of Australia and his wife Mrs Hurley that brought an end to the children's "Open Question Time". The students would have gone back to their schools and communities, having experienced that the adults had heard their voice, and they would be more informed of what can and should be done about plastics into the future to make our environment a better place." Prof Pierre Pienaar FAIP, Education Director, AIP and President, WPO



its leadership position in the Circular Economy. Pact Non-Executive Chairman Raphael Geminder said the commitment by Pact would involve significant investment in existing and new facilities over the next five years, with the company working collaboratively with government and like-minded partners to invest over \$500M.

The pledge, made by Raphael Geminder at the National Plastics Summit 2020 in Canberra today, underpins Pact's recently announced strategy to lead the circular economy. This will be done through significant investments in sustainable packaging, reuse and recycling initiatives. Packaging, reuse and infrastructure products play the most significant role in the Circular Economy as a home for the majority of plastics that are recycled. The Group is also investing further in innovation, technology and materials science capabilities to enable increased inclusion of recycled content.

"Pact is already Australia's biggest recycler and user of recycled materials in the Southern Hemisphere – but we have ambitions to go much further," Mr Geminder said.

"Our stated vision is to include 30% recycled content across our product portfolio by 2025. Across our business, this would be the equivalent of keeping nearly 2 billion plastic containers out of landfill.

"Just as importantly, we will be creating jobs for Australians in the circular economy – a new and growing sector where we believe Australia can lead the world."

Last month, Pact announced it would join with Cleanaway Waste Management and Asahi Beverages to build a PET recycling facility capable of processing up to 28,000 tonnes of plastic waste a year. Under the agreement, Cleanaway will provide the source material from its collection facilities, Pact will provide the technical conversion expertise and Asahi and Pact will buy the majority of the recycled pellets to use in their own bottles and packaging products. The facility, earmarked for Albury-Wodonga on the NSW-Victorian border, will create approximately 30 jobs in the region.

PACT GROUP LEADS THE CIRCULAR ECONOMY THROUGH \$500M INVESTMENT PLAN

Federal Minister for the Environment, the Hon. Sussan Ley MP, who is hosting the National Plastics Summit 2020, welcomed the investment commitment by Pact.

"We need to change the ways we use and re-manufacture plastic from both an environmental and business perspective," Ms Ley said.

"The first National Plastic summit is about companies leading change, and I applaud Pact Group for their significant investment in Australia's recycling economy and their vision for closing the loop on plastics."

Since 2018, Pact has been pursuing three 2025 End of Waste Targets: to eliminate all non-recyclable packaging it produces; to find solutions to reduce, reuse and recycle all single use secondary packaging in supermarkets; and to offer 30 per cent recycled content across its packaging portfolio.

The company has made significant progress, with enormous benefits for its customers and the environment.

For example, Pact has cut consumption of expanded polystyrene – used in lightweight foam packaging – by 30 per cent and worked with New Zealand's biggest supermarket chain, Foodstuffs, to transition all expanded polystyrene foam trays to recycled PET, diverting 120 million single use trays from landfill.

Products such as Earthwise and Omo laundry liquid and Tresemme shampoos and conditioners now come in bottles made from Pact's recycled resin.

Our wheelie bins, which support consumer recycling schemes in every home, state and territory, are already made of 40 per cent recycled material and we want to take that to 80 per cent by 2025.

"Reducing plastic waste requires investment and commitment at every stage of the supply chain," Mr Geminder said. "At Pact, we recognise that packaging has a critical role in the circular economy as a destination for recovered materials, which can be reused and recycled again and again. That is why we are determined to take a leadership position and play our part. We decided to act when we set our 2025 targets and I am delighted by the progress that we have made in a relatively short timeframe. It is now time for others to embrace this change, work collaboratively and take action".

THE AIP JOINED INDUSTRY LEADERS AND STAKEHOLDERS AT THE NATIONAL PLASTICS SUMMIT IN CANBERRA.

Delegates shared their take-aways with PKN



Minister Sussan Ley hosted the National Plastics Summit in Canberra on March 2, 2020. The one-day forum convened a cross-sector of over 200 senior individuals from government, industry and community sectors. The Summit showcased and identified new solutions to the plastic waste challenge and will mobilise further action from governments, industry and non-government organisations. The Summit also identified new opportunities to directly address targets under the National Waste Policy Action Plan.

