

## NEW AUSTRALIAN HEAD OF WPO ELECTED AT INTERPACK



*WPO President Elect Pierre Pienaar (left) with incumbent President Tom Schneider.*

**P**ierre Pienaar, education director of the Australian Institute of Packaging, has been elected as the next president of the World Packaging Organisation (WPO).

Pienaar, who is currently VP Education for the WPO, will take office in January 2018 when current president Tom Schneider's term ends.

The appointment is timely, as Australia will next year host the prestigious WPO WorldStar Awards, which coincides with the 100th WPO bi-annual meeting, and which will take place at Surfers Paradise, Queensland in early May alongside the AIP National Conference.

PKN spoke to Pienaar at Interpack this week, shortly after the announcement.

"I'm excited to take on the new challenge, and my overarching vision is to further education within the realm of the global packaging industry."

"The WPO will encourage as many countries as possible to participate in this education revolution that will lead to finding better packaging solutions to reduce food wastage, reduce poverty and improve lifestyles around the world," Pienaar said.

"In May next year, when the WPO holds its meeting and WorldStar Awards in Australia, it will be a wonderful opportunity to showcase the Australia and New Zealand packaging industry's expertise in designing world-class packaging solutions."

"On this occasion, at the AIP national conference, the WPO and the AIP will create a platform for ideas sharing on a global level, tying into the theme Packaging Globalisation."

Pienaar said an important part of his role will be to raise the profile of the WPO as the leading global packaging industry organisation, and that the international event being staged in Australia next year will serve to raise awareness of the WPO in this important region.

THIS ARTICLE WAS REPRODUCED WITH PERMISSION FROM PKN PACKAGING NEWS

## NEW MEMBERS

The AIP would like to welcome the following new Members.

NAME	GRADE	STATE
Jennifer Polidano	Member	VIC
Michael Lee	Member	QLD
Clare Jack	Associate	VIC
Brendan Shorter	Associate	QLD

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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](mailto:info@aipack.com.au) or visit the events page on [www.aipack.com.au](http://www.aipack.com.au)

## AIP/APPMA TECHNICAL DINNER

VIC



**When: Wednesday the 7th of June**  
**Where: Box Hill Golf Club**  
**What: PACKAGING AND PROCESSING INNOVATIONS DISCOVERED AT INTERPACK 2017:** Come and hear a series of panellists discuss the innovations seen and ideas drawn from attending and exhibiting at interpack 2017; the world's leading trade fair.

Panellists will include:



**Jason Goode FAIP**  
Group Packaging and Process Improvement Manager  
Simplot Australia



**Jasson Mills**  
Research and Development Manager (Australia)  
Amcor Flexibles Asia Pacific



**Michael Dossor MAIP**  
Group General Manager  
Result Group of Companies



**Magdy Eldessouky**  
General Manager - Australia  
tna australia

**Pierre Pienaar (Prof) MSc, FAIP, CPP**  
President Elect  
World Packaging Organisation

## VISIT THE AIP ON STAND AM34

THAI



**When: 14 - 17 JUNE**  
**Where: BITEC, BANGKOK, THAILAND**  
**What: [www.propakasia.com](http://www.propakasia.com)**

## NZIFST CONFERENCE 2017

NZ

**AIP members to receive NZIFST member rates – simply let them know that you are from the AIP when you register**

**When: 4 - 7 July**  
**Where: Nelson, NZ**  
**What: An inspiring 3-day conference for the New Zealand Food Industry**

## AIFST 50TH ANNIVERSARY CONVENTION

NSW

**Register today to take advantage of Early Bird Rates & special AIP member discount.**

**When: 17-18 July**  
**Where: International Convention Centre (ICC), Sydney**  
**What: The AIP is supporting the up-coming AIFST 50th Anniversary Convention | The Future of Food on Sydney with speakers on packaging innovation.**

## AIP/SPE TECHNICAL DINNER

NSW

**When: Thursday 10th August**  
**Theme: Innovation in Plastics Packaging**  
**Where: Dooleys Catholic Club at Lidcombe**  
**Speakers: James Harrington, LyondellBasell who will present on rigid plastics packaging applications. Terry Waterson FAIP, Auspouch to present on Innovations in Pouches.**

## AIP PARTNERS





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#### **Skills and Experience**

To be successful in this role you will need:

- Packaging experience and process knowledge around packaging technology and automation, preferably from the Food industry
- Previous responsibility for packaging line installation and commissioning of a one or multiple packaging lines to commercial outcome.
- Expertise with trouble shooting and packaging line optimisation and the ability to train and mentor others in this area.
- Project management experience taking packaging concepts to commercialisation.
- Exemplary communication skills from top floor to shop floor with true business and commercial acumen
- Established networks in the packaging industry and a passion and enthusiasm to entice others to become innovation partners

A packaging or dairy science degree with engineering bent will be highly regarded for this role and please be advised that overseas travel will be required.

