

AIP: PEAK PROFESSIONAL BODY FOR PACKAGING EDUCATION & TRAINING IN AUSTRALASIA

inside this issue...

Pages 30-31



APCO Launches New Consumer Education Campaign - Check It! Before You Chuck It

Pages 20-21



Get behind the Annual Hamper Program Virtually

Pages 2-11



WRAP UP of the 2020 AIP Australasian Packaging Conference Virtual Edition was on the 27th to the 30th of October.

The first-ever virtual edition of the AIP Australasian Packaging Conference is a wrap! 80 Speakers. 8 Countries. 20 Sessions. 28 Hrs of Content. 4 Days.

Pages 18-19



Meet the latest Certified Packaging Professionals (CPP) Graduates

Page 17



Position Vacant: Packaging Technologist - Asahi Beverages

Page 13



Tools to Help You Meet the 2025 National Packaging Targets: Training Course

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

NAME	GRADE	STATE/COUNTRY	NAME	GRADE	STATE/COUNTRY
Grant Amelung	Member	New Zealand	Andrew McLean	Member	VIC
Mark Gallagher	Associate	NSW	Susan O'Neill	Member	VIC
Maria Gonzalez	Associate	VIC	Simone Thomassen	Member	VIC
Janice Hookway	Associate	VIC	Shah Sefah Ahmad	Associate	International
Carla Martin	Associate	NSW			

THANK YOU FROM THE AIP



The Australian Institute of Packaging (AIP) would like to take this opportunity to **THANK YOU** for coming on this journey into the unknown virtual world of conferences. Without the unwavering support from our speakers, partners and delegates the 2020 AIP Australasian Packaging Conference: Virtual Edition would not be possible.

Please accept your delegate bag with our sincerest gratitude. The bags were made by the local Oxley Boomerang Bags Club volunteers over a three month period in preparation for the physical conference that was scheduled in April. The material was sourced from donated, recycled and upcycled fabric that was hand-made with love by many volunteers. We hope that you continually reuse the water bottle, and remember this event as you use the produce bags made from recycled content and the container covers made from beeswax.

Please share with us photos of you holding your bag and gifts on social media during the conference week. #2020aipconference #australianinstituteofpackaging and email the photos to info@aipack.com.au to use in our conference wrap up marketing.

The AIP looks forwards to 'seeing you' at the conference and in the meantime please stay safe.

Jason Fields FAIP
President
Australian Institute of Packaging (AIP)

PROUDLY SUPPORTED BY

PLATINUM PARTNERS



SILVER PARTNERS



BRONZE PARTNERS



SUPPORTERS



MEDIA PARTNERS

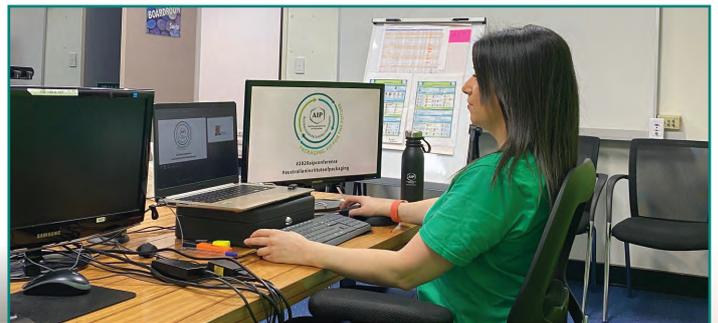


THANK YOU TO THE VIEWPOINT TEAM

The AIP would like to take this opportunity to thank the Viewpoint Team for their amazing work to design and create the conference software platform and then to ensure that the event was seamless for the four days.

The Viewpoint Team also undertook this during lockdown in Victoria making it all the more challenging for them. A special thank you must go out to Daniel Chalmers for taking the crazy ideas that the AIP had for the software platform and making them a reality. To Laurine Georges and her amazing team – Mischa, Kirsten, Melissa and Chantelle for your continued support of all things digital.

The AIP has now worked with the Viewpoint Team for the AGM, the PIDA Awards ceremonies, all of the virtual training courses and the conference. If you need any support for your virtual events we would strongly encourage you to reach out to Laurine and the Viewpoint Team. laurine@viewpointcentre.com



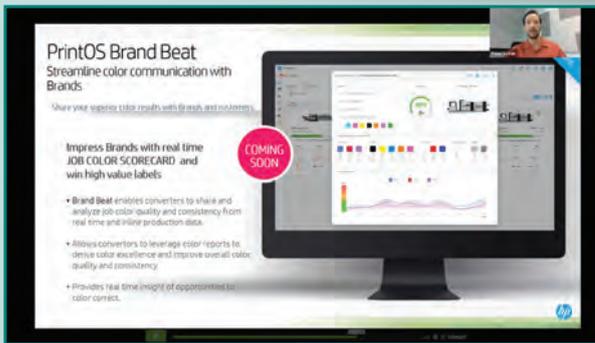
2020 AIP Australasian Packaging Conference Wrap Up

80 Speakers. 8 Countries. 4 Days. 20 Sessions. 28 Hours of Content. Livestream. Zoom. Recorded.

“What a superbly run event and in a very challenging environment... from the outside, it looked like a well-oiled machine. The AIP really have set the pinnacle this year on digital delivery – we thought the awards were amazing, but this was next level.”



“Congratulations to the AIP for an extremely successful event. Through a time that has ended many conferences around the world, the AIP created an exceptional interactive experience that brought the packaging world together in the comfort of our homes.”



“Thank you to the AIP for bringing the conference to us when travelling is just not possible. It is great to have the recordings so that even if you missed out on the session live you can go back and watch. I love this advantage.”



“Awesome conference AIP team! Well done for pulling together such a great program.”



“The AIP Conference this week has shown that the packaging industry is a tight knit resilient community, who are willing to help each other.”

2020 AIP Australasian Packaging Conference Wrap Up

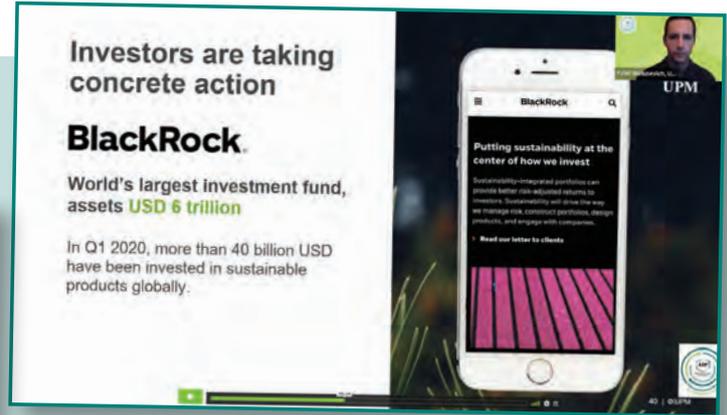
“Such a fantastic conference – well done for transitioning to the on-line platform. It was a deep privilege and honour to be included. Thank you.”



“Thanks to the AIP for putting together an inspiring virtual conference despite COVID-19.”



“What a fantastic job by the AIP for arranging this during a year of so much uncertainty. The part I like and others also, is the ability to go back and catch up on sessions we couldn’t attend.”



“Congratulations on a fantastic (virtual) event. Appreciate all the time and effort that has gone into pulling this off.”



“WELL DONE to the AIP Team. A great conference and successful format. I liked it a lot.”



“Congratulations to you and the AIP Board for having the courage of your convictions to press forward with this big-picture project, and for pulling it off so successfully.”

“The work that the AIP and Viewpoint did to have the virtual conference running is impressive.”

2020 AIP Australasian Packaging Conference Wrap Up

“Have you ever received a conference pack that promotes sustainability and reuse more than this one?”



“I went into the office yesterday and had a mystery parcel waiting for me in the mail room - I was so surprised and delighted when I opened it up, very thoughtful and useful.”



“Wow, wow, wow! THANK YOU.”



“Like everyone, I have done a few virtual conferences now and this one was by far the best I have been to. Very smooth and easy to navigate.”

2020 AIP Australasian Packaging Conference Wrap Up



“ Thank you for the goodies.
What a lovely surprise. ”



“ I received my conference
pack today – how cool!
What a great selection
and concept. ”



“ Thank you for the delegate bag!
What an amazing idea! ”



“ What an amazing thank you package the AIP have
thought of for the delegates. Well done. ”

Women in Packaging Forum 2020: Virtual Edition

Behaviour interventions and packaging with purpose

Understanding human decision making and the interventions which can be taken to convert customers, as well as sustainability, passion and purpose for packaging, led the morning discussion at the 2020 Women in Packaging forum.

The third Women in Packaging event, presented by PKN Packaging News and Food & Drink Business, was held as a virtual event for the first time. It was hosted in partnership with the Australian Institute of Packaging as part of the 2020 AIP Australasian Packaging Conference.

Behavioural scientist Sonia Friedrich was the keynote speaker, and shared with the virtual audience her first-hand experimental research in behavioural economics.

Friedrich discussed the importance of brain knowledge and how sharing this across departments in businesses can help develop a stronger connection between packaging, design and marketing, as well as impact bottom line revenue incomes.

Behavioural scientist Sonia Friedrich was the keynote speaker, and shared with the virtual audience her first-hand experimental research in behavioural economics.

“When you start understanding the power of this space [behavioural economics] in your business, you can start to see the interventions you can dial up or dial down – the way you nudge your customer,” Friedrich said.