“One of the main themes that pervaded the summit was the vital role that consumer education plays in not only meeting our 2025 National Packaging Targets but, more importantly, to ensure that consumers are included in the sustainable journey the industry is currently undertaking,” says AIP executive director, Nerida Kelton.

“Communication is key to educate consumers on everything from the use of the ARL [Australasian Recycling Label] on-pack to understanding why a brand is using recycled content in their packaging.

“We all have a role to play and I walked away from the summit enthused that all parts of the value chain are wanting the same outcomes for the industry. A starting point is continuing the collaboration and open dialogue that we had at the summit.”

The AIP was also invited by the federal government to participate in the Children’s Summit that was held alongside the event. The AIP was tasked with spending the day with the children and helping them to understand the important role that packaging plays in society, and each of the different materials used, particularly soft plastics.

The AIP representative was education director Prof Pierre Pienaar who also had the opportunity to represent the World Packaging Organisation, in his capacity as president, at the significant event.

CHILDREN ASK THE IMPORTANT QUESTIONS

At the Children’s Summit held alongside the National Plastics Summit, 22 grade 5 and 6 children had the chance to have their voices heard at Old Parliament House. Fielding their questions were (from left), Ryan Lungu, executive director of Canberra Environment Centre; Pierre Pienaar, AIP education director and WPO president; Barry Cosier, director sustainability at Australian Food and Grocery Council.

The Children’s Summit, which took place in Old Parliament House, saw 22 children in Grades 5 and 6 from across the country – who had submitted the top summaries of action they have taken to reduce plastic waste in our environment – invited to air their views and learn more about packaging.

Fielding their questions were Pierre Pienaar, education director of AIP; Barry Cosier, Australian Food and Grocery Council (AFGC) director of sustainability; and Ryan Lungu, executive director at Canberra Environment Centre.

“The children’s questions were detailed, thought provoking, challenging at times and well researched,” Pienaar told PKN.

Asked what their chief concerns were, Pienaar responded: “That they would come to Canberra and not be heard by the adults; how long it will take to fix the plastic issue; how it can be fixed; and why the adult generation has left this mess for the children to fix.”



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THE AIP JOINED INDUSTRY LEADERS AND STAKEHOLDERS AT THE NATIONAL PLASTICS SUMMIT IN CANBERRA.

Delegates shared their take-aways with PKN

According to Pienaar, typical questions included:

- Why can some plastics be recycled and others not?
- Why is some fruit and vegetables wrapped in plastic?
- What are soft plastics?
- Why are soft plastics the main issue?
- Why can't we eat fruit only in season, thus avoiding unnecessary plastic packaging?
- How does the plastic damage the environment?
- Why are there so many waste plastics in the sea?
- Can we rather use the materials that our grandparents used?
- How can we reduce damaging plastics in the environment?
- What is industry doing to help solve the problem?
- What can we as students do to help reduce plastic waste?

"It was only the arrival of the Governor General of Australia and his wife Mrs Hurley that brought an end to the children's 'Open Question Time,'" Pienaar said.

"The students would have gone back to their schools and communities, having experienced that the adults had heard their voice, and they would be more informed of what can and should be done about plastics into the future to make our environment a better place," he said.

STAKEHOLDER REFLECTIONS ON THE SUMMIT

Barry Cosier, AFGC director of sustainability, said the National Plastics Summit presented a unique opportunity for government, industry and the community to collaborate and discuss waste and recycling issues.

"The AFGC was encouraged by Prime Minister Scott Morrison's announcement of planned government investment in new recycling infrastructure across Australia and a move towards incentivisation and co-investment to support industry," Cosier said.

Stephen Webster, GM of Integrated Recycling, said the summit was "a great initiative with valuable contributions from industry and academia of the many different ways to create a circular economy in plastics".

"The PM's commitment to help fund Australia's capacity upgrade to recycle plastic was welcomed as was the PM's recognition of Integrated Recycling's Duratrack recycled plastic railway sleeper project for use in large scale infrastructure projects," Webster said.

The PM's announcement was also welcomed by recycled plastics company Replas. Joint MD Mark Jacobsen said: 'Replas was honoured to be invited to the National Plastics Summit, and proud to have our [recycled plastics] seat on centre stage and used by government ministers and speakers.