**TO APPLY FOR THIS ROLE PLEASE [CLICK HERE](#)**





**Over 400 people attended the WorldStar Awards Presentations & Gala Dinner, on May 4th, the most important global packaging competition in the world, organised by WPO (World Packaging Organization).**

During the occasion, 140 winners were awarded from a total of 291 entries from 35 countries. Japan was the biggest winner of the night with a total of 20 trophies, followed by Germany with 18 awards. The ceremony was accomplished in the same week (May 4 - 6) of the WPO 98th Board Meeting, the first meeting of 2017, during Interpack, the major global packaging show, organized by Messe Düsseldorf, in Germany.

Besides the normal categories – Beverages, Electronics, Food, Health and Beauty, Household, Luxury, Medical and Pharmaceutical, Other, Point of Sale and Transit – there were awarded projects in special categories, those being the President's Award, Sustainability, Marketing and the new special award, Packaging that Saves Food.

Another new category is Life Time Achievement. The judges, from all over the world, elected: Anne Emblem (UK), Dharma Ratnayake (Sri Lanka), Sergio Habersfeld (Brazil) and Soren Ostergaard (Denmark). "The Lifetime Achievement in Packaging Award was established with the aim of acknowledging and rewarding excellence in all aspects of packaging science, technology, design and application across every country around the world", explains Thomas Schneider, WPO President.

Tom adds: "The discipline of packaging is one that is truly global. The World Packaging Organisation is in a unique position to identify leading practitioners from around the world who have consistently pushed the boundaries in advancing the art, science and application of packaging to serve the needs of an ever more demanding society.

These prestigious awards will celebrate and preserve in perpetuity the collective achievements of these innovators."

On the also new Save Food category, the Gold Star Award was given to Flexomed, from Spain for the Ethylene Absorber Bag, which reduces food loss by 3% - 9%. The process of absorbing the ethylene, delays the ripening of the fruits.

Picking up some awards during the evening were Camargo Embalagens, from Brazil, with the Capa Pack. The package was developed as part of an innovative marketing campaign of a local coffee brand. Camargo collected the Marketing category award, as well as the President's Award.

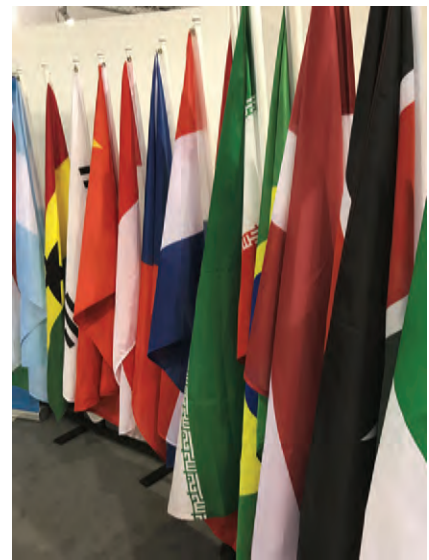
Besides creating the new Save Food award at WorldStar, WPO also participated in the Save Food Initiative, from Messe Düsseldorf, during Interpack. According to WPO's Sustainability & Food Safety Vice President, Johannes Bergmaier, from Austria, "Save Food is a topic related to the whole supply chain that's why 15 WPO members, from different parts of the world - Argentina, Australia, Austria, Brazil, China, Croatia, Czech Republic, Finland, Germany, India, South Africa, Spain, The Netherlands, UK, APO (African Packaging Organization) and APF (Asian Packaging Federation), presented packaging solutions and concepts to prevent food waste in WPO booth at the innovationparc."

The winners of all categories of WorldStar 2017 can be viewed at [www.worldstar.org](http://www.worldstar.org) and WPO webpage [www.worldpackaging.org](http://www.worldpackaging.org). The entries to WorldStar Packaging Awards 2018 are open for entry on 1 June with a closing date of 6 October, 2017. The online registration can be done at [www.worldstar.org](http://www.worldstar.org).





## AIP TO HOST THE 2018 WORLDSTAR AWARDS



**T**he AIP are pleased to advise that during Interpack 2017 it was formally announced that the Institute will be the host WPO member for the 2018 WorldStar Awards. The WorldStar Awards are run by the World Packaging Organisation (WPO) and is the pre-eminent international award in packaging.

WorldStar illustrates the continual advancement of the state of packaging design and technology and creates a living standard of international packaging excellence from which others may learn. WorldStars are presented only to those packs which, having already won recognition in a national or regional competitions, are compared by an expert panel of judges to similar packs from around the world. The 2018 WorldStar Awards will run as a part of the biennial AIP National Conference which will be held on the 2 and 3 May at the Marriott Hotel, Surfers Paradise, Queensland.





**WPO**  
WORLD  
PACKAGING  
ORGANISATION

**2018 WORLDSTAR  
AWARDS**

PROUDLY HOSTED BY



AIP  
AUSTRALIAN INSTITUTE  
OF PACKAGING

**WEDNESDAY 2 MAY 2018**

*As a part of the 2018 AIP National Conference*

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**T**he AIP headed to Interpack 2017 on the 4 to 10 May to join 15 other countries from across the world to showcase the Save Food Packaging Award winners for Australia and New Zealand in the Save Food Org Pavilion.