“The brain makes decisions that are conscious and unconscious – 90 per cent is unconscious. Every small change that is made can have an impact on the end result. If we look at life as a series of heuristics and biases, we see that we often make default choices. When we do that choice over and over again, it becomes a habit, which then becomes a belief set. We need to challenge this.”



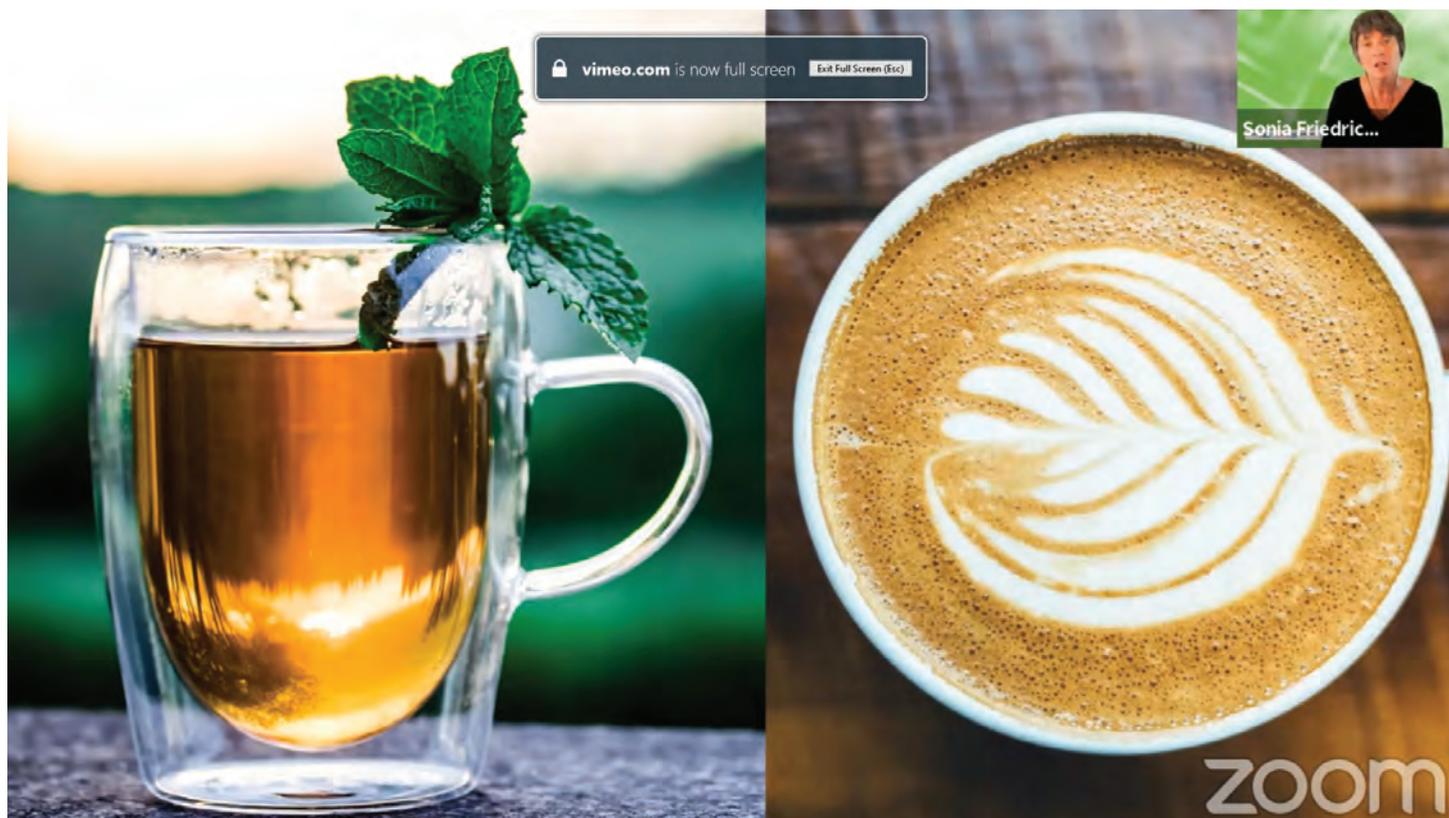
The human brain is hardwired to the path of least effort, Friedrich said, as “we are hardwired to our own status quo”. She challenged attendees to look at their own packaging and question whether their eyeballs stay on the pack.

“When it comes to packaging, there is of course consideration to be given to the legality of what needs to be on pack, but aside from that – can you identify where there is breathing space on your packaging?” Friedrich asked.

“There are different ways to tap into unconscious behaviour and emotional saliency tells us whether we should bother or not.”

“Our brain has two systems – reliant on system one, which is often our default – while system two decides on beliefs and whether we should engage or not. It tells us that if our brain is made to work too fast, too early, we won’t engage and most likely, won’t come back.”

Loss aversion was also a brain function to consider, with humans fearing loss more than they value gain in ratio of 2:1, as Friedrich reminds us of the panic buying – particularly of toilet paper – earlier in the year.



Published with permission from PKN Packaging News

Women in Packaging Forum 2020: Virtual Edition

In addition, choice underload and overload echoed another brain hardwire – the need to compare – and discovering ways to encourage engagement rather than opting for contraction when presented options.

“It is important to play with small nudges and bring behavioural economics into your department. It is something that filters through the organisation,” says Friedrich.

“I encourage you to speak with your teams and ask them to go through the process of being one of your customers – it will help all levels discover what’s working, what’s not and how you can make a shift in behaviour for future customers.”

Panel full of passion

Following on from the keynote, Food & Drink Business and PKN publisher Lindy Hughson moderated the panel session, which focused on passion and purpose.

Panellists included co-founder and director of The Better Packaging Co, Kate Bezar; founder and CEO of Planet Protector Packaging, Joanne Howarth AAIP, co-founder and director of tna, Nadia Taylor; and Brisbane-based plastics researcher and PhD Candidate at the University of Queensland, Nicole Garofano AAIP.

All women shared their passion for their businesses and practice, such as Taylor discussing the way tna’s rotary machine Robag became an industry standard for the snacking industry, as well establishing a philanthropic foundation; Bezar’s compostable e-commerce packs which have converted 25 million single-use mailing bags; Howarth’s core principle around making a measurable impact as her business removes polystyrene from the planet; and Garofano’s small island state waste management, including the Clean Up Barbados initiative, which continues on today.

COVID-19 has presented many challenges in the norms of doing everyday business, but has also presented new and unexpected opportunities.

“Our priority during the pandemic was the safety of our staff globally, and though there were some challenges at the start, working remotely worked quite well for us,” said Taylor.

“At tna, we are an international business that has teams spanning across six factories, so we kept in touch globally with ‘town hall’ meetings through Microsoft Teams, which gave us the chance to essentially have all our staff under the one roof and come up with solution as one team.”

“It’s been a learning experience but we’ve managed to overcome these challenges, we’re very lucky.”

Bezar echoed this sentiment with the adaptation at The Better Packaging Co.

“In the early stages, there was a huge amount of uncertainty and our sales fell off a cliff in Australia and New Zealand – we were in talks with large companies for branded packaging but that all had to be put on hold,” said Bezar.

“We never could’ve anticipated the huge shift to online shopping – parcel volumes have been on par with pre-Christmas sales in Australia. Since a lot of our packaging is produced in China, our supply and lead times blew out, so we’ve had to rebuild and find new ways to keep up with the demand.”

“We’ve come out a stronger company internally and externally, with better processes in place now.”

Howarth said COVID has been an opportunity for the team at Planet Protector Packaging to focus on sustainability, despite a lot of the larger corporates going into survival mode and placing sustainability at a lower priority.

“We saw a huge demand for insulated packaging as so many businesses pivoted online. Everyone wanted their product out the door quickly, and so we used that time to develop our systems,” she said.

“There was a lot of small businesses entering the online space for the first time and pleasingly, they were environmentally aware and it didn’t occur to them to look at the plastics, so they were already engaged in this space and sustainability.”

On a bigger picture purpose scale, Garafano, who is set to graduate from her PhD in the coming weeks, said that she believes she has a dual purpose in being an advocate between the packaging industry and the public.

“My experience in Barbados has built a foundation for me to have a dual purpose – I am learning as much as I can about the packaging industry and different circumstances materials like plastic can have, as well as the impact of packaging and reduce food waste,” said Garafano.

“By being this advocate between industry and the public, it helps identify what the public is missing in the awareness of packaging, plastics and sustainability. To understand the system not just for major markets but also small island states is important when it comes to making the changes that are effective for management of waste in these areas.”

The 2020 Women in Packaging forum was part of the 2020 AIP Australasian Packaging Conference, running online and virtually for the first time, from 27-30 October.

Published with permission from PKN Packaging News



2020 AIP Australasian Packaging Conference Media Coverage



The Australian Packaging Covenant Organisation (APCO) released the programme that maps the framework for measuring Australia’s progress towards the 2025 national Packaging Targets during a keynote session at the AIP Australasian Packaging Conference.

<https://www.packagingnews.com.au/latest/apco-releases-programme-at-aip-conference>

A group of packaging professionals gathered in a virtual room on Wednesday to thrash out the problems and hurdles that stand in the way of realising a closed loop, circular economy for packaging materials.

