

## AIP PRESIDENT EXPLAINS BIODEGRADABLE AND COMPOSTABLE PACKAGING



**B**iodegradable and compostable packaging are not interchangeable. Dr Carol Kilcullen-Lawrence FAIP, CPP, the national president of the Australia Institute of Packaging (AIP) explains why. Compostable and biodegradable – two terms that are often used interchangeably, but in reality actually mean very different things.

In light of the recent Australian Environment Ministers announcement that 100 per cent of packaging in Australia will be reusable, recyclable or compostable by 2025 we need to better understand how we can really achieve this and how different this target is compared to the packaging waste streams that are in place today.

The first step is to understand the difference between compostable and biodegradable packaging.

Everything will degrade over time but true biodegradation occurs through a biochemical process, with the aid of enzymes produced by naturally occurring microorganisms, both in the presence and absence of oxygen i.e. aerobic or anaerobic, without leaving behind any toxins, yielding only carbon dioxide, water and humus or biomass.

Biodegradable packaging is either completely or partially derived from a renewable source – like paper or starch – or, if it is petroleum based, is specifically engineered with the aid of additives, to decompose in the natural environment. Such additives change the chemical composition of the plastic.

While this does not affect its manufacturing, use or shelf life, such that it differs functionally from other plastics, it is significant at the end of life. A biodegradable plastic will be considered a contaminant in the plastics recycling stream, as on being exposed to moisture and appropriate microorganisms, the biodegradation process will commence.

Compostable packaging has an organic origin, like sugar cane, bamboo or paper, and can broadly be classified into two types:

1. one that which will compost in a home compost; and
2. one that requires an industrial compost facility.

Industrial composting can cope with a wider range of compostable products as it involves pre-processing – where materials are ground and chipped down into smaller pieces, and in addition, industrial composting provides the higher temperatures needed for more efficient break down.

Home composting takes place at much lower temperatures and over an extended time frame, which can typically go up to a year, compared to a matter of weeks for industrial composting. And what people and organisations need to realise is that there is a different set of standards for materials suitable for home composting, which is governed by Vincotte a Belgium-based certification organisation.

While not currently available in all regions of Australia, industrial composting facilities are becoming increasingly widespread with many more councils and private companies providing bins where food scraps and compostable packaging can be disposed of within existing green waste collection services. Known as FOGO, participating councils are considering potentially reducing landfill collections to fortnightly, allowing FOGO collections to become weekly. However, most councils also know that there will need to be significant consumer education to ensure the right types of compostable and biodegradable packaging are disposed of in such services.

One of the ideal situations to utilise compostable and biodegradable packaging is at public events where the inputs to the waste stream can be controlled by those at the arenas. In such situations if all food packaging is manufactured from compostable organic sources and biodegradable plastics, then disposal facilities that capture this with the food waste will allow the packaging to be industrially composted together.

This is an ideal solution as many types of biodegradable and compostable packaging cannot be recycled, hence cannot be placed in kerbside recycling. It would be impossible for a consumer to identify the difference between a biodegradable PLA plastic container with a visually identical petroleum-based polymer one.

The move to biodegradable or compostable packaging is real, and with a 2025 target, now is the time to identify not only the most suitable sustainable solutions to suit each product, but to also ensure that the packaging waste streams have the capabilities to manage this change.

THIS ARTICLE WAS REPRODUCED WITH PERMISSION FROM FOOD&BEVERAGE INDUSTRY NEWS

<https://foodmag.com.au/aip-biodegradable-compostable-packaging/>

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

### INTRODUCTION TO SUSTAINABLE PACKAGING DESIGN HALF-DAY TRAINING COURSE + MRF VISIT

VIC

**WHAT:** How do you work your way through the maze of demands to change packaging to meet environmental challenges? This course is designed to assist anyone who is responsible in their business to make packaging changes to meet 'War on Waste' questions, changes to retailer and consumer trends and behaviours; while not spending any more money at the end.

**PRESENTER:** Ralph Moyle FAIP CPP, Education Coordinator, Australian Institute of Packaging

**WHEN:** Wednesday 7 November

**WHERE:** Banyule Rethink Education Centre, Bellfield, VIC

### DIAGEO SITE TOUR

NSW



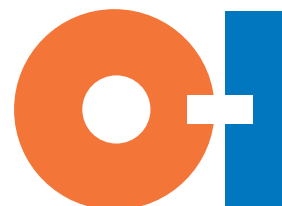
**WHAT:** Diageo is a global leader in beverage alcohol with an outstanding collection of brands across spirits and beer – a business built on the principles and foundations laid by the giants of the industry.

**WHEN:** Thursday 8 November

**WHERE:** Diageo  
4 Distillers Place  
Huntingwood NSW 2148

### O-I NEW ZEALAND SITE TOUR

NZ



**WHAT:** O-I NZ is New Zealand's only glass bottle and jar manufacturer and has been operating from its Penrose, Auckland site since 1922. They have a diverse product range, making glass packaging for New Zealand's world-renowned wine, beer, juice and water brands. They proudly operate 3 furnaces and 6 production lines, managing multiple colour changes, 24 hours per day, 7 days a week, 365 days per year.

**WHEN:** Friday 30 November

**WHERE:** O-I New Zealand  
752 Great South Road, Penrose

### AIP NATIONAL PARTNERS





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



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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 SUPPORTS SPE CONFERENCE: THE FUTURE OF PLASTICS AND THE CIRCULAR ECONOMY

VIC

#### \*AIP MEMBERS TO RECEIVE A DISCOUNTED PRICE TO ATTEND

#### WHAT:



There are a number of significant issues facing the plastics and packaging industries. One of these issues is waste plastics in the environment. Another one being what to do with the ever-increasing volumes of plastics waste in Australia now that there are limitations in the number of countries in the World which are willing to accept our surplus waste.

The National Sword Policy by the Chinese Government, which has virtually called a halt to our waste exports, seems to be a blessing in disguise for our plastics industry in Australia (and elsewhere in the World). This Policy has shaken the industry and society into action.

This action was long overdue and has been a consistent message for the last eight years at the annual conference on Plastics and Waste held by the Australia-New Zealand Section of the Society of Plastics Engineers. It is now time that we all work together to find and implement solutions; with industry associations like the AIP and the SPR playing an important role.

The SPE Conference: The Future of Plastics and the Circular Economy aims to contribute to these discussions by presenting actions, solutions and supporting technology from across the globe (and locally) which could assist Australian society in its collaborative effort.

This shift will mean adjustments, investment and research. It will create new jobs, new industries and expand existing ones. It will bring along a change in behaviour. 'Pull' will have to be created in the supply chain for recycled materials by including recycled content in the products which we manufacture. Our plastics packaging industry will benefit from these changes, as will society in general. The AIP and SPE jointly support this effort. We encourage you to attend the SPE Conference and learn more. All AIP Members will receive a discount to attend.

**For the program and registration go to <https://www.plastics.org.au/single-post/2018/09/28/The-Future-of-Plastics-and-the-Circular-Economy>**

**WHEN: Thursday 15 November**

**WHERE: Pullman Melbourne on the Park, East Melbourne, Victoria**

### AIP MEDIA PARTNERS

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

### VIC ANNUAL CHRISTMAS DINNER

VIC



**WHAT:** AIP Members, colleagues and partners are invited to celebrate the close of 2018 at a dinner at Lord Cardigan Restaurant. Established in 2007, Lord Cardigan Restaurant is the brainchild of husband and wife team, John Singer and Dominique Bolger. Lord Cardigan's conception was an obvious choice for the couple, John's passion and commitment to creating thoughtful and beautifully presented dishes, using only the freshest ingredients of the season, combined with Dominique's warmth and affable style front-of house, creates a mood of quiet indulgence. Be ready to participate in the Christmas Trivia and win the 2018 Trivia Award.