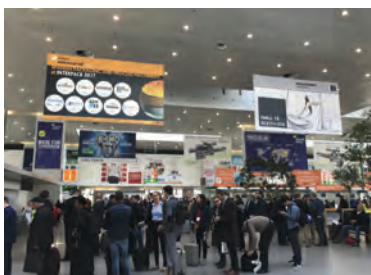
Winners showcased for the AIP included Fresh Technologies Ltd & Sealed Air Food Care for Fressure™ and Cryovac® Freshness Plus®, Woolpack Australia for Woolcool, DON KRC for Cryovac® Darfresh® Vacuum Skin Packaging, Botanical Food Company for Gourmet Garden Herbs & Spices, - SPC Ardmona for SPC ProVital® Easy-Open Portion Control Fruit Cup and SPC Ardmona for SPC ProVital® Easy-Open Portion Control Fruit Cup. The AIP was the first country in the world to launch the Save Food Packaging Awards.

The AIP was located in the World Packaging Organisation (WPO) area within the Save Food Pavilion which was created by Messe Düsseldorf as a key attraction of Interpack 2017. The WPO, and its Members, are supporting the SAVE FOOD Initiative which is a joint initiative of the Food and Agriculture Organization of the United Nations (FAO), the United Nations Environment Programme (UNEP), Messe Düsseldorf, and Interpack; the leading global trade exhibition for packaging and processing in Europe. The goal of the SAVE FOOD Initiative is to fight global food waste and loss; through a global alliance of all stakeholders.

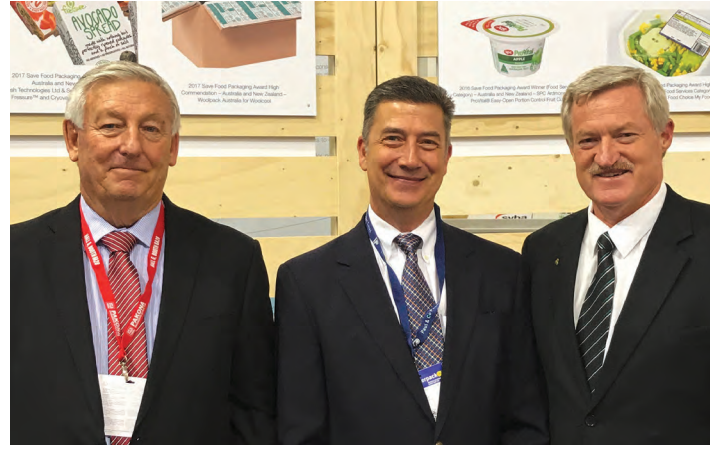
In order to support SAVE FOOD, the World Packaging Organisation (WPO) has recently added a new 'SAVE FOOD Packaging Award' to the renowned WorldStar Awards. The awards honour packaging solutions that distinguish themselves for reducing food losses and waste. The winners from across the globe were displayed within the WPO Save Food Org Pavilion.

The 16 participating WPO country members who also showcased innovative and unique Save Food Packaging designs and Food Waste concepts were Argentina, Australia, Austria, Brazil, China, Croatia, Czech Republic, Finland, Germany, India, South Africa, Spain, The Netherlands, UK, USA. APO (African Packaging Organization) and APF (Asian Packaging Federation), that joins countries, respectively, from the sub Saharan region and from Asia, also confirmed their participation. WPO member in Lebanon will coordinate the participation of the country as well as Morocco, Egypt and Tunisia in only one group.

A significant number of AIP Members visited the stand and it was a tremendous opportunity to showcase Australian and New Zealand Save Food packaging design innovations on a global scale. The AIP look forward to showcasing many more of our innovations at interpack 2020.































## CONVENIENCE DRIVES ON-THE-GO FOOD PACKAGING IN AUSTRALIA



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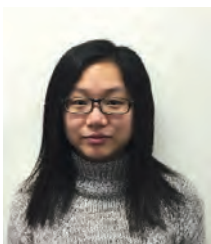
As Australian consumers are increasingly time-poor, they have embraced a number of pack types. The presence of stand-up pouches that feature plastic screw caps, for example, has

expanded into a number of product areas, such as baby food and yoghurt. This combination was initially adopted for prepared baby food, where there is a need to cater to on-the-go lifestyles. Adults possess the need for mobility, particularly in the morning, when they often lack the time for a sit down breakfast. To cater for this growing target audience, brand owners have established the 'liquid breakfast', part of flavoured milk drinks, which are packaged in brick liquid cartons. Sometimes the issue is less to do with not having time to sit down for a meal than with cooking the meal. The demand for ready meals has grown as a result, with the related packaging options of ready meal trays – in the case of chilled ready meals – and folding cartons for both shelf stable ready meals and frozen ready meals.

### OUTLOOK

The success of baby food in stand-up pouches, flavoured milk drinks in brick liquid cartons and ready meals in either ready meal trays or folding cartons has been so great that their popularity is expected to continue to grow over the next five years. In terms of growth rates, however, these trends may have reached their peak. The demand for prepared baby food and dried baby food, for example, may slow due to an expected softening of the birth rate, following the slight rise that has been described as a mini-baby boom since 2007. At the same time, the ageing of the Australian population, and consequently high number of Australians leaving the work place, will mean that the proportion of consumers feeling time pressures with such severity that they are unable to sit down for or cook a meal will subside. The need for solutions to the hectic pace of modern life will remain, but for a significant portion of the Australian population this will no longer be an issue.