<https://www.foodanddrinkbusiness.com.au/news/aip-conference-looking-to-close-the-loop>



In the Save Food Packaging & Food Waste session at this year’s Australian Institute of Packaging virtual conference, the four panellists remarked on the inroads being made while stressing the scale of what needs to be done in meeting the halving food waste by 2030 goal.

<https://www.packagingnews.com.au/food/food-waste-much-happening-more-to-do>

Print solutions developer Konica Minolta took a break-out session at the AIP conference, presenting on its AccurioLabel 230 digital label press and fielding a host of questions on food and beverage labels and package printing.

<https://www.print21.com.au/labels/konica-minolta-presents-digital-labels-at-aip>



During the keynote session for the third day of the virtual AIP Australasian Packaging Conference, two experts gave an in-depth presentation on the nitty gritty of how to foster a circular economy for packaging materials.

<https://www.foodanddrinkbusiness.com.au/news/aip-conference-circularity-barriers-and-enablers>

Understanding human decision making and the interventions which can be taken to convert customers, as well as sustainability, passion and purpose for packaging, led this morning’s discussion at the 2020 Women in Packaging forum.

<https://www.foodanddrinkbusiness.com.au/news/behaviour-interventions-and-packaging-with-purpose>



KitKat is temporarily replacing the logo on its four-finger milk chocolate bar pack as part of a new campaign called “Give the Planet a Break”. It is designed to encourage and educate Australians on how to recycle soft plastics correctly.

<https://www.packagingnews.com.au/latest/kitkat-urges-aussies-to-give-the-planet-a-break>

During the four-day conference a number of the Partners were available LIVE to take questions and showcase new innovations. A huge thank you to Responsible Wood, Safe Load Testing Technologies, APCO, OF Packaging, Konica Minolta, Taghlee Industries, Mosca, Zipform Packaging, Re-Forme and Viscotec for creating unique and interesting LIVE rooms for the delegates. A special thank you must go to Carlos Mora Martin and the Safe Load team for being live at 2.30 am in Spain! The beauty is if you missed the live events then simply log on to the conference website and watch the recordings.



Check It! Before You Chuck It

- A new behaviour change campaign designed to remind all Australians to look for the Australian Recycling Label every time they dispose of a piece of packaging.
- Developed and tested the tagline Check It Before You Chuck It!
- Campaign that highlights correct behaviours at packaging end of life, creatively explored through the 'Empty Moments' concept.
- The content-led campaign features a new hero animation, song and suite of characters all designed to remind Australians to check for the ARL every time they are at the Bin.
- Timing: October to December – incorporating National Recycling Week (Monday 5 to Sunday 15 November 2020)



MYTHBUSTERS PACKAGING RECYCLING

PRESENTED BY STARLINGER VISCOTEC

MOSCA PALLETISER VIDEO

KCK 131-26 – High-Speed-Version – Multilayered Palletiser/Stacker



2020 AIP Conference (Virtual Event) Responsible Wood Live Partner Room

27th of October 2020
2020 AIP Conference (Virtual Event) – Responsible Wood Live Partner Room 1030 – 1100 (ADST)

Zipform Packaging rPump

2025 Target Assessment

Reusable, Recyclable or compostable

- APCO 100% Recyclable Target
- The pack body is recyclable at end of life within the paperboard recycling stream.
- Reusability is addressed through the utilisation of a reusable top closure and Puffing

Recycled or composted

- APCO 70% Recycled Rate Target
- Unitec plastic, a large amount of paperboard is already recovered through Australia for recycling (62%).

Recycled Content

- APCO 50% Recycled Content Target
- Pouches are currently manufactured with >60% Post Consumer recycled content

Using Recycled Material.

- Previously using recycled materials for food products has been difficult due to the quality of recycled stock, and issues around material contamination in comparison to virgin materials
- Recycled feedstock can now be sourced with much higher quality, and used safely in external pouch layers (non food contact) or pouches used as an external container
- Helps complete the loop of sustainability with the 'pull through' effect of using recycled materials to go back into new products.



LIVE WEBINAR:
**POLYMERS IN
PACKAGING**

POLYMERS IN PACKAGING: Manufacturing-Consumption-Recycling

The Polymer Market consists of a huge diversity of manufacturers of industrial products running many different processes yet still facing similar challenges. There is more and more pressure to achieve high product quality and reduce costs in order to stay one step ahead of the competition. Analysis in polymer manufacturing is essential for many industries including packaging and the ever-growing recycling industry.

Materials laboratories face increasing polymer testing challenges from raw materials right up to finished products. Material identification and characterization is crucial at every stage.

In this webinar we will discuss the developing circular economy associated with plastics manufacturing. We will cover:

- The challenges, insight and future trends of recycling plastics
- How materials analysis could add value in the process of manufacturing and recycling
- The cutting edge technology used to ensure product quality and throughput

Presenters



Steven Petinakis (PhD)
Material Science Specialist
Pact Group



Tomer Simovich (PhD)
Sr. Product Applications Specialist -
Materials Characterisation Platform (IR,
UV-Vis, Thermal)
PerkinElmer, Australia

Join Our Upcoming Webinar:

Date: Tuesday 10th November, 2020
Time: 11am – 12:00 noon (AEDT)



NOVEMBER 2020

PACK EXPO CONNECTS: VIRTUAL

WHEN: 9 to 13 November

WHERE:

AIP TO EXHIBIT VIRTUALLY

Virtual

WHAT: Produced by PMMI Media Group, PACK EXPO Connects is a virtual event like no other. Live chats, live product demos and enhanced lead generation are just a few of the many items offered to maximise opportunities for industry connections.



LIVE. VIRTUAL. REIMAGINED.

November 9–13, 2020

Connect with new and current customers during the year's most exciting week for packaging – the launch of PACK EXPO Connects on November 9th!

TOOLS TO HELP YOU MEET THE 2025 NATIONAL PACKAGING TARGETS: VIRTUAL

OVERVIEW OF THE COURSE :

- ✓ Is your business doing enough to ensure that 100% of your packaging is reusable, recyclable or compostable by 2025?
 - ✓ Have you audited your current packaging for recyclability?
 - ✓ Have you started using the Packaging Recyclability Evaluation Portal (PREP) during your design process?
 - ✓ Are you looking for a way to validate your on-pack recyclability labelling?
 - ✓ If a consumer picked up your product, would they easily understand which bin to put it in?
 - ✓ Are you shifting your packaging design to incorporate the Australasian Recycling Label (ARL)?
- If you answered no to any of these questions, then this training course is for you.**

COURSE OBJECTIVES:

Attendees will learn about the APCO Recycling Label Program and consumer recycling behaviours. Attendees will then deep-dive in to the purpose of PREP, gain an understanding of the governance and data collection process behind PREP, review samples and material templates and work through sample assessment templates. Attendees will be able to undertake a hands-on interactive session using PREP to complete an evaluation, review a report and understand the reasons behind the assessment.

This training course will enable participants to gain a better understanding of how using PREP and applying the ARL can help your business to meet the 2025 National Packaging Targets. The course will also enable participants to have a better and more realistic view of what packaging is truly recyclable and being recycled in Australia. Understanding these tools will enable agencies and marketers to provide verifiable and consistent recyclability information to their consumers.

TRAINER:



Ralph Moyle FAIP, CPP
Education Coordinator
Australian Institute of Packaging (AIP)



NOVEMBER 2020

AIP TO PRESENT AT AWRE 2020

Finding the balance between the 2025 Packaging Targets and 2030 Food Waste Targets: From a Packaging Perspective

WHEN: 25 November 3.15 to 4.15 pm AEDT time

WHERE: Virtual



How do you balance Sustainable Targets with Food Waste Targets when designing packaging? The Australian Institute of Packaging (AIP); the peak professional body for packaging training & education in Australasia, will be running a panel discussion with a team of experts at AWRE Reimagined.

Everyone in the world has a role to play in meeting two important targets 1. 2025 Global and Local Packaging Targets and 2. Food Waste Targets. Neither is mutually exclusive and when we talk about pivoting your business to become more sustainable inside and out it is critical that you understand both goals and what they really mean to you. The Australian Institute of Packaging (AIP) are here to help you look at your own footprint and what road you need to take to become more sustainable as a business.

The panel will discuss the challenges and learnings when looking at how to implement Save Food Packaging Guidelines into your business and how to find the optimum design for your products. Best Practice Award-winning examples will be showcased during this session.



RALPH MOYLE
EDUCATION COORDINATOR
AIP



NERIDA KELTON
EXECUTIVE DIRECTOR
AIP



ALAN ADAMS
APAC SUSTAINABILITY
DIRECTOR
SEALED AIR



MICHAEL DOSSOR
GROUP GENERAL MANAGER
RESULT GROUP



WARWICK ARMSTRONG
GENERAL MANAGER
PLANTIC TECHNOLOGIES

SESSION SPONSORED BY  AUSTRALIAN INSTITUTE OF PACKAGING

AWRE 2020 REIMAGINED ONLINE

25-26 NOVEMBER 2020

Australasian Waste & Recycling Expo 2020

WHEN: 25-26 November 2020

WHERE: Virtual

The past few months has continued to see much disruption to the way we conduct business and live our daily lives. AWRE is committed to providing an essential platform for the waste, recycling and resource recovery sector to grow, learn and do business safely, and therefore we are excited to announce that AWRE 2020 will be reimagined and launched as an interactive online event making it accessible to

everyone, irrespective of geography or social distancing rules, to run as planned on 25-26 November 2020.