**WHEN:** Wednesday 28 November

**WHERE:** Lord Cardigan Restaurant  
59 Cardigan Place, Albert Park 3206

### AIP QLD FOODBANK HAMPER PACKING DAY

QLD



**WHAT:** Every year the Australian Institute of Packaging (AIP), in collaboration with other industry associations, spend their Christmas Party differently. Rather than holding the standard Christmas Party the AIP Members are invited to be a part of something very special; packing 1000x Family Hampers and 300x Ladies Hampers which are given to Foodbank to help those in need during the holiday season. Over the last seven years, our industry has packed over 6500 hampers to the value of in excess of \$700,000 for people in need, with all of the items either donated, or the funds raised by the Association and the wider industry. The AIP invites you, your staff, colleagues and families to come and help us pack the hampers on the 7 of December. All ages are invited to attend this special event with the oldest volunteer to date being 85 and the youngest 5. Help us make a difference in someone else's life.

**WHEN:** Friday 7 December

**WHERE:** Eagle Farm Race Track - Function Area  
230 Lancaster Road, Ascot 4007

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We currently have an exciting opportunity available for a Packaging Technologist with strong manufacturing experience to join our Boronia based team. As the technical expert for packaging materials on site your responsibilities will be broad and will include:

- Establishing, improving, validating and managing all technical specifications of packaging components.
- Accountability for delivering all packaging design changes including but not limited to new product introductions, product transfers and site changes.
- Creating and maintaining packaging component drawings, specifications and bills of material
- Providing technical and analytical packaging input and support to assist with problem solving and to support and improve production activities on site.
- Maintaining a strong relationship with manufacturing, procurement, regulatory and global teams and external suppliers.
- Project Management for packaging component or equipment related projects.
- Making an active contribution to site change control processes relating to packaging.

### **To be successful you will have:**

- Experience in a Packaging Technologist role within a manufacturing environment.
- Experience with cartons, flow wrap and blister packaging technology and products.
- Knowledge of the performance of packaging component materials and processes (e.g foil, plastic, glass, board, vanish, glues, inks etc)
- Relevant technical degree such as Science or Engineering and/or a diploma or post graduate qualification in Packaging.
- Experience in GMP or highly regulated environment (preferred)
- Experience in packaging development related to new products, including development of packaging design, technical transfer, process and packaging configuration validation.
- Ability to work effectively and collaboratively in a complex matrix environment.
- Experience in a lean manufacturing environment (preferred)
- A continuous improvement outlook and autonomous working style.

**If you are looking for a career with purpose then please apply using the link below**

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**recently attended the 101st World Packaging Organisation (WPO) Board Meetings which were hosted by China National Export Commodities Packaging Research Institute (CEPI) in Jinan, the capital city of Shandong, China.** Shandong, with a history of more than 5,000 years, is considered one of the birthplaces of Chinese civilisation including Confucius and is often called the 'Spring City' for its famous 72 artesian springs.

Over 30 WPO Member countries were represented during the week; a week which consisted of an International Green Packaging Summit hosted by CEPI, World Packaging Organisation Board Meetings, judging for the WorldStar Packaging Awards, WPO Sustainability, Education and Marketing committee meetings, an informative site tour of the Labthink main head office and networking events with the local packaging industry. The week was made all the more memorable with the generous sponsorship from Labthink who celebrated their 30th anniversary this year and who looked after the WPO Board Members for the entire week.

## INTERNATIONAL GREEN PACKAGING SUMMIT



With over 300 people in attendance the International Green Packaging Summit covered topics such as Sustainable Packaging, Food Waste, Save Food Packaging Design, Packaging and the Circular Economy, Green Packaging, Energy and more. Pierre Pienaar FAIP, CPP, President of the WPO and AIP Education Director opened the conference and helped set the scene for the global packaging industry.

The local packaging community had the unique opportunity to hear from a number of WPO representatives which enabled them to attain a global understanding of these most important topics. Pierre's presentation also highlighted how the WPO is a key link in accessing the wider global packaging community.

I was personally interested in hearing about the Green Development Strategy for China and how companies like Alibaba have a '2020 green logistics blueprint', Beijing INCOM have developed the intelligent packaging recycling machines, how green packaging has replaced packaging as a necessity in China and the importance of working together globally to develop a more sustainable packaging future.

## Other takeaways from the Green Packaging Summit were:

- Plastics has taken 150 years to manipulate this planet
- Should we consider global rebates for collection of packaging materials? What true value-added incentives are there for companies?
- What is the sweet spot for creation of optimal Sustainable Packaging Design?
- Is the current approach and definition for circular economy too narrow? How do we also discuss repurposing?
- Packaging recyclability does have an end of life and we need to review what happens once packaging can no longer be recycled.
- It is critical that we must be able to measure the positive (protection) of food in packaging.
- This is a global problem, not a country problem and we must all work together to find the solutions.



A highlight of this event was when our very own Packaging Innovation & Design Award Winners Fresh Technologies/ Sealed Air and Woolcool were recognised as Best-Practice Save Food Packaging Designs. A proud moment I must say to know that 300 people from the packaging industry in China heard about two amazing innovations from Australia and New Zealand and that they were being recognised globally.

## WORLD PACKAGING ORGANISATION (WPO) COMMITTEE MEETINGS



One day of the WPO biannual meetings is focused on committee meetings that discuss education, sustainability and marketing. These meetings allow all of the country members from across the globe to discuss their own initiatives, learn from others and also develop global strategies for the WPO.

A key outcome from the education meeting included the AIP becoming the liaison between the IoPP in the US and all WPO member countries rolling out the global Certified Packaging Professional (CPP) Program for their region. I was asked to be the point of contact for each country rollout due to the work the AIP has already undertaken over the last few years for our own CPP program.

I am pleased to advise that we have already started work with Nigeria and South Africa on their programs. Countries to follow will include Spain, Brazil, Turkey and Kenya. The long-term objective is to have all WPO Member countries encouraging their local members to attain the Certified Packaging Professional designation which will ultimately lift the level of professionalism, skills and expertise globally for packaging designers and technologists. We look forward to seeing the growth of this program across the world.

An outcome from the Sustainability committee meeting is that the AIP will be working on the development of the Save Food & Sustainable Packaging Design Pavilion at Interpack 2020 with the wider team led by Antro Säilä from Finland. As the AIP have led the development of Save Food Packaging Design Awards globally it is only apt that we have been given the opportunity to contribute to the new pavilion layout, design and case studies posters for the Save Food program. This is an exciting project that I look forward to reporting further on as it progresses.



## WORLD PACKAGING ORGANISATION (WPO) BOARD MEETING



The 101st WPO Board Meeting was only the second meeting that I have attended as the ANZ Board Member so it was great to see such passion and genuine love for packaging across the globe. Even though I am new to the Board I was invited to present the ideas from the Sustainability Committee regarding the Interpack Save Food & Sustainable Packaging Design pavilion which was a great personal development moment.

Much was discussed during the board meeting covering everything from global education training programs, the roll out of the CPP program, improvements to the WorldStar Packaging Awards, the plans for Interpack 2020, speaking opportunities for WPO Board members and a calendar view of packaging activities across the globe. The WPO now has 54-member countries and continues to grow and expand their reach and has a great Public Relations and Communications program to ensure that not only the WPO's activities and programs are being recognised and promoted wherever possible, but also the member countries.