We welcome Prime Minister Scott Morrison's announcement and the strengthening of Commonwealth Procurement Guidelines, where Government agencies will now consider the use of recycled content wherever possible.

"As successful recipients of the Resource Recovery Infrastructure Fund grant from Sustainability Victoria, we have invested in state-of-the-art machinery which will almost double our output of recycled plastic products, and we're employing new staff and gearing up for increased production.

"The National Plastics Summit was a fantastic platform for the circular economy discussion, and while mandating minimum quantities for procurement would create a stronger framework to address the waste crisis, Replas is in an excellent position with leading-edge technology to support the circular economy."

TIME FOR ACTION HAS COME

For packaging industry professional, Alan Adams, the APAC sustainability director for packaging company Sealed Air, the summit was timely and reflected an industry that is "moving past pledges and commitments to real actions". "I think the average Australian wants to hear that we are making real differences, real changes. This mirrors what we are hearing from our industry partners, so Sealed Air developments like recycled content in mailers and courier bags, recyclable meat trays and alternatives to black pigments now have real traction," he said.

"The three key themes I took away are that first, the problem is ours, we have to own it collectively and work to make real change. Second, we have to collaborate up and down the plastics life-cycle to create viable projects, and third, we need to develop projects that are scalable and capable of being driven to large scale and with that become economically sustainable.

During the summit it became clear how important total alignment is, Adams told PKN. "Prime Minister Scott Morrison announced a three-point plan including growing demand for recycled content through government procurement. We need materials like recycled plastic content in building materials, sound barriers and asphalt included in specifications so that procurement can act. We have work to do in getting all of society, government and business aware of and working towards the same goals," Adams said.

From all accounts, the National Plastics Summit was a significant and timely step for all stakeholders.



The Australian Packaging Covenant Organisation (APCO) has today announced at the Federal Government's National Plastics Summit in Canberra that APCO will lead the development of the ANZPAC Plastic Pact, the latest to join the Ellen MacArthur Foundation's global Plastics Pact network.

The ANZPAC Plastics Pact, which will formally launch to the public in late 2020, will work with businesses, governments and NGOs from across the plastics value chain in Australia, New Zealand and the Pacific Island nations to develop a common vision of the circular economy for plastics.

With just 16% of plastic packaging currently being recycled in Australia, ANZPAC will provide the significant intervention required to meet Australia's national plastic packaging target that 70% of all plastic packaging will be recycled or composted by 2025.

Aligned with the other initiatives of the Plastics Pact network, the ANZPAC Plastics Pact will work towards a set of ambitious, time-bound targets in the following areas:

- Eliminate unnecessary and problematic single-use plastic packaging through redesign and innovation
- Ensure all plastic packaging is reusable, recyclable, or compostable
- Increase the reuse, collection, and recycling of plastic packaging
- Increase recycled content in plastic packaging.

The exact targets will be released towards the end of 2020, and progress will be reported annually.

At the Plastics Summit, APCO was joined by representatives from the Ellen MacArthur Foundation, the UK's Waste & Resources Action Programme (WRAP), and the Australian Food and Grocery Council, to officially invite industry and government to participate in the program.

In 2020 APCO will be developing the program in close consultation with local industry representatives in all regions. Initiatives will include a series of plastics-focused projects, and the creation of the Circular Plastics Research Initiative, a new innovation hub that will bring together researchers, investors and industry to share knowledge and align efforts.

Assistant Minister for Waste Reduction and Environmental Management, Trevor Evans welcomed APCO's commitment to reviewing existing plastic packaging targets, in light of the national waste targets agreed by the nation's environment Ministers: "The Government welcomes industry led approaches which are fundamental to bringing about better recycling outcomes, and looks forward to actions that will significantly increase recycled plastic content beyond current levels."

Brooke Donnelly, CEO of APCO said: "It was fantastic to meet today with key stakeholders from government and industry at the Plastics Summit to explore what tangible solutions are needed to address the plastics crisis. We commend the government for leading this approach and providing the ideal platform for us to unveil the new, industry-led ANZPAC initiative.





"Plastic is a global supply chain problem and that means to manage it effectively, Australia needs an international approach. The Ellen MacArthur Foundation's Plastic Pact network is a proven, effective model being rolled out across the world, and I'm very pleased that APCO Members and key stakeholders will be leading the delivery of this program for our region."