After much consideration and consulting with the industry, running a face to face event this year is not in the best interests of our community. With restrictions on gatherings and other government regulations casting uncertainty over the coming months, it's never been more crucial for us to come together as a community with a united front.

The AWRE 2020 reimagined online event has been established to offer the flexibility to connect while staying apart, learn and hear from the industry's best as we navigate a changing world. The Federal Governments announcements on the review of the Product Stewardship Act the \$190 million Recycling Modernisation Fund and the NSW State Governments forthcoming 20 Year Waste Strategy are all positive signs for the industry and AWRE are excited to provide a platform to discuss, reflect and explore the strong future of the industry.

FEBRUARY & MARCH 2021

Interpack: NEW DATES

WHEN: **23 Feb to 3 March 2021**

WHERE: Dusseldorf, Germany

WHAT: Internationally the most important event in the packaging sector and the related process industry, interpack will be held at the Düsseldorf Exhibition Centre. Both exhibitors and visitors can look forward not only to an entirely new Hall 1 and a new Entrance Süd but they can also benefit from an overall clearer hall structure with even more sharply focused segments. This means even shorter distances thereby making for more efficient trade fair visits.

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

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



APRIL 2021

FOODTECH PACKTECH 2021: NEW DATES



WHEN: **13 to 15 April 2021**

WHERE: ASB Showgrounds, Auckland, New Zealand

WHAT: New Zealand's leading trade show for the food & beverage manufacturing and supply chain industries.

Drupa: NEW DATES

WHEN: **20 to 30 April 2021**

WHERE: Dusseldorf, Germany

WHAT: There is no other industry event that has such great international appeal as the leading trade fair for printing technologies. More than half of its visitors come to drupa with specific investment projects.

drupa provides crucial impulses for print, media, packaging production, and industrial applications – especially in the vertical markets as well. The world's leading trade fair for printing technologies offers outstanding networking opportunities and potential for excellent business dealings. This is where innovations are brought into the market, new business models are developed, and new partnerships are formed.

drupa is an international magnet for visitor target groups from a wide variety of industries. In addition to the printing and packaging industry, there are also groups from vertical markets such as consumer goods, luxury goods, cosmetics, bank and safety technology, and many more. More than half of its visitors come to drupa with specific investment projects. **AIP Members to receive discounted visitor tickets.**



JULY 2021

Foodpro: NEW DATES

WHEN: **25 to 28 July 2021**

WHERE: Sydney Showground, Sydney Olympic Park

WHAT: Foodpro is Australia's leading food manufacturing event, showcasing design innovations, new technology and the latest in processing and packaging solutions. Whether it's through exhibiting at the triennial event, or taking advantage of the digital opportunities available, foodpro brings the food industry expertise to one place.



Capturing the Prize: The A\$200 billion opportunity in 2030 for Australian food and agribusiness sector

The Australian Institute of Packaging is pleased to have contributed to a report ‘Capturing the Prize’, which was commissioned by the Food and Agribusiness Growth Centre, FIAL.

This landmark report reveals that by 2030, the Australian food and agribusiness sector could be contributing in excess of \$200B to annual GDP. This is three times greater than its current value add of \$61B.

The report takes into account the 10 Future Trends and identifies 19 Growth Opportunities that – if pursued – will unlock the sector’s untapped potential of over \$200 Billion within the decade. The AIP established the Sustainable Packaging Working Advisory Group for the Growth Opportunities and developed the recommended project outline for the 2030 roadmap.

The changing food and agribusiness sector

10 trends, ranging from growth in the consuming class, through to increasing concerns with food security following COVID-19 will radically change the food and agribusiness sector over the next decade. The food and agribusiness sector refers to opportunities in the agriculture, fishing and food-related manufacturing value chain, including agricultural machinery, seeds and packaged food products. A range of socioeconomic, geopolitical, technological, and consumer trends are converging to rapidly change the food and agribusiness landscape. These include urbanisation helping to create a growing pool of new consumer markets, particularly in middleweight cities (defined as cities with populations of between one to five million) in Asia, through to increasing supply chain connectivity (linked in part to the Belt and Road Initiative) and shifting consumer tastes linked to health and environmental concerns.

The value opportunity

From superfood to urban farming – Australia’s food and agribusiness sector is facing exciting new opportunities to reach consumers and lead a global race for innovation. The 19 most promising growth ideas could be worth over A\$200 billion by 2030.

Growing tomorrow’s food requires a mindset shift. Many traditional ways of producing crops and breeding livestock are challenged by environmental and societal changes, in Australia and globally. Soils are degrading, consumer tastes are evolving, and rising wealth is fuelling Asia’s demand for meat. At the same time, these challenges present a substantial opportunity for the Australian food and agribusiness sector. FIAL research has identified 19 areas worth exploring for Australian businesses willing to take the lead in unlocking new markets (Exhibit E1). They range from new opportunities to satisfy a growing appetite for healthy foods, to developing biodegradable packaging and technology to reduce food waste as well as increasing crop yields using robotics and internet-controlled sensors on farms.

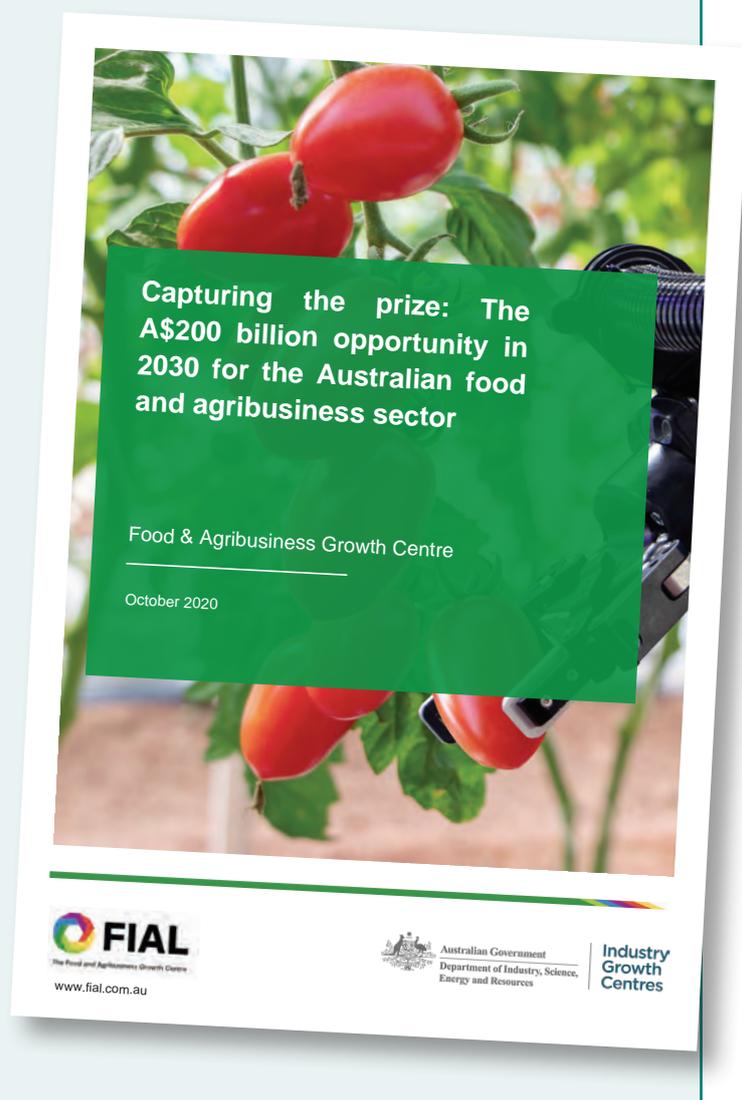
• The opportunity is growing:

Together, these opportunities could be worth over A\$200 billion by 2030 (in terms of value added). To put this in perspective, this is almost triple the current value of Australia’s food and agribusiness sector (which was A\$67.2 billion in 2017-18 and A\$61.3 billion in 2018-19)⁵

• Feeding future consumers:

The largest value opportunity for firms in the Australian food and agribusiness will revolve around servicing a new generation of consumers (the future consumer). Opportunities in the health and wellness category cater to a rising number of health-conscious people favouring unprocessed, organic and ‘free from’ foods in Australia and globally could amount to roughly A\$45 billion in 2030. Growing demand for traditional proteins (meat, egg and dairy) could present an additional opportunity worth A\$31 billion.

Click here to access the full report



Position Vacant Packaging Technologist

PACKAGING TECHNOLOGIST – 12 MONTH CONTRACT

As the Packaging Technologist you will work with their commercial and supply chain teams to develop and deliver innovative packaging solutions across their non-alcohol portfolio, from concept through to delivery.