## WORLDSTAR PACKAGING AWARDS JUDGING

What was possibly the longest and most difficult day during the week was the judging for the WorldStar Packaging Awards. As a first time judge I soon realised that all of the entries have actually been recognised by experts within their fields in their domestic awards programs and are already winners of innovative packaging designs. The depth of entries and the amazing innovations I saw during the judging were extremely encouraging and I look forward to speaking about some of the stand outs once the judging has been finalised.



## CHINA NATIONAL EXPORT COMMODITIES PACKAGING RESEARCH INSTITUTE (CEPI)



I would like to extend the AIP's sincerest thanks to WPO Member Country and host for the week, China National Export Commodities Packaging Research Institute (CEPI), as without them the event would not have been so successful. CEPI was founded in 1974 approved by the former Ministry of Foreign Trade and Economic Cooperation.

CEPI is responsible for packaging technology research, packaging standardisation, packaging experiment and testing, packaging designing and consulting, international cooperation, green packaging alliance, military packaging services, information and consulting and the academic journal 'Green Packaging'.

Packaging and Environmental Standardisation is a key component of CEPI's work and they continue to develop research of packaging standardisation and draft national and industrial standards as well as undertake the domestic and international operation of standardisation in the domain of packaging. A special thank you must go to our host Sabrina Zhaou and her amazing team who were there for all us at every turn.





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## AIP CONTRIBUTES TO 101ST WORLD PACKAGING ORGANISATION (WPO) BOARD MEETING *Cont'd*



I have taken a lot away from the week and what struck me most is that we have so much to learn from each other and developed countries like Australia and New Zealand, have a responsibility to help the developing countries wherever possible with their packaging education and training. I truly believe that the global packaging community can be stronger if we work together. I look forward to being a long-term contributor to the WPO and I am excited about AIP's future contributions to the global packaging community. I encourage all of you to join the WPO Linked In, Facebook and Instagram social media pages so that you too can become a part of the global packaging community.

- **Facebook** - **WPO – World Packaging Organisation @wpoorganisation**
- **Twitter** - **@WorldPackOrg1**
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Nerida Kelton MAIP  
Executive Director – Australian Institute of Packaging (AIP)  
ANZ Board Member – World Packaging Organisation (WPO)



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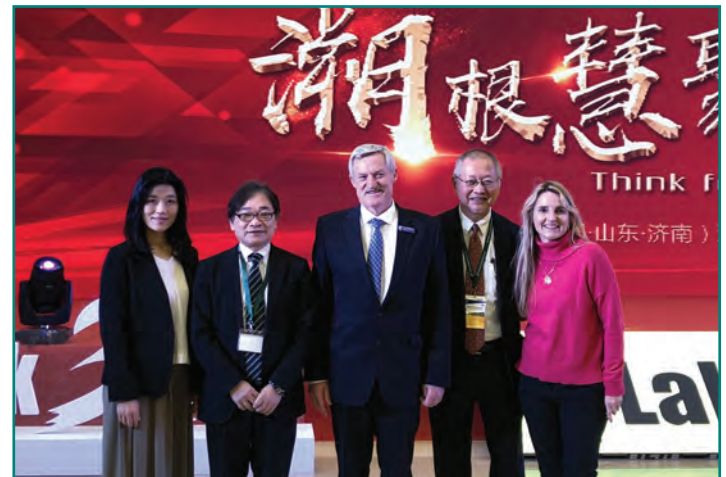






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## AIP CONTRIBUTES TO 101ST WORLD PACKAGING ORGANISATION (WPO) BOARD MEETING *Cont'd*







**T**he World Packaging Organisation (WPO) biannual meetings were made all the more special due to the hospitality and generous support of Labthink Instruments; an AIP supporter and recent exhibitor at our 2018 AIP National Conference.

Labthink Instruments Co., Ltd is a multinational company that is devoted to helping customers succeed, employees grow and brands gain respect. The headquarters of Labthink is in Jinan, China; its international headquarters is in Boston, USA and its SAC IT Center is in Hong Kong, China. The company has more than 50 international distributors and more than 30 international service providers. Their core businesses include the R&D of laboratory testing instruments, packaging testing and test data processing services.

They are dedicated to providing integrated professional quality control solutions for packaging manufacturers, food and beverage producers, medical and pharmaceutical companies, and daily chemical and printing industries.

All Labthink testing instruments are featured with advanced testing technology and comprehensive configurations. Instruments are professionally used for flexible materials testing, which mean more accuracy, more precision. They also provide free training and door to door services for their equipment. Equipped with Labthink testing instruments, Labthink Laboratory provides consultative testing services for food and packaging industries. Not only provide test results and reports, the lab technicians also help customers to find and solve problems with reliable and considerate services. Labthink Packaging Safety Testing Center was established in 2000, which is divided into a Research Laboratory and Cloud Testing Centre. The total area of laboratories reaches 410 m<sup>2</sup> and testing area is 360 m<sup>2</sup>. 120 testing instruments, which are worth a total of 30 million US dollars, are utilised to perform a variety of test items including barrier, tensile property, heat seal, hot tack, COF, thickness, tear strength, impact resistance, heat shrinkage, leakage, flex durability, adhesion, colour fastness, and GC, etc.

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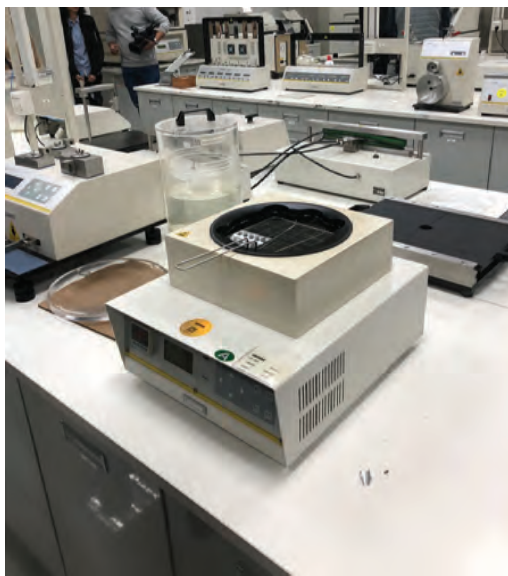
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## AIP MEMBERS PACK 38,256 MEALS FOR FOODBANK



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**T**he Australian Institute of Packaging (AIP) is pleased to advise that they have continued their long-standing partnership with Foodbank by introducing a new volunteering day in Victoria; with the first day held in October.

The new AIP Warehouse Volunteering Program allows our members to work directly with Foodbank Victoria to help the Yarraville Warehouse pick and pack on-line orders and mixed grocery boxes. The AIP Foodbank Warehouse Volunteering Program provided the opportunity to better understand how Foodbank works and was a combination of picking and packing of on-line food orders and packing mixed grocery boxes. The on-line orders have been placed by many of the 470 charity partners who look after the thousands of Victorians currently experiencing food insecurity. The mixed groceries items are donated by school students, community groups, clubs and corporate organisations who run food drives to provide the ingredients for the food boxes. Their charity partners are able to order these boxes which they then pass on to those families or individuals who need that extra help with grocery items.