"We are wasting no time and will be kicking off the industry action at a workshop in Sydney tomorrow to start developing targets and priority projects."

Industry from across the value chain has already shown strong engagement with the program, with companies including Woolworths, Australia Post, ALDI, Unilever, Mars, Nestlé Oceania, Pact, CHEP, Amcor, Kmart Australia, Officeworks, Detmold Group, Veolia, SUEZ, Fonterra and Mondelez International confirming their support for a common approach such as the ANZPAC program. The Australian Food and Grocery Council, the Business Council for Sustainable Development Australia and Planet Ark Environmental Foundation are also strongly supporting the new program's development.

Dr Geoffrey Annison, AFGC Acting CEO commented: "The Australian Food and Grocery Council (AFGC) is collaborating to develop whole-of supply chain solutions so our sector can meet the National Packaging Targets to benefit the community and the environment."

"We are proud to be supporting the development of the new ANZPAC program, alongside the ongoing work of APCO and the vital role the organisation is playing in developing a circular economy for packaging and increasing recycling rates across our region."



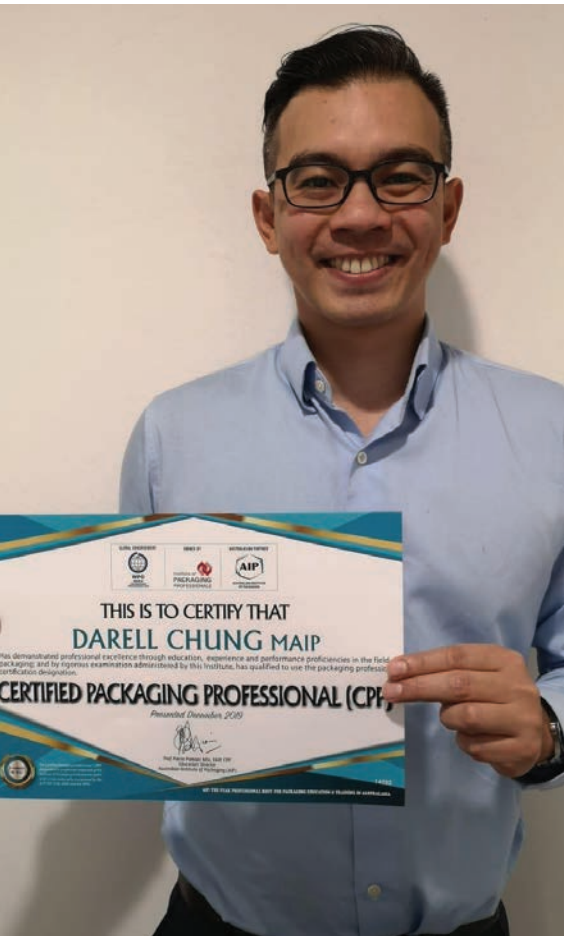
Head of Sustainable Development at Officeworks, Ryan Swenson said: "Addressing the challenges relating to plastic packaging requires collaboration across all sectors, and the approach outlined by APCO provides the mechanism to facilitate the systems level change that is needed. We look forward to seeing what can be achieved as this progresses."

New Plastics Economy Lead, Ellen MacArthur Foundation, Sander Defruyt said: "We welcome the announcement of the ANZPAC Plastics Pact and look forward to working together with the governments and industry of Australia, New Zealand and the Pacific Islands to drive real change towards a circular economy for plastic, by eliminating problematic and unnecessary plastic items, innovating to ensure that the plastics they do need are reusable, recyclable, or compostable, and circulating the plastic items they use to keep them in the economy and out of the environment. Together we can create a world without plastic waste or pollution."

David Rogers, Head of International Resource Management, WRAP UK said: "WRAP is delighted to see APCO announce plans for an ANZPAC. The UK Plastics Pact has been very successful in transforming the plastics landscape in the UK. WRAP, who developed the UK Plastics Pact in collaboration with the Ellen MacArthur Foundation, have been involved in supporting a number of Plastics Pacts around the world as part of the Ellen MacArthur Foundation's global Plastics Pact network. This has the power to completely transform how we produce, use and dispose of plastics."

For more information about the ANZPAC Plastics Pact, visit www.packagingcovenant.org.au.