### ALICE YU, RESEARCH ANALYST



Alice is a research analyst at Euromonitor International. Her main area of research is in packaged food and fresh food. Alice holds a double degree in Economics and Psychology (with Honours). Her professional interests include issues surrounding the sustainability of food and food packaging. You can connect with Alice on LinkedIn <https://www.linkedin.com/in/alice-yu-18042775> and find further global packaging insights from Euromonitor International at <http://blog.euromonitor.com/category/packaging>.

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## PIZZA POD COULD REVOLUTIONISE AUSTRALIA'S FAVOURITE TAKEAWAY EXPERIENCE

### INNOVATIVE FEATURES

- The Zume Pizza Pod is a clever application of existing raw materials and the converting processes, as well as features an innovative, functional design.
- Benefits accrue across the supply chain, as well as for the consumer before, during and after the use experience.

### CONSTRUCTION MATERIALS

- Sugar cane bagasse, a sustainable agricultural by-product that is then converted to make a moulded pulp package.

### ENTER THE PIZZA POD

**D**eveloped by Zume Pizza in Mountain View, California, the "Pizza Pod" is a delivery package unique in both form and function. Visually it stands apart from the standard square, one-piece scored and folded, corrugated box. Its unique round shape provides instant differentiation, and is more conducive to the standard round pie offering. It is also a two-piece construction, which alleviates the setup time associated with folded, corrugated boxes. Both the top and bottom pieces nest for efficient shipping and maximise storage prior to use.

From a materials perspective, it continues to impress. Both the top and bottom are sourced from sugar cane bagasse, a sustainable agricultural by-product that is then converted to make the moulded pulp package, certified compostable by the Biodegradable Products Institute and EU/DIN. Using this material, the Pizza Pod weighs about 17% less than a corrugated box designed to hold a pizza of the same size.

But the real magic is how it helps maintain a hotter, less greasy and better tasting pizza. The tray design incorporates geometric elements moulded into the base to increase the stiffness and make the tray more rigid. The tray also has eight equally divided grooves that lead to a central circular recess which can guide any liquid or oil/grease from the hot pizza after being cut. As grease and oil drain into the channels and away from the pizza, the pie doesn't risk soaking in those liquids. This not only prevents the pizza from becoming soggy, it also makes it a bit healthier.

### TOPPING IT OFF

The lid of the Pizza Pod has a circular dome structure. Because the top of the dome is approximately 5 centimetres above the pizza, the moisture from steam evaporation accumulates in the headspace of the dome – rather than cooling and falling back on the product. This enables the Pizza Pod to keep a pizza warm and crisp longer than traditional delivery options. As the base is not attached to the domed lid like conventional corrugated pizza boxes, it can be used on a table as a serving tray.

What's more, the flat top of the domed lid provides outstanding billboard opportunities via direct print or labels. In Zume's case, the brand's logo has been embossed into all four sides of the moulded pulp lid, providing 360-degree brand recognition.

### MINTEL POINT OF VIEW

- With the exception of GreenBox, which maintains a similar construction to standard one-piece, corrugated pizza boxes, most changes to takeaway pizza boxes have focused on branded graphics. The Pizza Pod has the potential to become a brand messaging platform.
- Using an eco-responsible base material, the Pizza Pod meshes with Mintel Trend 'Moral Brands', which is based on the premise that consumers expect brand owners to do more on their behalf, and do right by the planet simply because it's the right thing to do.
- Pizza Pod is more than just a pretty face. Its myriad structural attributes benefit the supply chain, foodservice operators and end consumers, delivering cost and time savings to suppliers and operators, and a better takeaway food experience for consumers.



### PACKAGE FOCUS

<b>Brand &amp; Product Name</b>	Zume Pizza Pod (pronounced "zoom")
<b>Primary Package</b>	Two-piece moulded pulp tray and lid
<b>Product Category</b>	Takeaway pizza/ foodservice
<b>Package Details Innovative Factors</b>	Unique eco-responsible material use; innovative structural design that reduces foodservice crew setup time and required storage space; functional elements that keep pizza warmer longer, crispier and free from grease/oil soaking

Without question, Australians have a profound love for pizza. It is arguably their favourite takeaway food, and accounts for more than 50% of takeaway orders in Melbourne, according to takeaway service, Foodora. But no matter if the preference is "plain", the "lot" or the egg-topped "Aussie", pizza lovers are united in their quest for a flavourful and even healthier pizza. To the latter, Mintel research indicates that while health concerns may not always be top of mind during a pizza consumption experience, there is a demand for takeaway foods with improved nutritional profiles and an overall better-for-you sense.

Mintel is the world's leading market intelligence agency. David Luttenberger is Mintel's Global Packaging Director. He has 25 years of diverse global packaging experience.