KEY RESPONSIBILITIES

- Develop structured plans for packaging development associated with NPD projects
- Provide technical support to production and quality teams where required
- Liaise with suppliers to deliver innovate packaging solutions
- Management of master data and bill of materials
- Work collaboratively with marketing and procurement on value optimisation projects
- Lead factory trials and post trials to ensure accurate specifications are met
- Identify improvement opportunities within our packaging development processes and work with the broader team to find solutions



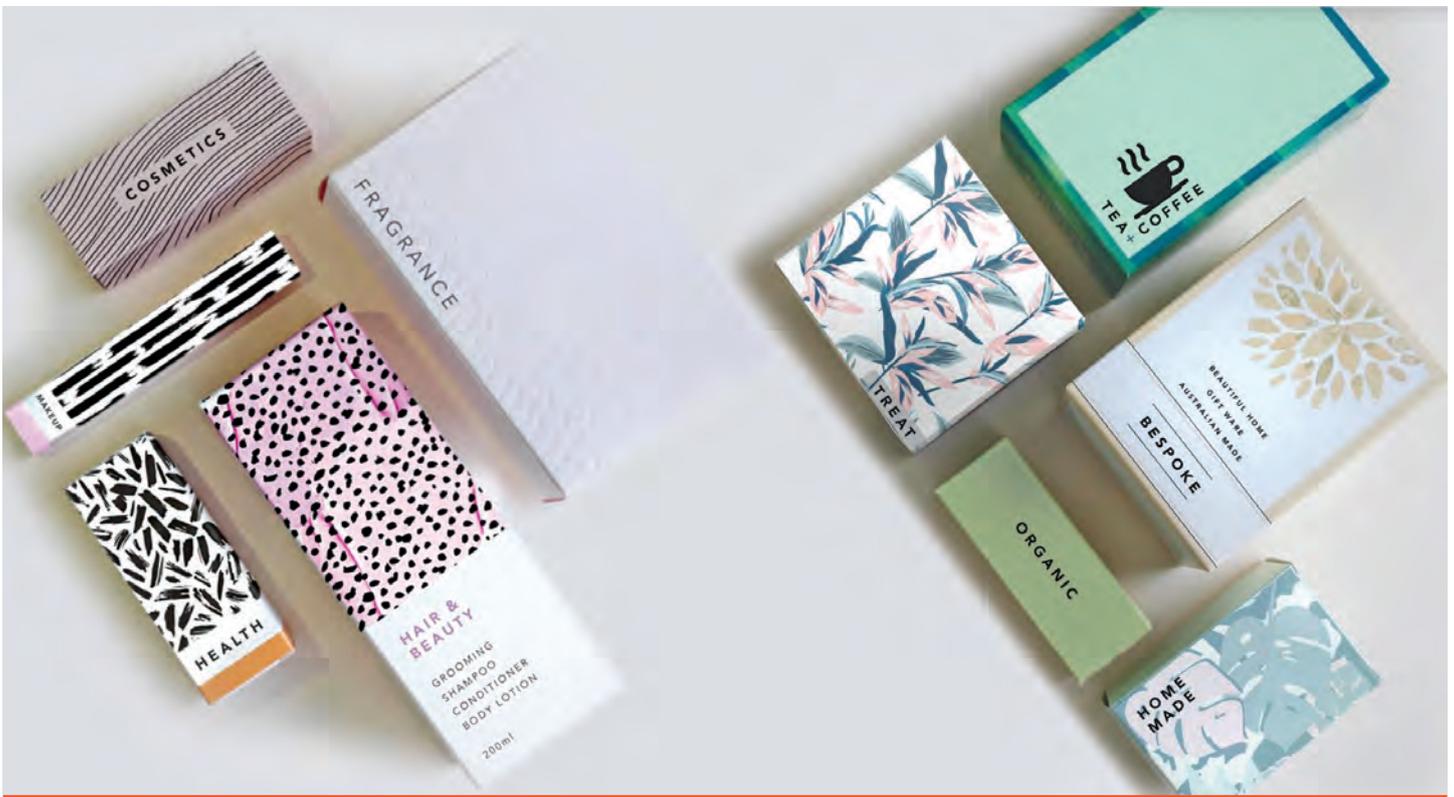
ABOUT YOU

- Prior experience in a similar role within an FMCG environment
- Degree qualifications in Science, Engineering or a related discipline
- Sound understanding of packaging technologies
- Proven experience managing NPD projects
- High attention to detail and methodical in their approach
- Strong communication & stakeholder engagement skills

WHY ASAHI BEVERAGES?

Asahi Beverages is one of the leading beverage companies in Australia and New Zealand with a rich and varied history. Comprising some of Australia and New Zealand's most loved brands, the company's Regional Hub is based in Melbourne with four Business Divisions – Asahi Premium Beverages, Asahi Lifestyle Beverages (formerly Schweppes Australia) and Carlton & United Breweries (CUB) in Australia; and Asahi Beverages NZ and The Better Drinks Co. in New Zealand. There's always a great deal going on and opportunities abound for those ready to take them!

PLEASE APPLY TODAY



Platypus supplies folding cartons to the food, beverage, pharma, pet, personal care, automotive and household goods industries. We design cartons that are functional, fit for purpose and assemble seamlessly on your production line.

We also consider the environmental impact and plan our designs to yield minimal waste using sustainable packaging guidelines.

We can provide you with the certainty that you need before going to production by providing key lines, unprinted samples, digitally printed concepts, 3D imaging and short run manufacturing trials.

If you need eco-friendly fibre packaging, Platypus Print Packaging have the solution.


PLATYPUS
PRINT PACKAGING

+61 7 3352 0300

www.platys.com.au

LATEST CERTIFIED PACKAGING PROFESSIONALS (CPP) GRADUATES – NEW ZEALAND, MALAYSIA AND THE PHILIPPINES

The Certified Packaging Professional (CPP) designation for the industry is offered exclusively through the Australian Institute of Packaging (AIP) in Australasia, the Certified Packaging Professional (CPP) designation is the leading mark of excellence internationally and a must-have recognition of industry proficiency and achievement for packaging professionals.

The AIP asked Sarah Yanez, Raycee Blen Aguirre and Julie-Ann Cuya a few questions about their careers and packaging education and why the Certified Packaging Professional (CPP) designation is so important for the industry...



Sarah Yanez, MAIP, CPP
Director
Totally Wrapt Packaging



Raycee Blen Aguirre, MAIP, CPP
Packaging Specialist
Aero-pack Industries Inc.



Julie-Ann Cuya, MAIP, CPP
Packaging Specialist
Oleo-Fats, Inc.



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

Sarah: 16 years in the food industry, most of which has been focused on packaging. I initially worked in large FMCG and commodity businesses in wrapped snacks, ice cream, bulk dairy, baby formula, snack bars and cereal. More recently helping small businesses and start-ups to navigate the NPD landscape and find packaging solutions for their products.

Raycee: I have been working in the Packaging Industry for 3 years now. I am currently working as a Packaging Specialist at Aero-pack Industries, Inc. (Philippines). My key responsibilities involve planning and directing activities concerned with design and development of different packaging containers for all our products ranging from food ingredients, chemicals for personal and home care, and aerosol products. I work with internal resources and packaging suppliers to provide creative, timely, and cost-effective solutions for new and existing products.

Julie-Ann: I have been working in the packaging industry for 8 years as a packaging specialist for food applications. My role involves development, sourcing and selection of primary, secondary and tertiary packaging of all types. But the majority are flexibles, rigids, corrugated and folding cartons. I am also responsible for the supplier selection and part of the team conducting supplier audits. I am also involved in filling and packing machine selection and commissioning as well as material-machine line testing.

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

Sarah: It was a good opportunity to review and refresh my knowledge across the spectrum of packaging materials. It has also been great to be able to look back at some real situations that have arisen over the years and review what happened and why.

Raycee: Ever since I decided to take the Bachelor of Science in Packaging Engineering, I have been looking forward to being a proficient packaging professional and joining others worldwide that have attained the CPP designation. I have been preparing for this and this year, when I knew I was finally ready and qualified to take the CPP program, I took the opportunity. I was confident because I had great mentors from my University where I studied packaging.

I am also very thankful that I met AIP this year during the Propak Philippines Trade Show. Being an AIP member, they offered me encouragement, guidance and support in achieving my CPP designation.

Julie-Ann: The main reason I undertook the CPP exam and before this the online course for Fundamentals of Packaging Technology, is to really broaden my skills and knowledge of the packaging development process.

LATEST CERTIFIED PACKAGING PROFESSIONALS (CPP) GRADUATES – NEW ZEALAND, MALAYSIA AND THE PHILIPPINES

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

Sarah: *As I am currently working on my own without up-to-date peers, it is reassuring that I can continue to work for clients knowing that I am able to offer a quality, up to date service.*

Raycee: *The CPP designation is a leading trademark of excellence internationally and for me, it is a must have achievement as a professional who works in the Packaging Industry.*

Julie-Ann: *It serves as a professional achievement for me to have been able to attain the designation that is also being recognised globally. Aside from the recognition it is also an attestation of continuous learning and development as a packaging profession.*

Q4: How important is the CPP designation for the greater recognition of people in the packaging industry?

Sarah: *I have long felt that the art of packaging technology is somewhat like completing an apprenticeship. It is not until you have worked on a range of products and packaging formats that you really become proficient. It is great to have a certification process that can reflect both the academic and real world experience that makes a great packaging professional.*

Raycee: *The CPP designation in the packaging industry is an indication that an individual has profound knowledge of packaging materials, processes and machineries, packaging development and testing, and packaging laws and standards. It signifies that a person is internationally proficient as a packaging professional and deserves to be given recognition in the industry.*

Julie-Ann: *It is a bonus to get the Certified Packaging Professional designation, and I feel elated.*

Q5: Were there any new learnings or takeaways that you gained from the experience?