Darell Chung MAIP, Senior Executive, Marketing Food & Packaging Sales & Marketing Centre, Mitsui Chemical Asia Pacific has attained the Certified Packaging Professional (CPP) designation for the industry; making him the first Singapore CPP since the international recognition was introduced into the Australasian region. Offered exclusively through the Australian Institute of Packaging (AIP) in Australasia, the Certified Packaging Professional (CPP) designation is the leading mark of excellence internationally and a must-have recognition of industry proficiency and achievement for packaging professionals.

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

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

I have been in the industry for 10 years and excluding my education in polymer technology, my areas of specialty mainly revolves around barrier packaging for food applications. Areas such as Tie resins, barrier resins, barrier coatings, as well as to lesser degree, resins for sealant films. Applications I have worked on include snack foods, cup fruit, meat among others. Countries I have been responsible with in my experience include ASEAN, ANZ and South Asia (excluding India) and Africa.

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

I wanted to become a CPP for a few reasons. Personally for my own professional development, as well as to get to know more people who are within the industry. Additionally, I wanted to review the course on my company behalf, I found one of the important portions of the CPP was the resume, and keeping it relevant. This would be useful to ensure that our staff maintained updated knowledge in the packaging as well as open more avenues for them to meet with members in the packaging field.

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

I am really happy that I can share a path that so many respected members of the industry have taken.

Q4: What is it like knowing that you are the first CPP in Singapore?

Pretty stoked actually, I'm glad that the AIP has brought this course to the region, I have known about the CPP for several years already, however last I knew it was mainly a US thing. That did not have as much meaning in this region. Now however, this situation has started to change. Especially considering that the President of the World Packaging Organisation, Plerre Pienaar, is a CPP as well.

Q5: How does the CPP designation help someone who is either new to the industry or for someone looking to gain non-technical packaging knowledge for their role?

I would say that for someone new I would perhaps recommend the CPIT first, I think it shows someone who is committed to being involved in the Packaging field for many years to come.

For someone looking to gain non-technical packaging knowledge:

I actually feel that it can get quite technical at times. So for the non-technical person some portions might get a little tough, so start with the CPIT. Areas considering distribution, cost, giving a birds eye view of the packaging industry would however likely interest you. Hence it will still be interesting to do.

If you are for instance a polymer films specialist or a canning specialist and would like to expand your knowledge on your advantages and disadvantages vs other options, it's definitely worth doing for sure.

Q6: What would you say to people considering taking the CPP designation?

Definitely do it. I would think the CPP designation would be a constant reminder, to keep the information that you know relevant and if possible encourage contributing back to the industry in terms of patents or creating new knowledge in the field.

Q7: How important is the CPP designation for the greater recognition of new people in to the packaging industry?

I believe that once the Industry accepts it as a standard in the region, the recognition will soar. For now I think some work together with the packaging & materials companies in the region for recognition, in exchange for ensuring staff continue their learning or better still contribute to the industry, might be a possible direction.



Wilson Kannan AAIP, CPIT
Packaging Engineer
Vinda Group Sea

Wilson Kannan makes history as the first Certified Packaging Professional in Training (CPIT) for Malaysia; offered exclusively through the Australian Institute of Packaging (AIP).

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

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

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

I have been in this industry for 3 years mainly for consumer goods packaging within the personal care industry. My area of expertise is more on the secondary packaging either flexible or rigid packaging as well as packaging related activities related to the outer packaging.

Q2: What made you apply for the Certified Packaging Professional in Training (CPIT) Designation?

The reason I enrolled in the CPIT program is because it shows that you are keen on learning and developing your packaging knowledge

as well as showing genuine interest in the industry.

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

Attaining the CPIT and then ultimately the CPP is important since it acknowledges me as an individual who is keen on packaging related activities around the world and it gives you a satisfactory feeling of accomplishment of attaining the designation and recognition.

Q4: What is it like knowing that you are the first CPIT in Malaysia?

To be honest, I was overjoyed when I heard the news. The reason behind it is because the packaging industry here in Malaysia has only just become quite active especially since citizens are aware of the importance of Packaging and sustainability. Being the first CPIT in my country will definitely boost my credential in the future.

Q5: How does the CPIT and then the CPP designation help someone who is either new to the industry or for someone looking to gain non-technical packaging knowledge for their role?

The CPIT & CPP designation will help an individual to better understand Packaging and its role within different nations.