For more information, please visit: <http://www.mintel.com/packaging-market-research>



## QENOS LAUNCHES ITS DIRECT CHANNEL FOR THE SPECIALTIES POLYMERS MARKET



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**Q**enos - Australia's sole manufacturer of polyethylene – is set to extend its industry reach by launching its specialty polymer distribution group, **eXsource**. The launch of eXsource opens a direct channel that offers a new and expanded product range of local and international specialty polymers. A pioneer in the Australian polymer market, Qenos has been supplying polyethylene to the manufacturing and processing industries for over 60 years. The launch of the eXsource channel represents a significant investment in this growing market.

"The launch of eXsource is an exciting chapter for us. It means that we can now offer businesses big and small an accountable and reliable supply of the best local and international polymers. I'm thrilled to offer businesses the chance to directly source the quality raw materials they need, including specialty polymers and Qenos Polyethylene", said Ged Beckton, eXsource Business Manager.

Previous winners of the Victorian 'Manufacturer of the Year', Qenos' ongoing commitment to the manufacturing and processing industries means eXsource customers will benefit from the significant investment and ongoing technological advances of the group. With the coverage and scale of Qenos logistics, eXsource customers will enjoy an extended product range and services previously only available to larger polymer converters.

The new eXsource channel will:

- Partner with leading principals to provide a wide range of polymers from manufacturers such as Qenos, Bluestar, ExxonMobil Chemical, LyondellBasell and others
- Offer a wide range of products including: synthetic rubber, EVA, EAA, plastomers, HCR resins, BOPP, bitumen modifiers, tackifying resins, polymer modifiers, styrenic thermoplastic rubbers, thermoplastic elastomers and polybutadiene
- Provide comprehensive customer service and a hassle-free supply and logistics program.

"Through eXsource, we can extend the Qenos strengths of great service and reliable supply to a much broader customer base" says David Francis, Sales, Marketing and Technology Manager at Qenos. The team at eXsource looks forward to talking with those in the industry to discuss how they can add value to their business. To find out more, contact eXsource directly on 1800 331 230 or [www.exsource.com](http://www.exsource.com).

About eXsource: A specialist group within Qenos, eXsource supplies a wide range of polymers manufactured by Qenos, Bluestar, ExxonMobil Chemical, LyondellBasell and others. These polymers and additives are used in flexible packaging films, injection moulding, blow-moulding, hot-melt adhesive applications, polymer and wax modification, pipe and cable, bitumen modification and other polymer conversion processes.

<http://www.qenos.com/internet/home.nsf/web/eXsource>





# RESULTS FOR TODAY—IDEAS FOR TOMORROW

Written by Michael B Halley FAIP



**F**or some the Lenten season is not a good time to visit a food innovation establishment, but members of the Australian Institute of Packaging and guests did just that in early April.

A site visit had been arranged to CSIRO's food innovation centre in the outer Melbourne suburb of Werribee. The amassed scientists and specialists to host the meeting made it memorable, and many thought-provoking statements were forthcoming.

The Werribee site works closely with other CSIRO facilities in South Australia, Queensland and New South Wales plus one in Jakarta, Indonesia. But the latter is not the only offshore involvement as a number of projects have been with international clients.

Anyone working in food technology, packaging or almost any manufacturing discipline would have collected worthwhile information to carry them into the future. The future being mapped out by CSIRO entails better food with longer life and quality which in turn leads to quantity.

Lloyd Simons, Business Development Manager, led the discussion and gave a detailed presentation explaining the functioning of the facility. Afterwards discrete groups were taken on a tour of inspection. The confidential nature of testing and programming meant that only some of the equipment could be viewed. But the explanatory overview by the technologists gave the same understanding as if the machines were actually working.

There does not appear to be any piece of equipment or technology involved in food, ingredient or equipment manufacturing that the CSIRO's food innovation centre is not across. The manufacturing facility includes most of the traditional unit operations used in the food industry such as separations, extrusion, retort, pasteurisers, UHT and dryers. They not only have traditional food processing equipment, but are also world-leaders in emerging food processing technologies. The inspection tour covered the basics but there was ample opportunity for the visitors to question the guides.

CSIRO, prioritises client confidentiality, hence the group was only taken to areas where no client work was in progress. CSIRO as an organisation have 1200 small to medium businesses [SME] and 2800 industrialists as partners. One hundred and fifty nine companies have started after involvement and there are around the same number of "spin off" operations attached to already established companies that sought assistance.

We were privy to a list of company success stories covering all manner of processes and activities. As expected when at the leading edge of technology many new words enter the lexicon. CSIRO's food innovation centre is home to the world first extrusion porosification technology (EPT) plant.







The technology can dry numerous products and ingredients with higher solids content and operate at lower temperatures than spray drying.

Community Chef was probably unknown to any of the visitors but it is arguably a shining light in the success stories. The company tackled the very serious matter of feeding the elderly, people with a disability, hospital patients and aged care residents. Nowadays Community Chef provides more desirable portion sizes with improved protein density and nutrition. Apart from the wellness aspect less food is wasted.

Preshafood was one of the first company's in Australia to utilise High Pressure Processing [HPP], following its introduction into Australia by CSIRO's food innovation centre with the help of a Victorian government infrastructure grant. The technology uses high pressure rather than heat to kill yeasts, moulds and bacteria and improves the shelf life of chilled fruit juices by fivefold. The technology has allowed the company to expand and create new work opportunities.