Sarah: *In my initial packaging studies (Post Grad Dip Packaging Technology, Massey University) we spoke a lot about how the landscape was likely to change as online shopping became more prevalent. It has been interesting to reflect on how our anticipated scenarios have played out but also how the focus on single serve, convenience packaging which was a common trend at the time has now reverted to bulk packaging, refillable containers etc to reduce packaging waste. Covid-19 has challenged some of these recent changes once again as hygiene became higher priority.*

Raycee: *Always have room in your mind for more knowledge. Life is a never ending process of growth and learning. You won't get to where you want if you always think you know more than the others. Successful Packaging Professionals allow others to teach them, guide them, and show them what they knew in the packaging industry.*

Julie-Ann: *It serves as a comprehensive reference if one wants to simply familiarise themselves with the basic principles of packaging technology and/or the industry itself.*

Q6: What next for your career?

Sarah: *Continuing to build my business and working with my clients on their exciting projects. The next 12 - 18 months is likely to have a strong sustainability focus as our new nationwide strategies for consistent recycling and material collection are rolled out.*

Raycee: *My current job is a great match for my skills and experience and it continues to provide me opportunities to increase my expertise and skills in managing the package development process and providing packaging solutions for the organisation's product. With the current pandemic situation, I expect to be here for as long as I can make contributions.*

Julie-Ann: *It serves as a professional goal to those people who are working in the packaging industry. Also, to those who want to further hone their skills and knowledge at the same time widen their connections in the packaging world. It also recognises the competency and proficiency of packaging professionals.*

Contact the AIP today to find out how you can become a Certified Packaging Professional. info@aipack.com.au

GET BEHIND THE ANNUAL HAMPER PACKING PROGRAM VIRTUALLY

The AIP have been running the annual Hamper Packing Program for over 10 years and this year we invite everyone to get behind a virtual edition to ensure that we are still helping people in need at Christmas Time. During COVID-19, Foodbank has scaled up and adapted its service to meet the changing needs of the evolving circumstances. COVID-19 is having a profound effect on every aspect of people's lives, so it is not surprising that it is impacting the food security of Australians. Charities have seen a significant increase in the frequency of demand for food relief. In 2019, 15% of Australians experiencing food insecurity were seeking food relief at least once a week. In 2020, this has doubled to 31% and the 2020 Foodbank Hunger Report has indicated that 35% of insecure Australian are unsure or don't believe they will cope when Government support is rolled back.



Moving the Ladies Pack to a virtual program that everyone can get involved in across Australia is just one small way we can contribute.

How to get involved with the Virtual Ladies Pack Program?

We have created a program that you can undertake in the comfort of your own home from today.

We would encourage you to start purchasing the items now, collect some shoe boxes and make up as many Ladies Packs as you would like now.

If you are based in Queensland you will have the option of dropping them off – as a drive by - to a collection point, or send them to the AIP Offices.

If you are based interstate you can either ship the packs to the AIP office, or simply donate funds towards the packs.

If you would prefer to simply donate some funds towards a Ladies Pack then please reach out and let us know. info@aipack.com.au

HOW TO MAKE A LADIES HAMPER AT HOME



STEP 1 Find a shoe box and wrap in Xmas paper (NB: Open the shoe box to flatten, then wrap before filling)

STEP 2 Fill the box with shredded paper or tissue paper

STEP 3 Fill the box with Ladies Personal Hygiene Products

STEP 4 Cover the top with more shredded paper or tissue paper so the items don't move around in transit

STEP 5 Handwrite a message or card to place inside the box

HOW TO MAKE A LADIES HAMPER AT HOME

RECOMMENDED ITEMS FOR THE LADIES HAMPER

1



Shampoo and Conditioner 500 ml (Natures Organics \$1.90 each)

2



Roll on deodorant 50 ml (Dove \$4.00)

3



Body Wash 500 ml (Palmolive \$2.70)

4



Facial Wipes (\$2.00)

5



Toothpaste (\$4.00)

6



Toothbrushes (Colgate 6pk \$10.00 total/\$1.60 per toothbrush)

7



Ladies Razors (Schick Razors 5 pk \$3.00 total/60c per razor)

8



Packets of tissues (Kleenex 6 pk \$3.19 total/50c per pack)

9



Soap (Palmolive 4 pk of soap = \$2.85 total/70c per soap)

NB: THE SIZES ABOVE ARE THE LARGEST THAT WILL FIT IN A STANDARD SHOE BOX. PURCHASING PACKS OF ITEMS ALLOWS YOU TO MAKE MORE LADIES HAMPERS.

TOTAL = \$20.00 PER LADIES PACK

Result Group becomes an AIP Corporate Partner

The AIP would like to take this opportunity and welcome our latest Corporate Partner, Result Group.

Result Group are specialist suppliers of Labelling, Shrink Sleeving and Coding & Marking machines as well as Self Adhesive Label stocks to the printing industry. They also develop, engineer and supply Reclose and Reseal systems for food packaging. They also provide a suite of solutions to drive new digital applications, better control supply chains and deliver direct customer engagement.

Their unique packaging products are tailored to specific manufacturing needs in markets such as Food & Beverage, Industrial Products and Other Machinery Suppliers. They have a strong connection to Product Development and Marketing Agencies with a team of over 150 years' experience in the Packaging Industry.

From Product Branding and Promotional Interaction to Traceability and Regulatory marking, Result Group will ADD VALUE, NOT COSTS to your business.

Follow Us  

www.resultgroup.com.au | 03 9706 4474

RESULT

GROUP OF COMPANIES



2020 Edition of the Handbook of Packaging Technology Textbook has just arrived

The AIP are very pleased to advise that the 2020 Edition of the leading Handbook of Packaging Technology is now available for purchase in the Institute Bookstore.

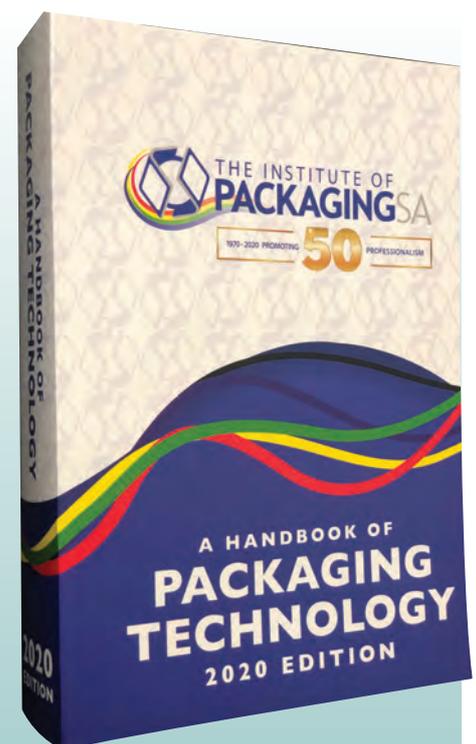
The textbook is an up-to-date reference on Packaging Technology and includes chapters on Business Aspects of Packaging, Package Planning, Product Handling & Packaging, Packaging Materials, Graphics, Food Packaging and Special Applications.

The reference book has been written by expert trainers and educators and industry professionals in South Africa and is suitable for anyone looking to better understand Packaging Technology.

An up-to-date and comprehensive introduction to packaging technology for those who want to learn about packaging and gain knowledge.

It is easy to digest with good terminology for the packaging professional.

ORDER YOUR COPY TODAY.



EVERYTHNG Gets a RESULT in Australia

EVERYTHNG and Result Group Partner in Australia to Bring Supply Chain Transparency, Sustainability and Personalised Experiences to Consumer Goods Brands



EVERYTHNG, the Product Cloud managing digital identities for the world's consumer products, announced it has partnered with Result Group of Companies, Australia's premier supplier of innovative product packaging solutions, to help brands deliver on consumer expectations for transparency, authenticity and personalised consumer experiences.

Teaming to accelerate the digitisation of products in Australia, the EVERYTHNG Product Cloud™ links every product item to its Active Digital Identity™ on the web – joining up item-level data at every point in a product's journey from manufacturing to consumer interaction. Digitised products provide visibility, validation and real-time intelligence as well as connect directly with people.

To bring the massive impact of product digitisation to the forefront, EVERYTHNG co-chaired the GS1 standards development process that yielded GS1 Digital Link and was the first platform to allow consumer product brands to digitise products at scale. GS1 Digital Link upgrades the ubiquitous barcode used by two million manufacturers on more than 4-trillion product items per annum, so that every product item can now be smartphone-interactive, transact with point-of-sale systems and connect to the web – all with one code on the product.

For example, the world's largest producer of Atlantic salmon, MOWI and EVERYTHNG rolled out the first mass-scale application of the new GS1 Digital Link standard. The end-to-end food traceability platform delivers full visibility into the provenance of salmon bought and consumed by customers worldwide. In a world where trust is a defining commodity, the level of transparency MOWI has achieved will fast become the new normal for every consumer product.

"Our partnership with Result allows us to expand our reach into a very important market for consumer goods brands," said Simon Jones, Senior Vice President,

EVERYTHNG EMEA & Oceania. "More than 4 trillion consumer products are made, shipped and retailed globally every year. To reach aggressive sustainability goals like those mandated in Australia, consumer product brands require end-to-end visibility into every product's journey through the supply chain."