The AIP Warehouse Volunteering Program provided vital work supporting struggling Victorians and the contribution of the AIP Members is extremely valuable. Not only have their efforts supported Foodbank Victoria, they have supported numerous charities across the state by packing their food orders, packing around 1600 boxes of cans and also packing a range of mixed vegetables for Foodbank Victoria. Together the AIP team packed a mammoth 21459 kgs, equivalent to approximately 38256 meals for our community. 38626 meals are the equivalent of feeding a family of 4, 3 meals a day for about 9 years. The AIP will continue this program in 2019 and will be announcing new dates shortly. All of industry is invited to join the AIP in this program. For more information please email [info@aipack.com.au](mailto:info@aipack.com.au)







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## AIP MEMBERS PACK 38,256 MEALS FOR FOODBANK



### What the attendees learnt about Foodbank

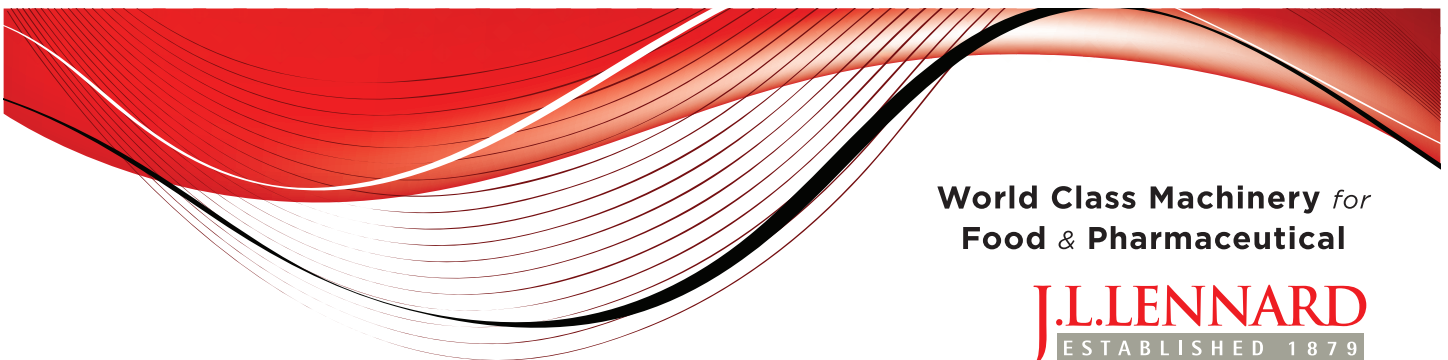
- Extensive activities across the whole of Victoria
- School breakfasts are a big part of their activity
- Very slick operation and well organised
- Good facility and came across very professionally

### What they personally gained from the day

- A sense of fulfillment
- Good to work in a team with people you don't know
- Soon got a good flow of materials and "production" going after a slow start
- I don't have to lead every activity I do
- A sense of achievement in quantities we repacked
- Puts your own life into perspective with respect to access to foodstuffs
- Would do it all over again

### What volunteering meant to the attendees

- Giving something back to the community
- Good start to the week; it was a Monday morning
- Good corporate social responsibility action to reflect on
- Great team building exercise for our staff
- Opportunity to give back to those in need



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In September 2015, the United Nations General Assembly adopted a set of 17 Sustainable Development Goals (SDGs), which include Target 12.3's call for halving food waste and reducing food losses worldwide by 2030. This third annual progress report assesses advances by governments and companies over the past 12 months relative to a three-step approach for reducing food loss and waste: target, measure, and act.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

How are we doing on **SDG Target 12.3?**

“The **Food Waste Atlas** is a hugely important tool to find and report data on food loss and waste to help companies and governments benchmark action globally.”

MARCUS GOVER | Chief Executive, WRAP



Photo by Lance Cheung/USDA

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12 RESPONSIBLE CONSUMPTION AND PRODUCTION

How are **Countries** doing on **SDG Target 12.3?**

	2017	2018
<b>TARGET</b> Set specific food loss and waste reduction targets	Some progress	Some progress
<b>MEASURE</b> Quantify food loss and waste within borders, operations, or supply chains	Little progress	Some progress
<b>ACT</b> Implement programs, technologies, and investments	Some progress	Some progress

champions123.org CHAMPIONS 12.3

## KEY MESSAGES

### 2018 Progress Report

- **The food loss and waste challenge is monumental and it is urgent.** One-third of the world's food is lost or wasted, costing the global economy \$940 billion every year and emitting 8 percent of annual greenhouse gases. At the same time, more than 800 million do not have enough to eat.
- **SDG Target 12.3 provides a historic window of opportunity** to address this challenge. While Target 12.3 is ambitious, it is achievable.
- **To meet Target 12.3 in the remaining 12 short years, governments and companies should move quickly and boldly** to (1) set reduction targets, (2) measure and publicly report food loss and waste within their borders or supply chains, and (3) enact policies and programs that will reduce this inefficiency.
- **In its new publication, SDG Target 12.3 on Food Loss and Waste: 2018 Progress Report, Champions 12.3 benchmarks progress by the public and private sectors toward achieving the Target.** While momentum is growing and progress in 2018 is promising, much more needs to be done if this important target is to be met on time.
- **The report finds companies are embracing food loss and waste reductions consistent with Target 12.3, with nearly two-thirds of the world's 50 largest food companies now participating in programs with a food loss and waste reduction target.** More than a quarter of the 50 largest food companies are also measuring their food loss and waste, though more must publicly report their data and begin work with their suppliers to reduce food loss and waste in their operations.



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



### How are we doing on SDG Target 12.3?



Achieving SDG Target 12.3 for food loss and waste will require big acts by big players, as well as **millions of acts by everyone from farmers to consumers.**

Photo by Ann Lusch/Flickr

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12 RESPONSIBLE CONSUMPTION AND PRODUCTION



### How are we doing on SDG Target 12.3?



**More than 1/4 of the world's 50 largest food companies** now measure food loss and waste within their operations.

Photo by Andrew Parsons/i-Images

champions123.org CHAMPIONS 12.3

- **The report finds national-level initiatives are growing, particularly public-private partnerships, but government efforts are not yet sufficient across the world to achieve Target 12.3 by 2030.** An estimated 30 percent of the world's population lives in a country or regional bloc with a specific food loss and waste reduction target. The United Kingdom, United States, Denmark and the Netherlands are emerging as world leaders setting an example for other nations.

## KEY FACTS ABOUT FOOD LOSS AND WASTE

- The number of people facing chronic food deprivation rose to nearly 821 million in 2017, compared to around 804 million in 2016 (FAO).
- One-third of the world's food is lost or wasted, totalling more than a billion tons annually (FAO).
- Food that is harvested but ultimately lost or wasted consumes about one-quarter of all water used by agriculture each year (Kummu et al.). It requires land area greater than the size of China to be grown (FAO). And it generates about 8 percent of global greenhouse gas emissions annually (FAO).
- Food loss and waste results in roughly \$940 billion in economic losses globally per year (FAO).
- A family of four in the United States wastes an average of \$1,500 per year on food they do not consume. That figure is about £700 per year for the average household with children in the United Kingdom (Buzby et al. 2014; WRAP 2015).

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12 RESPONSIBLE CONSUMPTION AND PRODUCTION



### How are we doing on SDG Target 12.3?

**“For grains alone, the value of post-harvest losses in Africa are estimated to equal \$4 billion per year, an amount that could help feed 48 million people. Tackling food loss is critical to Africa. Hence it is time for us to take action, and our new strategy is the foundation for that action.”**

**AMBASSADOR JOSEFA SACKO** | African Union Commissioner for Rural Economy and Agriculture



Photo by ILRI/Gerard

champions123.org CHAMPIONS 12.3





**A**s President of the World Packaging Organisation (WPO) I was invited to attend, for the first time, Tokyo Pack. Thanks to Japan Packaging Institute (JPI), a very active WPO member, who invited and hosted me in this certainly the 'jewel in the crown' of packaging expo's in this region. Being there was also a great opportunity to celebrate the 50th Jubilee of another WPO member in the region, Asian Packaging Federation (APF). In addition, it is also the 50 year since the establishment of WPO, which happened in Japan in September 1968. So, it was a double celebration for me, and how wonderful it was to be able to do so at Tokyo Pack along with the Asian community of APF.

And the most vivid impression: The Japanese packaging industry does what they believe is best and most suitable for their industry and for the Japanese consumers.