Q6: How important is the CPIT and then CPP designation for the greater recognition of new people in to the packaging industry?

The CPIT is important for new individuals as it gives you a basic understanding in general about Packaging and its role. The CPP on the other hand, shows that you are someone who has acquired relevant experience as well as being more involved in the Packaging related activities scene around the world, this is a key for newcomers as packaging technology & awareness are changing at fast pace.



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The AIP recently ran the 'Tools to help you meet the 2025 National Packaging Targets: ARL & PREP' training course, in partnership with AusIndustry, for 35 people in Adelaide. The AIP course is designed to gain a better understanding of how to use the PREP tool and applying the ARL can help you to meet the targets.

When asked from participating in this course what changes might you make in your workplace attendees said:

- Better customer communication on packaging
- Look to improve recycling habits in the office
- Undertake a packaging audit
- Look at what happens to our packaging after it leaves our site
- Look at developing a sustainable packaging policy
- Communicating to customers
- Ensure our suppliers fit our sustainable policy
- Find alternate ways to wrap our products
- Develop a policy to reflect our company objectives
- Renew our purchasing and sustainability policy to include true recyclability
- Implementing the ARL

The AIP looks forward to taking this course on a national roadshow with AusIndustry in 2020.





The Listen & Learn: Sustainable Packaging Tour and Workshop conducted at the University of Adelaide – Waite Campus on Wednesday 26 February was well attended by 32 SME representing a range of South Australian food and packaging business.

The Tour and Workshop was sponsored by Food South Australia, Australian Institute of Packaging (AIP), Fight Food Waste Cooperative Research Centre (CRC) and Food Innovation Australia Ltd (FIAL).

The enthusiastic participants had the opportunity to tour the excellent educational facilities of the North Adelaide Waste Management Authority (NAWMA). This Material Recovery Facility (MRF) provides best practice waste management and resource recovery services. The NAWMA receives and processes material for a range of clients including businesses, industry and regional SA councils with its predominant services being for its three (3) Constituent Councils: Salisbury, Playford and Gawler.

Our tour hosts Adam Faulkner - CEO & Danial Dunn -COO educated the team on contamination found in the yellow lidded Recycling Bin and the importance that households and consumers play in ensuring that correct recycling benefits material recover, processing and the circular economy.

The coach trip to and from Edinburgh NAWMA facility was a profitable time with the AIP team talking with the participants about their challenges and understanding the products and answering their question about the packaging.

Back at The Waite Campus the Food SA team ensured the participants were well-fed and prepared for the three-part sustainability training workshop to undertaken by the AIP Education team.

The morning Workshop led by Ralph Moyle FAIP, CPP and focused on 'Introduction to Sustainable Packaging'– what is Sustainable Packaging, MRF operations, National Packaging Targets, Australian Packaging Covenant Organisation (APCO) - Australasian Recycling Label and PREP Tool. Ralph's wealth of packaging knowledge provided the participants with a greater understanding of their issues involved in designing sustainable packaging.





In the afternoon workshop, Keith Chessell FAIP tackled a range of the participants questions on the topic of Compostable packaging. He outlined the key design principals and issues involved in selecting compostable packaging and explaining the confusion between biodegradable and compostable materials. Keith followed on with the topic of 'packaging's role in reducing food waste' and outlined the difficult balance in meeting 2025 Packaging Targets and reducing Food Waste. An important part of the presentation was the outlining of the Save Food packaging design criteria being developed by the AIP as part of their Fight Food Waste CRC Project.

The workshop finished up with a presentation by Joshua Romanowicz from Visy, who shared some of their latest packaging development and then joined a panel discussion with Ralph, Keith and Barry McGookin (GM Innovations – FIAL) to answer a range of the workshop topics and participant's questions.

The feedback from the 32 participants was very positive indicating that the workshop was very informative, well organised and they appreciated the insights and learning provided by the speakers.



WHAT THE PARTICIPANTS ARE SAYING

"This event surpassed my expectations. It was really worth the effort to understand the packaging/waste management plan."

"A wealth of knowledge and some thinking going forward; specifically communicating to our customer."

"This workshop sowed many seeds and reinforced the importance of seeking advice and help to educate me so I can achieve our goals."

"I came in wanting to know about levels of recyclability and other design advice and have received this."

"Some very useful information that got me challenging my thinking on sustainability and packaging."