In an ever-growing litigious society the provenance of food becomes a major issue for processors and brand owners. CSIRO has developed tools to determine the provenance of any primary food product. Not only does this give the consumer confidence but it allows the manufacturer to differentiate their product. [Although not a CSIRO development A2 milk would be an example]

So whether you are a Vegan, Vegetarian, Omnivore, or Carnivore the folks at CSIRO have you in mind as they approach each new challenge. The CSIRO Total Wellbeing Diet has already inspired thousands of Australians to lose weight and improve their overall health. The collection of recipes based on the scientifically proven programmes will have had their genesis at CSIRO. Another example is CSIRO's 3D mastication modelling which demonstrates how researchers can reduce salt, sugar and fat in foods as well as how to incorporate more fibre and nutrients and even how to create new food sensations.

So now that Easter has arrived, and we indulge in traditional seasonal food don't Passover the invitation from CSIRO's food innovation centre to use their expertise.



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**A**IP NSW Members recently had the opportunity to tour the Blackmores Campus, primary site for global operations. The site visit demonstrated sustainable building design features incorporating an on-site tri-generation power plant. Running parallel to the grid, it provides much of the buildings energy, heating and cooling needs. Attendees also saw the wellness centre which provides staff access to a gymnasium, pool and health and wellbeing services. The tour also included the Blackmores primary packing facility, smart warehousing and distribution which helped us to better understand how Blackmores' products are produced to both exceed and comply with the high quality standards as set out by the Therapeutic Goods Administration (TGA) in-line with the code of good manufacturing practice. The AIP would like to thank Jackie Smiles MAIP and the wonderful Blackmores team for hosting this tour. A great site visit and a great company!



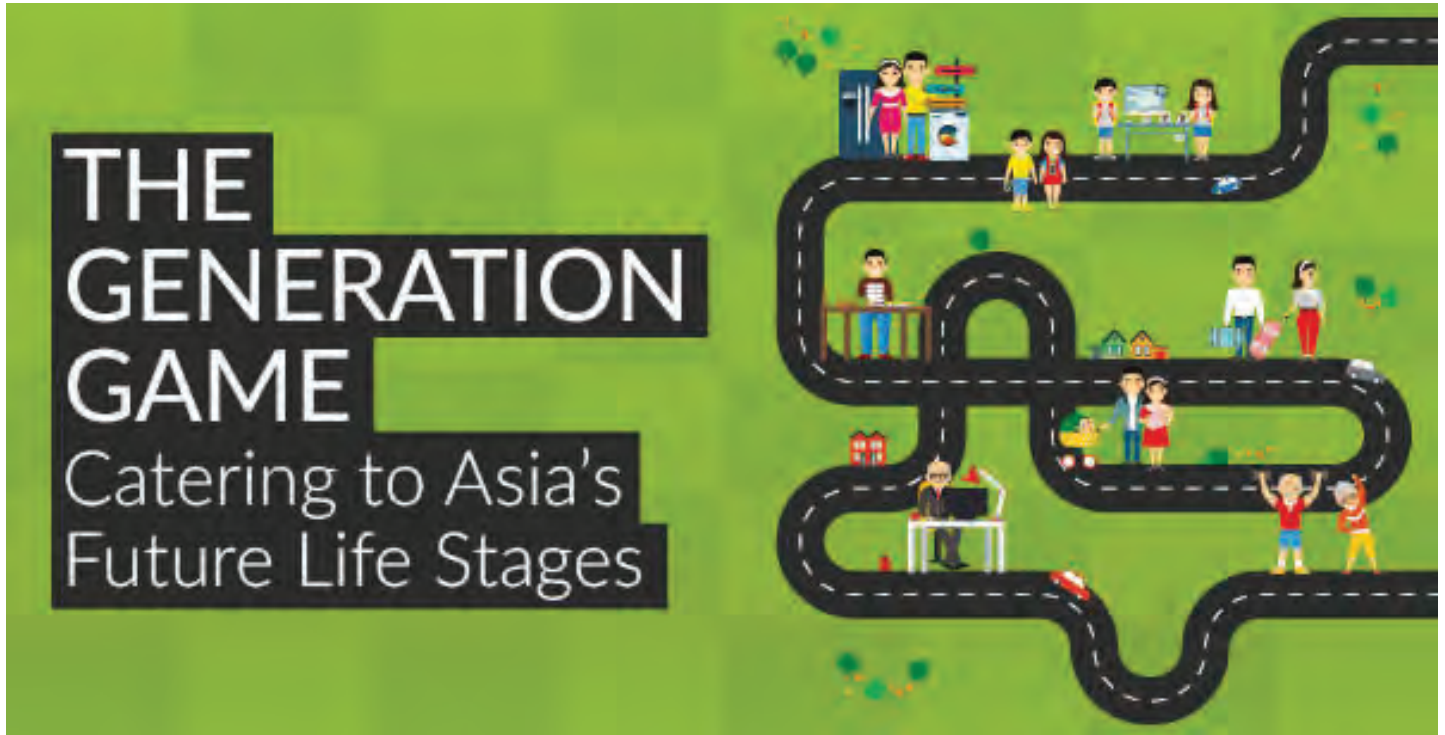




## FREE WHITEPAPER: UNDERSTAND THE DIFFERENT LIFE STAGES OF THE ASIAN CONSUMER

MINTEL

Mintel has identified eight life stages that consumers across Asia are experiencing. From childhood to seniority, factors such as urbanisation and declining birth rates are shifting consumers wants and needs. Download this whitepaper now to discover how brands are innovating with campaigns, products and services, and explore new ideas of how you could implement this to better target your consumer.