Japan has a great tradition of opening ceremonies and this one was no exception, full of beautiful pomp and ceremony. I loved the vibrancy and the buzz that went along with the Expo. From day 1, I felt mesmerised by the colourfulness of Japanese packaging. Where we in the west seem to be decluttering our packaging, Japan is going in the opposite direction, full of colour and vibrancy. I got the impression that they follow the demands of their own society and the culture of Japan. This was confirmed on a number of stands where I discussed the trends in Japan. I love the fact that they project and follow their chosen future, and not follow industry norms of other cultures and other regions. They are satisfied in themselves, which was also evident in what I would call over-packaging. But again I was reassured that this is what the Japanese consumer wants and demands as it gives them security and safety.

The expo layout made it so easy to cover all areas and stands, and one could quickly do comparative analysis because all was so close and easy to get to. I found the Japanese people indeed friendly helpful and kind, nothing too much effort and they always tried to please their overseas visitors. It would have been nice if I could speak Japanese as many stands could not communicate with me being only English speaking. It was fun trying to make oneself understood by gestures and sign language and of course some body language too.





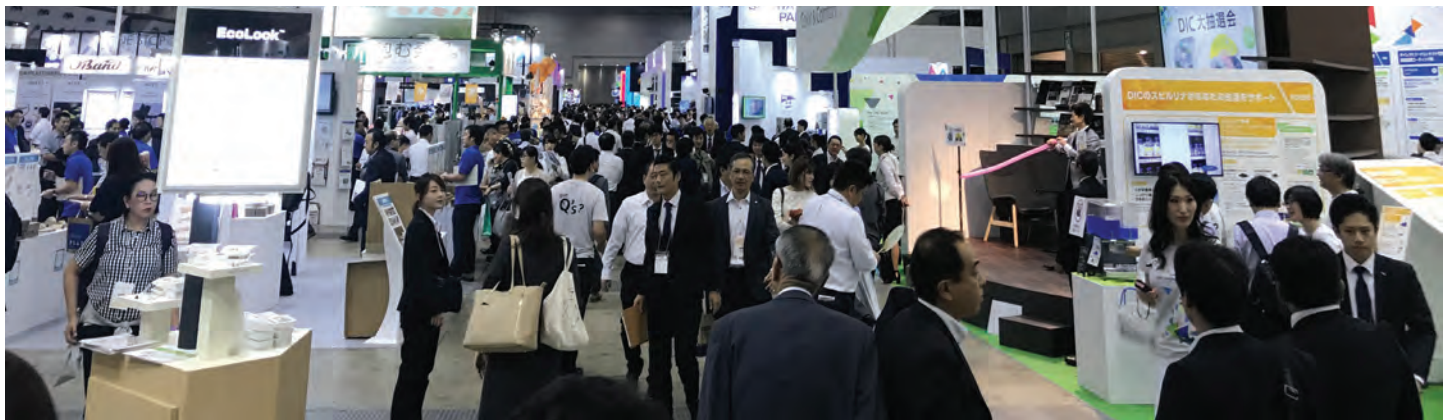


There was a fair variety of packaging, however the machinery stands well out-numbered the packaging material and components, which certainly would have favoured anyone interested in equipment and machinery. I am more a packaging materials engineer but it was certainly good for me to brush up on my machinery knowledge regarding latest technology and systems.

I would comfortably say that it was a good updating expo for Japan, when one relates it to the previous expos that have taken place around the world over the past 18 months. It is imperative that all those involved in packaging are able to enjoy such expos in their own region to update themselves with the latest packaging information on technologies, ideas, materials, packaging 'gimmicks' and simply rekindle friendships and establish new networking opportunities.

Thank you Japan Packaging Institute (JPI) for a wonderful opportunity to visit your beautiful country.

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



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**Y**our brand - the first thing a customer recognises on your packaging and how they associate goods with your brand and its business reputation. Businesses protect their brand value by registering trade marks for their brands. But what happens if you lose that trade mark (ie the exclusive right to use it for your brand)? A trade mark registration is vulnerable to being removed if the registered owner does not use it. But using it, without losing it, is not as simple as it may seem.

## 1. Who can apply to remove it?

Trade marks are registered for specific goods and services. You can have the same trade mark as someone else if they are registered for different goods or services.

Anyone may apply to remove a trade mark from the register for any or all of its registered goods and services if the trade mark is not used for those goods or services.

That person does not need to be an 'aggrieved person'. Although it can be anyone, it is often a competitor.

## 2. When are you vulnerable to losing it?

Currently a trade mark owner must 'use' the trade mark within 5 years of the filing date of the registration. This period will be reduced to 3 years by 25 February 2019 (or earlier).

This means if the registered owner does not use a trade mark within 3 years from the filing date, anyone may file a non-use application to have the trade mark removed. Use after that time may be enough to defeat a non-use application. However, timing is everything.

## 3. When will a non-use application succeed?

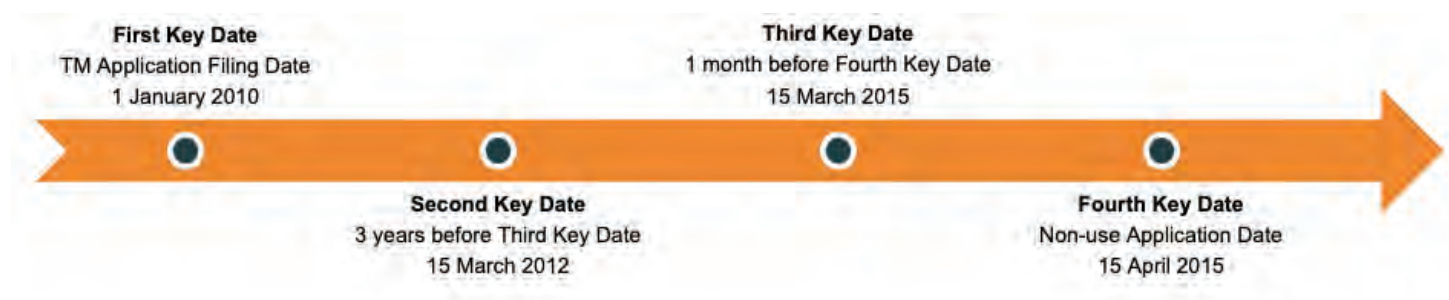
The trade mark will be removed from the register if the registered owner:

- (a) fails to oppose the non-use application; or
- (b) is unable to show it 'used' the trade mark for those goods and services in the 3 year period ending 1 month before the non-use application date.

This means the registered owner will no longer have the exclusive right to use that trade mark for those good or services.

The life of a non-use application timeline (with example dates):

The registered owner needs to provide evidence of use of the trade mark for the relevant goods and services between the Second and Third Key Dates.





### 4. 4 tips to ensure you are 'using it'

Registered owners need to ensure they are 'using' their trade marks. Bespoke's Intellectual Property team suggests the following as a basic guide to 'using it':

#### (a) Be careful when making changes to your trade mark

The trade mark you 'use' must be substantially identical to the trade mark on the register. Additions and alterations that do not substantially affect the identity of the trade mark may be allowed. However, the test is relatively strict.

**TIP:** Make sure your marketing and design team check new products and labels against the original registered mark before they are rolled out.

#### (b) Consider the standard of your use

Even minimal use, such as a single sale of a product with that trade mark, may constitute use.

But what if sales have only been overseas or through e-commerce platforms?

In borderline cases, the registered owner may be required to show evidence of 'an objectively ascertainable commitment' to supplying the goods or services in Australia. Discussions with distributors may not be sufficient in these circumstances, for example.

**TIP:** Make sure you consider if you have 'used' the trade mark in good faith well before the 3 year period expires and seek expert advice if there is a risk you have not satisfied the requirements for 'use'.