"Really great overview of the types of packaging and the role in reducing food waste. Loved the tour of NAWMA."

Save the date: Use By or Best Before?

From a packaging and food waste perspective, adjustment of date labelling communication systems has been identified as the most efficient measure to reduce food waste, which has the greatest economic value per tonne in terms of consumer food waste reduction and the lowest costs regarding the business practices. Nerida Kelton, executive director AIP, explains.

Minimising food waste wherever possible is everyone's responsibility with all of us being able to make effective changes. So, let's start with an easy exercise.

Next time you are in your refrigerator, I invite you to find a product with a Use By date and one with a Best Before date. Do you throw the food away when it is nearing the date or when it is past the date? What triggers you to automatically throw the food away? Is it judgement, common sense, or simply because somewhere deep inside you believe that food will be unsafe to eat after that date?

Now ask yourself: would your attitude to date labelling change if you understood the difference between a Use By date and a Best Before date?

USE BY OR BEST BEFORE?

Date labelling is designed to guide consumers on how long food can be kept before the quality deteriorates, or once the item is unsafe to eat. Use By dates and Best Before dates are the next step in date labelling, and are the responsibility of the food manufacturer.

In the simplest of terms, a Use By date is designed for the health and safety of the consumer, and you should not eat the item after this date. Items are also not legally permitted to be sold after this date, as they pose health risks.

A Best Before date, however, does not mean that you can't eat the food after then; it simply means the quality or taste may not be 'at its best' after the recommended



STUDYING DATE LABELS

A study currently underway by the RMIT University, Australia; the Department of Management and Engineering, Linköping University, Sweden; and the Service Research Centre, Karlstad University, Sweden, identifies that on-pack date-related labelling is one of the most direct information carriers used by the food industry to communicate product shelf-life attributes to consumers.

Through applying an activity theoretical lens to analyse the literature and empirical results, the researchers found that consumers' interaction with date labels and storage information in their food consumption activity is highly influenced by their shifting motivations, the changing sociocultural contexts, and the dynamic interplay between the use of internal

sensory perceptions and external on-pack date labels.

The study aims to systematically understand the interplay between on-pack date labels and consumer food waste behaviour and develop design implications and interventions to better support consumers in reducing food waste. Given the broad scope of the topic, this study specifically focuses on the consumer-food packaging interaction in household levels. The effects of date labelling and storage related packaging attributes in consumers' purchasing behaviour are excluded in the study.

A design for sustainable behaviour perspective is taken as the main research perspective. Design for sustainable behaviour is a relatively new field of enquiry

aiming to reduce negative environmental and social impacts of products and services through influencing user behaviour towards a more sustainable direction (Wever et al., 2008; Wever, 2012).

Recent developments in this field attempt to understand the sustainability problems through both a synthetic and analytical approach, which can enable us to incorporate the factors such as the context of consumers' food consumption, consumer behaviour transition and evolution, and the emerging technological mediation into the on-pack date labelling and storage information evaluation and design process. The Australian Institute of Packaging (AIP) will provide updated outcomes from this study as a part of its CRC Save Food Packaging project.

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date. This style of date-labelling is determined by the manufacturer's recommendation of 'optimum consumption' to achieve the best quality product.

According to Food Standards Australia New Zealand (FSANZ), which is responsible for all date labelling definitions, "food items are legally permitted to be sold after a Best Before date and until they are no longer fit for human consumption".

Legally, the only food item that can have different date marking is bread, which, according to FSANZ, can be labelled with a Baked On or Baked For date if its shelf life is less than seven days.

Foods that have a shelf life of two years or longer, for example some canned foods, do not need to be labelled with a Best Before date. FSANZ says this is because it is difficult to provide a consumer with an accurate guide as to how long these foods will keep, as they may retain their quality for many years and are likely to be consumed well before they spoil.

PLAYING OUR PART

So next time you see a date label on your food, have a look and see whether it is a Use By or Best Before date, and then make informed decisions when discarding the items. The AIP encourages you to educate everyone within your tribe about the differences, to help make a contribution to minimising food waste.