[DOWNLOAD THE FREE WHITE PAPER HERE](#)

## NZ AIP MEMBERS HEAD TO REPLAS



**A** IP NZ and Packaging Council of NZ members recently headed to Replas Plastics Recycling Plant in Auckland; 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. A huge thank you to Harry Burkhardt for his support of the AIP and for allowing us to tour his facility.

# Interactive forums offer fresh insights

Today's consumer demands clearer messaging, an interactive experience, and sustainable materials in their packaging, as PKN discovered at Auspack's 2017 National Technical Forums.



**A**USPACK'S 2017 National Technical Forums, organised by the AIP, offered a chance for show delegates to come away from the busyness of the stands and glean insights from experts in packaging and processing.

Speakers included Mintel's trend and innovation consultant Laura Jones, Euromonitor International research analyst Sara Agostino, Food Innovation Australia (FIAL)'s Najib Lawand, and many more. We share some of our key take-outs.

## CLARITY, EXPERIENCE, AND GREEN PACKS

Mintel's Laura Jones regularly produces category-specific reports for the ANZ markets, and was able to share key trends which are impacting packaging design: clarity on pack; experience; functionality; and a shift towards green packaging.



Consumers are demanding more clarity on pack, especially when it comes to the product's health claims.

## 1 CLARITY ON PACK

Jones says consumers are seeking more honesty and clarity on pack than ever.

"With many people cutting out allergens, they are wanting information on what ingredients products contain," she says.

"It's important for brands to 'say it loud' and explain the pack's contents in such a way that consumers can understand the technical ingredients used."

Mintel found that 20 per cent of Australians are now avoiding (or intending to avoid) carbohydrates; 11 per cent are avoiding gluten; and nine per cent, dairy.

As a result, the shift towards clean labelling is gathering steam, and mandatory labelling is helping consumers make better dietary decisions.

More packaging designs are championing the real, wholefood ingredients inside, with some even bringing the ingredients list to the front of pack.

There has also been a move to use more specific symbols which communicate information.

The Coles' Future Friendly Sourcing Program is one initiative which responds to consumer demand for information, and the rise in QR codes that prove the product is contaminant-free, as well as NFC technology linked with spirits and wine packs, reflect concerns.

## 2 EXPERIENCE IS EVERYTHING

In an attempt to create excitement, more brands are seeking inspiration outside their category and researching other packaging

types and designs, whether it's a perfume bottle that looks like a spray pump or a dairy-based drink that uses high-end artwork on its label.

Also big within the experience trend are thermochromatic inks which indicate when drinks are chilled and ready to consume, and thermochromatic coatings which warm the hands, such as those used in the Naked skincare range by Neretin.

There are even biodegradable cups that can be eaten – a boon for time-poor consumers on-the-go.

## 3 GREEN PACKAGING

In the Asia Pacific region, eco-packages are a growing trend, with a growing focus on reducing packaging materials.

For example, some cereal companies in the US have done away with the cardboard outer layer and are using just the bag for packaging.

In another attempt to reduce waste, supermarkets are encouraging customers to bring their own serving vessels when using weigh-and-pay in-store dispensers.

There has also been a wave of alternative packaging such as edible packaging made from milk proteins whereby the whole pod can be dropped into a cup of coffee and consumed.

## DRINKING TO BETTER IDEAS

Euromonitor International's research analyst Sara Agostino also had some key insights. She works in the alcoholic, hot, and soft drinks category.

Considered one of the most successful beverage packaging formats, especially in the soft drinks category, PET bottles are

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**RIGHT:** Beef jerky packaging is becoming more edgy as consumers in export markets seek Paleo products in convenient pouches.

**LEFT:** Danone asked TLC to develop a design scheme for personalised packs to cater to the growing 'lunchbox market'.



THIS ARTWORK BY SMASHBRAND, US

growing exponentially in the Asia Pacific, according to Agostino.

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.

"There's definitely room for growth in carbonates and juice segments in this region," she says.

The rise of the 'super mum' has also influenced growth in beverages, with double-income households spending more money on their children, and products that save time.

This is seen in the uptake of beverages such as liquid breakfasts, whereby consumers are willing to pay more if the product 'buys time' for them.

The 'lunchbox market' is also gathering steam, with beverage packaging designs catering to the interests of children.

Some companies have used imagery from Frozen to promote their beverage brand, and others, such as Danone, have opted to leave a space for children to write their name on the bottle to personalise it. Asahi's Pop Tops range reflects a trend towards lowering sugar in children's drinks, and there's been an increased focus on creating smaller pack sizes.