#### (c) Ensure you control use by your associated companies and licensees

Many businesses utilise their corporate structures to protect assets, including intellectual property. For this reason, a non-trading company is often the registered owner of a trade mark, which it licenses to its related trading companies and/or third party licensees (eg local distributors).

In this scenario, use by the 'registered owner' is still required. So, what should registered owners do in this situation?

**TIP:** First, the registered owner should have a trade mark licence agreement with the licensee (being the related trading company or third party user). The licence should clearly specify the rights of the licensee to use the trade mark as an authorised user. The registered owner's right to control the trading company or third party's use of the trade mark should also be specified. Second, and often most importantly, the trading company or third party's use of the trade mark must be 'under the control' of the register owner. This is determined on a factual basis.

Financial or quality control will often suffice. However, issues may arise when the trading company has authorised a third party (eg an overseas manufacturer) to use the trade mark. In this case, the registered owner is not exerting financial or quality control over the user of the trade mark, being the third party. Instead, registered owners may be required to prove that they knew of and approved the trading company's 'use' of the trade mark and that the manufactured goods were made 'under the aegis' of the registered owner.

Third, this is complex so seek advice from trade mark experts.

#### (d) Have a well thought out specification

From the outset, each trade mark specification should be well thought out and drafted by a trade mark expert before filing. A balance needs to be struck between covering the broadest range of goods and services possible (to achieve maximum protection) and ensuring the specification does not include goods and services that your business is unlikely to use the trade mark for within the grace period (currently 5 years, soon to be 3 years).

If the specification is too broad, you may risk losing your trade mark registration for those goods and services if challenged by a third party. Regardless, you may be required to go through the time and expense of providing evidence of use for the goods and services you have used the trade mark for.

**TIP:** Think about your current and future use of the trade mark and how you will use the trade mark to associate goods and services with your brand and reputation. Seek expert advice before filing.

If you are a brand owner and want to protect your trade marks, get in touch with Bespoke's Intellectual Property team for assistance with conducting a trade mark audit of your business, applying to register your trade marks, corporate structuring advice and other trade mark issues as they arise.



Omid Komeili  
Lawyer, Bespoke  
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**P**ACK EXPO is the largest international packaging exhibition in its region; alternating between Chicago and Las Vegas each year. The 2018 event was held in Chicago.. There were more than 2500 exhibiting companies spanning nearly 116 000 sq m of exhibition floor space, making it the largest packaging show in 2018.

As always the World Packaging Organisation (WPO) had a booth manned by various executive members for the duration, and having a steady stream of visitors throughout the show. In addition the WPO co-organised with PMMI the first ever Forums, where both Nerida Kelton and Johannes Bergmair from the WPO Executive Team presented along with invitees, Prof Karin Proctor (RIT, USA) and Franco Mercado (Teckdes, Argentina). It was a resounding success with many of the presentations filled to beyond capacity. The show proved rewarding due to the variety of exhibits, the sheer number and the ease and proximity of the booths; all under one roof.

There was a good focus on packaging to help reduce food losses where companies were offering oxygen-absorbing technology for flexible packaging that can more than double the shelf life of some food products. The technology is embedded in a film layer within flexible packaging and safety extends and protects original food flavours, aromas and textures without sachets or packets.

Ideal for retort packaging applications and organic and gluten-free products that are vulnerable to food spoilage without the need for preservatives or additives.

It was interesting to learn that in the USA the Drug Supply Chain Security Act will make item-level serialisation mandatory at beginning of November 2018. This will do wonders for the industry related to serialisation and compliance thereof.

It was great to learn that there is now a water-based (not solvent) adhesive available with a significant temperature range from hot to cold and has no added fillers to the adhesive, thus no very strong odours and a better shelf-life.

Some ultra high barrier film were on offer where the metallised barrier layer is locked in, thus preventing it from being damaged in downstream processing using a protective top-coat.

I discovered that a recent trend is the movement towards paperboard and corrugated blanks versus pre-glued. Paperboard and corrugated blanks have cost-saving benefits and require machinery to form. This has led to greater need for full automation, with erecting and forming integrated into the line compared to simple packing automation.







What was evident at this show was the environmental concerns impacting on the packaging industry, for example the general move to Doypacks. Another example would be the move towards more recyclability, in general.

With regards to machines. Of interest was a new launch of a two robot case loading system with vision allowing processors and co-packers to pack both vertical and horizontal on the same line. There was a new launch of a stretchy new flat belt surface, practically eliminating dust build up with a higher coefficient of friction moving 30kg cartons on inclines up to 16 degrees.

There were various in-line printing solutions directly onto flat, contoured, cylindrical or taper-walled containers. Some good ideas with regards to sustainable dry ice cleaning solutions, with less unscheduled downtime, cleaning more effectively with no abrasiveness.

On show were some new ultrasonic sealing systems producing high-quality seals as narrow as 1 mm, reducing packaging material, documented savings, increased shelf-life and package strength. They could also prove a reduction in manufacturing waste and energy use which was a bonus.

## World Packaging Organisation (WPO)



What was evident at this show was the trend for food packagers looking to improve production and switch to package formats in just minutes. On offer were machines offering an easily rotatable sealing jaw. The vertical form fill seal bagger can run pillow bags, gusseted bags, three-sided seal bags and stand-up pouches, all on the same bagging machine.

In conclusion, there was much discussion at the show around eCommerce packaging and the impact and changes that eCommerce is creating along the supply chain, from product manufacturing to delivery. The consensus is that eCommerce is not changing the rules of the game, it is starting a whole new game.

I was encouraged by the participation from a number of universities across the USA being involved in this show and actually having booths that were very interactive with other show attendees. Networking was very evident and always of great value. I always find that the value I attach to networking and the time I put into it is directly proportionate to the return thereof. PACK EXPO 2018 again proved this very positively.

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



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# Food waste battle heats up

With the goal of halving food waste in Australia by 2030, the National Food Waste Strategy and Fight Food Waste CRC have their work cut out. PKN asked AIP executive director Nerida Kelton to provide an update on progress.



**W**ITH an estimated cost to the Australian economy of around \$20 billion each year, food waste is a serious problem. While the challenge of reducing food waste requires an end-to-end supply chain approach, the first step towards change is ensuring a long-term policy commitment by federal and state governments.

The good news is this step has been taken, with the development of the National Food Waste Strategy by Federal Government in November 2017. This strategy provides a framework to support collective action towards halving Australia's food waste by 2030.

Over the next two years Food Innovation Australia Limited (FIAL) will receive funding from Federal Government to develop the National Food Waste Strategy Implementation Plan, including a Voluntary Commitment Program and an evaluation framework to monitor progress. FIAL is an industry-led, not-for-profit organisation that collaboratively fuels growth throughout the Australian food and agribusiness industry.

Government recently appointed a National Food Waste Steering Committee, which will support the implementation of the National Food Waste Strategy. FIAL has been working with the National Food

## COLES COMMITS TO PLANTIC TRAYS

**SUPERMARKET** retailer Coles has introduced packaging made entirely from a combination of recycled and renewable material for its Coles Brand fresh meat and poultry products. Coles will buy an expected 121 million recyclable trays in 2018 from Australian manufacturer Plantic Technologies.

The barrier trays are made from recycled PET, with a thin layer of Plantic's renewable barrier material, which helps keeps the meat fresh.

During the recycling process, the thin Plantic plant starch layer washes away, allowing the PET tray to be recycled.

Plantic's materials carry the Australian

Recycling Label launched by the Australian Packaging Covenant Organisation (APCO), PlanetArk and PREP Design (see page 22).