It is only through this unprecedented data intelligence – the ability to track and authenticate every single item from source and production through to the consumer experience – can consumer goods brands make value chains more responsive, more efficient and engage their consumer audience directly and at scale through their product – the most effective and cost efficient brand engagement channel available to them. EVERYTHNG's technology plays an instrumental role as manufacturers react to a radically changed world where smarter supply chains and direct consumer relationships are defining who survives and who doesn't in response to COVID-19.

Jones added, *"EVERYTHNG was founded with a vision to connect every physical product to the web, providing the data intelligence necessary to help this \$13-trillion global ecosystem achieve sustainability goals."*

"EVERYTHNG brings a whole new dynamic to the way consumer goods brands in the region do business," said Michael Dossor MAIP, Group General Manager, Result Group. "Together we are helping brands connect the dots between full visibility into their supply chains and the use of real-time consumer data analytics to achieve sustainability goals and inform marketing strategies. This technology is an extension of our team's 30 plus years experience in uniquely identifying consumer goods for promotion; the concepts are in our company DNA."

To learn more about how EVERYTHNG and Result can help your brand with its product digitisation and supply chain needs please contact Result Group. felicia.gagic@resultgroup.com.au

FOODBANK HUNGER REPORT 2020

Foodbank shines a light on the issue of Food Insecurity in the midst of a Global Pandemic in their 2020 Hunger Report.

This report is unlike any previous Foodbank Hunger Report as it presents a picture of food insecurity in the midst of a once-in-100-year crisis.

COVID-19 is having a profound effect on every aspect of people’s lives, so it is not surprising that it is impacting the food security of Australians.

This report looks at how COVID-19, and the responses of governments, businesses and individuals to the pandemic, are affecting the ability of people to have food for themselves and their families.

3 in 10 food insecure Aussies had never gone hungry before the pandemic & 35% don't believe they'll cope after government assistance is wound back.

Charities believe they will need up to extra 2.7 million meals/month once Job Seeker and Job Keeper is reduced.

To access the full report click here



**FIGHTING HUNGER
IN AUSTRALIA**



35% of food insecure
Australians are unsure or don't
believe they will cope when
GOVERNMENT SUPPORT
is rolled back





Dr Karli Verghese FAIP
Reduce Program Leader
Fight Food Waste CRC



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

PKN talks about packaging's role in solving the problem of food waste, with Nerida Kelton MAIP and Karli Verghese FAIP.

In this episode, PKN Managing Editor & Publisher Lindy Hughson is joined by Karli Verghese and Nerida Kelton.

Karli is the Associate Professor and Principal Research Fellow in Industrial Design at RMIT and the Reduce Program Leader at the Fight Food Waste Cooperative Research Centre (CRC). Nerida is the Executive Director of the Australian Institute of Packaging (AIP), and project lead for the Save Food Packaging project in the Fight Food Waste CRC.

TO LISTEN TO THE FULL PODCAST CLICK HERE

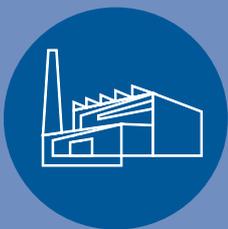
<http://www.packagingnews.com.au/video-and-podcasts/podcast/the-pkn-podcast-episode-4>



Who is WestRock?

WestRock is a leading paper and packaging company whose vision is to be the premier partner and unrivaled provider of winning solutions to our customers.

On paper, we are a paper and packaging company with the most extensive portfolio of differentiated solutions and leading positions in growing markets around the world. In practice, we connect people to products, helping our customers increase their sales, lower their total cost, minimize their risk and improve their sustainability.



300+
operating locations



50,000+ employees
working in 30+ countries
around the globe



3,370
patents granted
and pending



6+ billion
beverage cartons
produced each year



8 million
tons of recycled fiber
recovered annually

Contact our NSW manufacturing site on (02) 4571 1000 and we'll connect you with someone that can help!

Informa Markets and WPO Webinar Series

Recordings are now available for the complete five-part global webinar series that has been held over the last five months. The series was run by InformaMarkets, in collaboration with the World Packaging Organisation (WPO), and the Australian Institute of Packaging (AIP). 15 speakers from 10 countries discussed how COVID has impacted the packaging industry and over 3000 people from 65 countries have viewed the webinars to date.

Webinar 1: The Impacts and Challenges that COVID is having on the packaging industry. (24 June 2020)

https://youtu.be/l6l_ckyEzL8

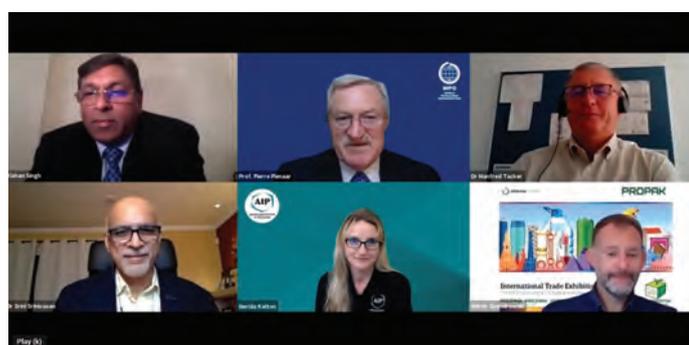


Webinar 2: The role that packaging plays when discussing Food Safety & Food Integrity (22 July 2020)

<https://youtu.be/v2hsP-GHFdQ>

Webinar 3: Sustainable Packaging and Global Recycling Targets (19 August 2020)

<https://youtu.be/V1sf2JNsSSc>



Webinar 4: The role that packaging plays in Food Waste and Food Insecurity (23 September 2020)

<https://youtu.be/l4n2hzJUNPk>

Webinar 5: Global Supply Chains (21 October 2020)

<https://youtu.be/sgebKxBtcu0>



The Australian Institute of Packaging (AIP), in conjunction with Informa Markets, recently ran the second Global Packaging Forum @ProPak Asia 2020. The 2020 Global Packaging Forum was run as a virtual edition and was held over four days.

Each session brought together expert global presenters who discussed four topics: 1# How to achieve Global and Regional Packaging Targets for the ASEAN region. 2# How to balance Sustainable Packaging & Food Waste Targets. 3# Circular & Sustainable Design: Packaging for the future. 4# Reusable & Refillable Packaging Designs for the Future. All of the sessions were livestreamed around the world and recordings are available for your viewing.

GLOBAL PACKAGING FORUM SESSION 1 RECORDING

Speakers:

Prof Pierre Pienaar FAIP, CPP (WPO)
Henky Wibawa (IPF)
Ralph Moyle FAIP, CPP (AIP)

https://www.youtube.com/watch?v=xr6f40_81pc



GLOBAL PACKAGING FORUM SESSION 2 RECORDING

Speakers:

Michael Dossor MAIP (Result Group)
Nerida Kelton MAIP (AIP)
Alan Adams MAIP (Sealed Air)
Warwick Armstrong MAIP (Plantic Technologies)

https://www.youtube.com/embed/O_fYUw82IVU



GLOBAL PACKAGING FORUM SESSION 3 RECORDING

Speakers:

Antro Säilä (WPO)
David Kusuma Ph.D. (Tupperware)
Alan Adams MAIP (Sealed Air)
Pippa Corry MAIP (Philo & Co)

https://www.youtube.com/watch?v=_eWRmLFRRn4



GLOBAL PACKAGING FORUM SESSION 4 RECORDING

Speakers:

Srini Srinivasan (WDO)
Eric Kawabata (Terracycle/Loop)
Lachlan Feggans (Chep)