As an industry we need to openly and collectively discuss how to improve consumer-based date labelling marketing campaigns, and how to design packaging with better on-pack communications, so that people make informed and conscious decisions before wasting food unnecessarily. Everyone has a role to play to help drive change that effectively minimises or prevents food waste. ■

AIP TO HELP FIGHT FOOD WASTE

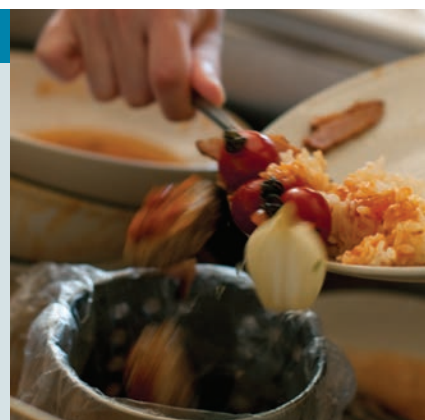
The Fight Food Waste Cooperative Research Centre (CRC) has approved the AIP's Save Food Packaging project as one of the first the CRC will undertake.

The AIP is the project leader on the Save Food Packaging Criteria and Framework 1.2.1 project, and has established an extensive Save Food Packaging Consortium that is made up of leaders in Save Food Packaging design and innovations to ensure that the guidelines are practical for the industries they will serve.

The Save Food Packaging Consortium is made up of the AIP as project lead, and RMIT as the research partner, alongside project contributors ZipForm Packaging, Sealed Air, Multivac, and APCO; project partners Plantic Technologies, Result Group, and Ulma Packaging; and an extension network comprising AFCC, AFGC, and AIFST.

The Save Food Packaging Design Criteria and Framework will integrate current research literature with industry knowledge regarding the functional properties and role of packaging in saving food being wasted. While the primary functions of packaging are to contain and protect the content, as well as providing information about the product, the role of packaging in reducing food waste needs to be better understood by food producers, manufacturers, brand owners, retailers, and consumers.

The connection between packaging design and food waste needs to be discussed more openly in the industry. From field to fork, there are several possibilities for food loss and waste to occur, and it has been estimated that up



to 30 per cent of the edible food produced does not reach the fork. Packaging's role in reducing food waste is the next challenge for packaging technologists, designers, and engineers.

Using the industry networks via the Australian Institute of Packaging (AIP), in partnership with the Consortium, this project will produce packaging design criteria and communication material for the implementation into food packaging. This material aims to improve packaging design, material selection, and format selection using appropriate portioning, sealability, resealability features, and date labelling, to extend shelf life and provide the information required to assist retail, food service, and consumers to minimise food waste.

This project will focus initially on Australia and New Zealand. Future projects will look to other countries through the World Packaging Organisation (WPO). The global project will also be led and coordinated by the Australian Institute of Packaging (AIP) as the ANZ WPO Member.



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From 7 to 13 May 2020 visitors can look forward not only to an entirely new Hall 1 and a new Entrance South at Messe Dusseldorf, but they can also benefit from an overall clearer hall structure with even more sharply focused segments. This means shorter distances thereby making for a more efficient trade fair visit.

Interpack's unique selling point is its distinctive solutions package and coverage of entire value chains. This includes processes and machinery for the packaging and processing of packaged goods plus packaging media and materials and the manufacturing of packaging aids as well as services for the packaging business.

The last edition of interpack 3 years ago attracted 2,866 exhibitors and 170,899 visitors from 168 countries and thanks to busy orders from the decision-makers amongst them made for significant impulses in the sector.

As you can see in the enclosed Visitor's Guide Pre-Show, interpack is again fully booked, meaning that around 3000 exhibitors from approximately 60 countries will present their solutions. The parallel event for the supplier industry "Components - Special Trade fair by interpack" in Hall 18 is also fully booked.

To search for the list of exhibitors, order entrance tickets and obtain all other information, including details on the new 'Life without Packaging' taking place on 12 May, please visit www.interpack.com

Messe Reps. is your contact in Australia for interpack. Information on trade fairs, on Dusseldorf and how we can assist you is available at www.messereps.com

Travelling to interpack?

If you need help with accommodation in Dusseldorf we can assist.

With our contacts and many years of experience handling the different requests of trade fair travellers, we can offer you a range of options from hotel rooms, a cabin on a hotelship, or a private apartment (where the owner moves out of their own apartment during the fair and an international for visitor moves in).

Please feel free to contact Robert Lang robert@messereps.com for any information on interpack or advice and suggestions for your travel and accommodation planning.



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