Coles also recently pledged to halve food waste across its supermarkets by 2020, make all packaging of Coles Brand products recyclable by 2020, and reduce plastic wrapping on fruit and vegetables.

Coles also has plans to divert 90 per cent of all supermarket waste, including food, cardboard and plastic, from landfill by 2022.

The retailer will donate the equivalent of 100 million meals to people in need by 2020 by redistributing surplus food.



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Waste Steering Committee to help identify the short, medium and long-term initiatives crucial to the delivery of the strategy against the four priority areas that have been identified: policy support, business improvements, market development and behaviour change. The Implementation Plan is due in March next year and will provide the road map for Australia to meet the goal of halving food waste by 2030.

The steering committee has also been working closely with FIAL to identify the pathway to success for an industry-led and championed voluntary commitment program. This program is a call to action for businesses that want to deliver a meaningful and collaborative reduction in food waste through partnerships, collaboration, shared expertise and innovation.

### COLLABORATION AND COOPERATION

The Fight Food Waste Cooperative Research Centre (CRC) was approved in April 2018 to receive a \$30 million grant from Federal Government's CRC Program. The Fight Food Waste CRC involves 60 participants from around Australia and overseas, who collectively raised \$103 million in addition to the \$30 million from the CRC Program. This initiative marks an Australia-first, bringing industry, government and research bodies together to tackle, collectively and collaboratively, the food waste problem in this country.

**MAIN:**  
Woolcool insulated packaging has given ready meals company My Muscle Chef a sustainable and profitable point of difference.

## MORE FOOD FOR MORE PEOPLE GLOBALLY

**THE WORLD** Packaging Organisation (WPO) takes a holistic approach to the entire food-packaging supply chain, according to WPO president Pierre Pienaar.

"In the case of developing countries, the majority of loss occurs in the early stages of the food supply chain (production, handling and storage) due to insufficient storage facilities, lack of refrigeration, insufficient packaging, and challenging logistics, while for developed countries most food waste is in consumption," Pienaar says.

"The WPO will continue supporting the Save Food Project, an initiative of Messe Düsseldorf (Interpack organiser) and the UN's Food & Agriculture Organisation. Through WPO, these organisations aim to educate packaging professionals and society about the invaluable aspects of packaging: the fact that good and cost-effective packaging contributes to creating a more sustainable society," he adds.

Over the past four years, the WPO's Education Program has helped to bring packaging technology education to more than 1400 people in 32 countries through 41 training programs.



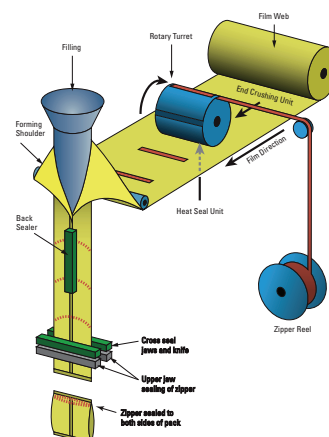
Pienaar believes there's a need for a globally collaborative approach to reducing food waste through the packaging industry.

"Countries like Brazil and South Africa, for example, have the infrastructure, the money, the skills and certainly the need to feed the masses and yet millions go hungry.

"Packaging alone cannot fix this problem. However, before we consider any packaging design, material, innovation, technology, or responsible, sustainable, reusable, environmentally friendly packaging, we must better understand and appreciate where the packaging industry really fits in the supply chain and how packaging can actually help to provide more food for more people," Pienaar said.

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## FOOD-SAVING WINNERS

THE 2018 WorldStar Save Food Packaging Special Award winner was announced during the 2018 AIP National Conference earlier this year, with one of the AIP's Packaging & Innovation Design Award winners taking home the gold.

Sealed Air New Zealand was awarded the gold award for the Fresh Technologies Ltd and Sealed Air Cryovac Freshness Plus design, which was developed for New Zealand's Fresh Technologies to extend the freshness of avocado and reduce product spoilage by 7.2 tonnes. A 90-day shelf life supports wider distribution and the three per cent growth in global consumption. With consumers seeking preservative-free freshness, Fressure avocado spreads and guacamole in Cryovac Freshness Plus deliver this.

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

Another PIDA Award winner Woolcool Australia (see main image, page 40) was also shortlisted in the same category and was awarded the bronze special award. Summer temperatures, long supply chains and deliveries that sit on a doorstep for 12hrs+ present challenges for the fresh food/meal delivery sectors as contents must arrive fresh, with maximum nutrition but also be safe to consume. Woolcool keeps food packed at 1°C chilled below 5°C for at least 24 hours. Woolcool works by wool fibres absorbing moisture from the air and minimising humidity or condensation to create stable temperatures. When the wool is enclosed in a micro-perforated, recyclable, food grade liner the wool can 'breathe' and a natural cooling system results. As there is no odour, Woolcool will not taint contents, according to Woolcool Australia.

As there were only four finalists globally for this special award category this is a significant achievement for the Australia and New Zealand packaging industries and for the Australian Institute of Packaging (AIP) who have led the Save Food Packaging Award program for industry.

### 2018 WORLDSTAR SAVE FOOD PACKAGING FINALISTS:

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

The Packaging Innovation & Design (PIDA) Awards run by the Australian Institute of Packaging, in conjunction with Packaging New Zealand, are the exclusive feeder program for both Australia and New Zealand each year into the WorldStar Packaging Awards. The winners and high commendations for the 2018 PIDA Awards are now eligible to enter the 2019 WorldStar Awards.



Championing the cause: AIP executive director Nerida Kelton (centre) at the Save Food Packaging display at Interpack with George Ganzenmuller, Orora (left) and Craig Wellman of Wellman Packaging.



The CRC's mission comprises three main aims: to reduce food waste throughout the value chain; to transform unavoidable waste into innovative high-value products; and to engage with industry and consumers to deliver behavioural change.

The Fight Food Waste CRC directly supports Federal Government's National Food Waste Strategy, working on identifying priority projects for the next three years.

The Reduce Program within the CRC will focus on providing knowledge, tools and solutions to understand the weaknesses and opportunities that exist across the food supply chain. This will be delivered through four key activities:

1. Map resource flows, waste and root cause analysis.
2. Review functions and consumer perceptions of packaging and processing.
3. Investigate product specific supply chains and identify opportunities.
4. Investigate methods to increase food donation and measure its social impact.

### PACKAGING INDUSTRY'S ROLE

The Australian Institute of Packaging (AIP) has already taken an active role in helping educate the packaging industry on the true role of packaging in minimising food waste by contributing to the National Food Waste Strategy, having a representative on the National Food Waste Steering Committee and as a core contributor to the Fight Food Waste CRC.

The AIP has also recently launched a new training course 'The Role of Packaging in Minimising Food Waste' which has run in Sydney, Melbourne, Auckland and Thailand so far this year.

In addition, the AIP is the first packaging institute in the world to develop the global Save Food Packaging Design awards.

The AIP have also been working on key criteria and guidelines for packaging technologists and designers to use as the standard for Save Food

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## “The Implementation Plan is due in March next year and will provide the road map for Australia to meet the goal of halving food waste by 2030.”