The premiumisation trend has seen brands promote a wider range of 'added benefits' such as recyclable packaging and 'all natural' attributes, conveyed simply and clearly on pack.

Premium packages are often also see-through, in order to convey the freshness of contents.

### EXPORTING AND THE ART OF GOOD STORYTELLING

Buyers are more interested in packaging than the product inside, according to Najib Lawand, the general manager of market development for Food Innovation Australia (FIAL).

Lawand says Australia's supermarket heavyweights are in competition for the best price, but when it comes to reaching the Asian market, price is less important than product variety.

"With exporting it's a race to come up with the best product rather than the best price," Lawand says.

"People want health-related products that are also convenient – such as single-serve protein balls.

"Buyers are loving them at the moment."

Key export markets are also paying attention to packaging.

"Appearance is everything," says Lawand.

"Buyers are more interested in what the product looks like, and whether they can visualise it on shelf.

"We often find they don't even want to taste samples of the product – instead, they're looking at colours and designs. Size is also important due to the small amount of space in Japanese and Korean fridges."

Lawand has seen a lot of innovation in beef jerky packaging – with an array of single-serve options and pouches being developed.

Export markets are also interested in such things as beef broth in pouches, and Paleo ingredients. ■

## DR CAROL LAWRENCE ELECTED AS AIP PRESIDENT

**AT** the AIP AGM held at Auspack, the institute elected a new national president and announced its new board for 2017.

Dr Carol Lawrence was appointed AIP president, and PKN spoke to her shortly after the appointment was announced.



"I'm excited to have the opportunity to lead the AIP with the support of a highly experienced team of industry professionals heading up the regional divisions and the board," Dr Lawrence said.

"Our focus at the AIP is principally on education, and during my tenure I'll work with my team on continuing to develop our wide range of educational programs in the lead up to the National Conference next year.

"I'm privileged in my role also to have access to a number of immediate past presidents, all of whom still play an active role in the institute and in the Australian packaging industry."

Dr Lawrence has already made a significant contribution to the labelling and packaging industries in Australia, with a career that spans over 20 years.

### THE 2017 AIP BOARD IS AS FOLLOWS:

Dr Carol Lawrence, national president; Pierre Pienaar (AIP education director & chair Northern Region); Jason Field (associate, Northern Region); George Ganzenmuller (associate director, Northern Region); Anthony Peyton (director & chair, Southern Region); Greg Roberts, associate director, Southern Region; Joanne Cockerill (director & chair Central Region); Brent du Preez, associate director Central Region; Nerida Kelton, AIP executive officer; Ralph Moyle (education co-ordinator); Craig Wellman (treasurer).



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# 2nd APO Residential Training Program Records Great Success

Recently a 6 days Residential training organised by Graphics Packaging Communication LLC and African Packaging Organisation (APO) with the support of World Packaging Organisation (WPO) and Australian Institute of Packaging (AIP) was held at Golden Tulip Hotel, Festac, Lagos Nigeria.

The First batch of the training on Pharmaceutical and Cosmetics Packaging Technology was held from 24th-27th March while the 2nd batch on Food & Beverage Packaging and its Application took place on 1st to 3rd April, 2017 respectively and it was well attended by lots of participants from different organisation like Shongai Technologies,

Federal Institute of Industrial Research Oshodi (FIRO), Standards Organisation of Nigeria (SON); Sonnex, Flour Mills, Nigeria Export Promotion Council (NEPC) among others.

The lead trainer was Prof. Pierre Pienaar, Vice President, Education, WPO and Mr. Kishan Singh, Institute of Packaging, South Africa others are Mr Albert Oderah Igbokwe, Account Manager Packaging and Specialty Plastics, Dow Chemical West Africa (ICP); Mr. Kunle Oye-Igbemo, GS1; Mr. Adeyemi Ayoade, Lorache Limited, Dr. Augustine Okoruwa, Project Manager, PLAN/GAIN and Mrs. Jane Omojokun, Nugata Consult Limited.

The photo reel captures the training exercise:

**NPJ**



Mr. Kishan Singh



Prof. Pierre Pienaar



Cross Section of Facilitator, Trainers and Participants at the Pharmaceutical & Cosmetics Training



# Presentation of Certificate to Participants



*Mr. Yakins Abu receives his certificate*



*Mr. Eneh Ndubuisi, Managing Director, Mkpoko Ikenga Limited*



*Mr. Adunola Folayemi, Executive Director, Libra Circle Limited*



*Miss Okodugha Rebecca*



*Mr. Onukwube Philip C., Procurement Manager, N.N. Fems Ind. Ltd*



*Mr. Ponnambalam Pugalentiti, R & D Manager, Metcem Limited*



*Miss Umeasiegbu Gloria*



*Mrs Folashade Oba*







Cross section of participants at the Food & Beverage Packaging & Its Application Training



Participants during training session



Mr Albert Oderah Igbokwe, Account Manager Packaging and Specialty Plastics, Dow Chemical West Africa (ICP);



Participants at the training



Dr. Ajani Sakirudeen Abidemi (2nd left)



Omokide Sherifat Aliu



# 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, Mondelez 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.