The long-term objectives of the AIP are to:

1. Encourage all packaging technologists and designers to use Save Food Packaging key criteria and guidelines. The key criteria include, but are not limited to: resealability; openability; improvement of barrier packaging and extension of shelf-life; portion control; better understanding of Best Before versus Use By dates; improved design to reduce warehouse and transport damages and losses; better use of active and intelligent packaging; and use of Life Cycle Assessments.
2. Ensure all packaging technologists and designers are using Lifecycle Analysis Tools within their Save Food Packaging framework. Today there is a strong focus on the environmental aspects of food packaging, to ensure that at the end of its life (after use of the product contained) that it can be reused, repurposed, recycled or composted.
3. Encourage manufacturers to design innovative Save Food Packaging and communicate such initiatives to customers and consumers.
4. Recognise a wider range of Save Food Packaging innovations through the Packaging Innovation & Design (PIDA) Awards and the international WorldStar Packaging Awards program.
5. Showcase best-practice award-winning Save Food Packaging innovations across ANZ.
6. Contribute to consumer education and engagement projects to change the narrative around packaging's roles in minimising food waste. ■

### SEALED AIR TEAMS UP WITH KURARAY

SEALED Air Corporation has a new agreement with Japanese company Kuraray, owner of Australian company Plantic, to supply packaging materials derived from Plantic bio-based resins.

Sealed Air president Karl Deily said the company was expanding its portfolio of sustainable solutions with bio-based materials.

“This solution enables us to offer a renewable packaging option and continue helping the industry address food waste by extending the shelf-life and freshness of food,” he said.

Sealed Air will offer Plantic materials to package perishable foods such as poultry, beef and seafood in the US, Canada and Mexico. The materials provide an effective oxygen barrier that's also cost-competitive with traditional rollstock barrier films, according to the company.



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# PREPped for the future

**PREP Design co-founder Anthony Peyton reflects on the dialogue around packaging waste, and the future of sustainable packaging in Australia.**

If you consider all the discussions about the circular economy, sustainable packaging, ocean plastics, the recycling crisis, the War on Waste, then it's been quite a year. Internationally, nations are responding to consumer concerns about the impact of packaging on the environment, and Australia is leading the way.

In April this year, Australia's federal and state environment ministers pledged to have all packaging sold in Australia recyclable, reusable or compostable by 2025, with the Australian Packaging Covenant Organisation (APCO) given the role of leading this journey. While recycled content, waste prevention, extended product life and repair are also key planks of a circular economy, this is a mighty good start.

Key to the ministers' pledge was APCO's partnership with Planet Ark and PREP Design in January to make the Australasian Recycling Label (ARL) and PREP available to APCO's 1000-plus member organisations.

While other nations, including the UK, US, South Africa and France have launched comprehensive on-pack recycling label programs, only Australia and New Zealand had PREP to underpin the claims. That was until April, when PREP Design formed a partnership with On-Pack Recycling Label to adapt the PREP to reflect the UK's recycling ecosystem. This was achieved by working closely with resource recovery specialist Axion Group.

The launch of PREP UK will be timely, as over 80 companies have already signed the UK Plastics Pact led by WRAP, the first of a global network of such pacts enabled by the Ellen MacArthur Foundation's New Plastics Economy initiative. Under the Pact, companies have committed that by 2025, all plastic packaging will be reusable, recyclable or compostable.

So what is PREP and what is its value? Well, PREP simulates the fate of packaging when disposed either at kerbside or via



Anthony Peyton: Spreading the good news about PREP and the ARL.

REDcycle's store drop-off program (in Australia), allowing packaging designers to be fully aware of their acceptability in these collection systems prior to market release.

PREP's key value is that packaging designers receive immediate feedback why packaging is not recyclable so design changes can be considered. These immediate reports also speed up the new product development process by directing the artwork for the on-pack recycling symbols – recyclability reports can be generated in less than five minutes.

PREP is also distinctive in that it considers both the kerbside access levels and

the technical recyclability to determine a recyclability classification for all consumer packaging materials. Moreover, the architecture allows each nation to modify the settings to allow for local variations in the capacity of the recycling system. This is why the UK has adopted the tool and why many other nations are expressing keen interest.

The PREP assessment is based on tests conducted using a series of algorithms that are applied once the user enters packaging specifications (dimensions, weight, materials, additives, labels and so on) into the user-friendly, web portal interface.

**While other nations, including the UK, US, South Africa and France have launched comprehensive on-pack recycling label programs, only Australia and New Zealand had PREP to underpin the claims.**

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Each test has a parameter such as: 'Is PET compatible with PVC?' And the answer here is, 'No because these plastics are incompatible when recycled together', which is reflected in the project report.

PREP has been constructed based on detailed research, laboratory and field trials and input from across the recycling industry in Australia, New Zealand and the UK. It also draws on other international standards aimed at building a harmonised assessment framework, which is particularly beneficial for corporations selling products in multiple markets.

The test thresholds will be updated periodically by the National Host Organisations' advisers, such as APCO's Technical Advisory Committee (TAC), which was formed in March this year and made up of experts from the packaging and recycling industries.

While 'Fixed Data', such as the specific gravity of PET, will not need to be updated, 'Semi Fixed' data, such as the allowable contamination levels will need to be adapted to suit market conditions and 'Variable' data, such as kerbside contracts, will be updated annually.

Many of the global waste problems are caused by contamination because either packaging designers don't understand what is acceptable or consumers are given insufficient recycling guidance.

Packaging designers can now make recycling claims with confidence by using PREP, and the on-pack label programs in each nation will spread like wildfire to address consumer confusion. ■



#### ABOUT THE AUTHOR

*Anthony Peyton MAIP is the CEO and co-founder of PREP Design, a joint venture between GreenChip, Planet Ark and Innovyz Waste & Recycling Technologies. He is also southern director and Victorian chair of the Australian Institute of Packaging (AIP).*

## NESTLÉ BRINGS RECYCLING TO LIGHT WITH LOLLY PACK LABELS

**MANY** consumers are still in the dark about what packaging goes in which bin – and food company Nestlé has made it a priority to educate them.

In April, Nestlé announced its ambition to make 100 per cent of its packaging recyclable or re-usable by 2025 because the company wants none of its packaging, including plastics, to find their home in landfill or as litter.

And in August, it started implementing labelling to help consumers recycle correctly, with new labels now appearing on Allen's lollies in Australia and New Zealand.

Nestlé was one of the first to adopt the Australian Recycling Label (ARL), which has been designed to outline what product packaging is made from so consumers can correctly recycle.

The scheme, developed by Planet Ark, the Australian Packaging Covenant and PREP Design, recognises that most consumers want to recycle, but need clearer information.

Starting with Strawberries & Cream and Snakes Alive, the ARL can be seen alongside the REDcycle label on packs to inform consumers that all its soft plastic packaging can be recycled via the in-store collection scheme.

Nestlé Oceania packaging specialist Jacky Nordsvan told PKN the company is currently going through a process of assessing all its packaging using the PREP tool.

"We are looking at our whole range to see whether it's recyclable or not, and plan to put the ARL on all our locally produced packaging by 2020," she says.

"This covers confectionery brands such as Kit Kat, Milo, and Purina. We partnered with REDcycle in order to achieve compliance."

Nordsvan says there is still reasonably low awareness among consumers about what materials are recyclable, but that Planet Ark will be developing education programs for consumers around the ARL.

"That said, the topic of sustainability is boiling rapidly at the moment since the ABC's War on Waste has aired – there are lots of questions from consumers coming in, and the ARL is the perfect education platform," she says.

Nestlé has also had the opportunity to highlight to its own people the value of recycling – and the need for a packaging label.

"Starting with our head office at Rhodes we have run recycling workshops to educate staff on what can and can't be recycled," she says.

Into the future, Nestlé's focus will remain on three core areas: eliminating non-recyclable plastics; encouraging the use of plastics that allow better recycling rates; and eliminating or changing complex combinations of packaging materials.

According to the company, this means minimising the impact of packaging on the environment now.

Nestlé CEO Mark Schneider says tackling plastic waste requires a collective approach.

"We are committed to finding improved solutions to reduce, re-use and recycle so we can achieve 100 per cent recyclable or reusable packaging by 2025, and we hope others will join us," he says.



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