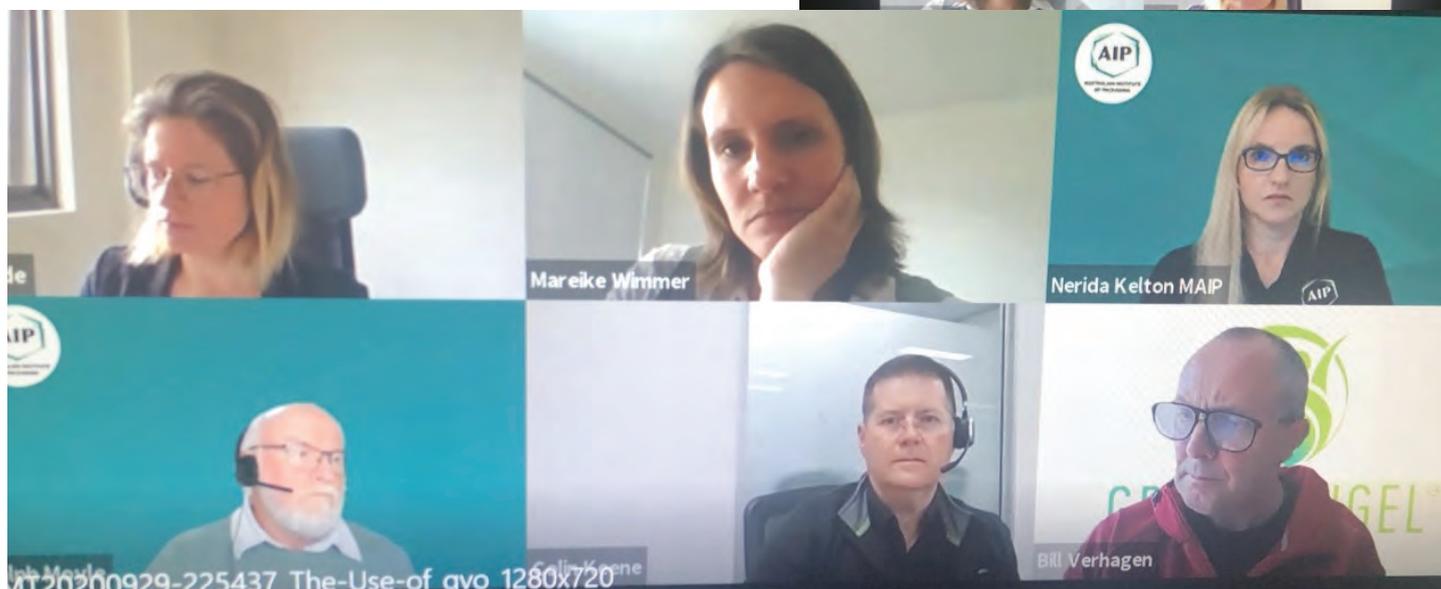
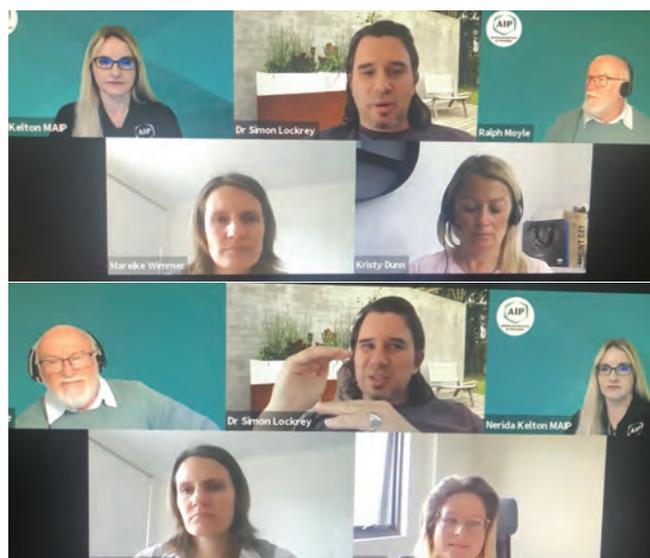
<https://www.youtube.com/watch?v=m1ihINHeqck&feature=youtu.be>



AIP ran 6th Virtual Training Course on LCA

The AIP recently ran their sixth virtual training Course 'the Use of Lifecycle Assessment Tools for Sustainable Packaging Design' with over 45 people in attendance from across three countries.

The training course is aimed at providing an introduction and learning framework for packaging industry professionals to apply lifecycle thinking to their working contexts. This includes an understanding of the reasons why lifecycle thinking is critical, as well as how the method may be used for packaging design projects they manage. The Institute would like thank our trainer, Dr Simon Lockrey, for once again providing an easy-to-understand guide to all things LCA.



World's First Fully Integrated TG-IR System

Investigation of evolved gases during thermal decompositions can unravel these processes, detect residual volatile components for competitive product investigations, product-failure studies, and quality assurance in pharmaceuticals, polymers, and other areas. Current generation evolved gas analysis (EGA) systems result in cold spots due to transfer lines, operational complexity, and maintenance issues.

PerkinElmer EGA 4000 is the world's first fully integrated TG-IR (thermogravimetric analysis-infrared spectrometry) system for evolved gas analysis. Learn about how the innovative design eliminates issues to offer a simplified TG-IR analysis, accessible to experienced and novice users alike.





Taghleef Industries launches Dynamic Cycle™ Institute: A Journey Towards Circular Economy

At Taghleef Industries, they aspire to go above and beyond. To set themselves apart. To pioneer and demonstrate a difference. To set new standards and plan for generations ahead. They look within and beyond our industry to develop new ways to contribute and take action on matters that are important for our partners, our communities, and our stakeholders. As they advance towards Sustainability and Circular Economy, *Ti* proudly presents Dynamic Cycle™, Taghleef's over arching sustainability program that cover *Ti's* Commitments, Corporate Goals, Solutions and Services.

Dynamic Cycle™ is Taghleef's set of initiatives aimed to address sustainability issues within and for their stakeholders. It translates into strategic choices, advanced know-how, a focused investment strategy, and the most compliant portfolio. It is Taghleef's trusted consulting voice that interacts with all its partners to contribute to the quality of life of generations to come.

For more information on Taghleef's Dynamic Cycle™ Initiative, visit and sign up at: dynamiccycle.ti-films.com or feel free to write us at sustainability@ti-films.com

AIP Partners with Regional Development Australia Murraylands & Riverland South Australia for Training Program

Ralph Moyle FAIP, CPP, Education Director, AIP had the opportunity recently as a part of the 12 month program the Institute is running with Regional Development Australia, Murray Riverlands South Australia, to undertake some radio interviews. Links to the radio interviews are below.

Podcast - Station: 5MU

<https://www.5mu.com.au/shows/sa-today/podcast/106562-packaging-expert-talks-about-new-laws-for-business>

News Article - Station: PowerFM

<https://www.powerfmsa.com.au/news/local-news/104868-new-packaging-laws-for-business-free-web-workshop>




Packaging designed for less waste

- Product Integrity
- Operational Efficiency
- Package Optimization
- Brand Experience

Sealed Air®

APCO launches new consumer education campaign - **Check It! Before You Chuck It**

Australia suffers a crisis of confidence when it comes to recycling, recent study reveals
New campaign encourages Australians to Check It! Before You Chuck It to improve recycling behaviours.



Check It! Before You Chuck It, a new campaign to educate Australians about sustainable packaging and inspire positive recycling behaviours, has launched. Developed in partnership by the Australian Packaging Covenant Organisation (APCO) and Planet Ark, and supported by the Australian Government, the campaign calls on all Australians to check the Australasian Recycling Label (ARL) every time they are at the bin so that they recycle their packaging right.

The launch of the campaign comes off the back of a recent study, Community Attitudes to Waste and Recycling, by Pact Group which has highlighted the need for education around how to recycle right and develop positive recycling behaviours. The study revealed 81% of Australians are not confident they recycle everything effectively.

The study also revealed that of those Australians that identify as confident recyclers, one in five (22%) admitted that if they were unsure of whether an item could be recycled or not, they would dispose of it in their kerbside recycling bin regardless. This phenomenon known as “wish-cycling” is a major contributor to contamination in the waste stream and valuable materials entering landfill unnecessarily.

Trevor Evans MP, Assistant Minister for Waste Reduction and Environmental Management, said: *“One of the best practical things we can do to help the environment is to recycle correctly. This new recycling campaign, funded by the Federal Government, is a fantastic reminder to always be mindful of recycling correctly by looking for the packaging label before chucking things in the bin. Recycling correctly reduces the amount of waste going to landfill and enables new products to be made and re-used again and again.”*

Rebecca Gilling, Deputy CEO, Planet Ark, comments, *“We know Australians are passionate about the environment and want to do the right thing. The most common place people look for recycling information is on product packaging, therefore we need to have consistent labelling on that packaging that truly reflects Australia’s recycling infrastructure. The second step is to educate Australians to look for the Australasian Recycling Label when they are at the bin, which will help them recycle right, reduce contamination in our recycling streams and keep recyclable materials in circulation.”*



The Check It! Before You Chuck It campaign also aims to generate widespread awareness of the ARL, an evidence-based on-pack label that clearly shows Australians how to correctly recycle and dispose of packaging after use. Since its launch in 2018, the ARL Program has gained widespread support from government and industry, with many of Australia's best-known brands and retailers carrying the label on their product packaging.

Brooke Donnelly, CEO, APCO, says *"We want consumers to feel empowered about the important role they play in helping Australia to get our approach to recycling right. By educating households and businesses to source separate effectively by looking for and following the ARL instructions, we can reduce contamination in the waste stream and ensure valuable materials have the opportunity to be recycled into new products. Research consistently shows that Australians are confused by recycling – this campaign will help to cut through that confusion with one simple action every time consumers are at the bin: to check it before they chuck it."*

Sanjay Dayal, Managing Director and CEO, Pact Group, says, *"As Australia's biggest recycler and user of recycled materials in Australia and New Zealand, Pact Group understands how important it is that households and businesses have the information they need to recycle properly. Reducing confusion and improving our waste stream will help build Australia's circular economy and reduce our reliance on imported recycled materials. This will unlock significant environmental and economic benefits while creating high quality, local manufacturing jobs for generations to come."*

Adrian Cullen, Woolworths Head of Sustainability said: *"We're reducing plastic and increasing recyclability across our Own Brand packaging. We know our efforts have the greatest impact when packaging is disposed of in the right place. The Australasian Recycling Label makes using the right bin easy, so we're pleased to get behind this campaign to help make it second nature to 'check it before you chuck it'. We were proud to be the first Australian supermarket to commit to adopting the Australasian Recycling Label across our Own Brand range three years ago and remain committed to supporting the development of a circular economy."*

The new campaign, which was developed using principles of behaviour change, is headlined by an engaging animation which introduces a cast of interactive characters who visually demonstrate the positive recycling behaviour of checking the ARL before chucking your packaging in the bin so that you can dispose of it correctly and recycle right. The Check It! Before You Chuck It call to action is reinforced by a catchy song which accompanies the animation and supported by a suite of creative assets which will all be shared with Australians through a number of platforms including social media.

**For more information about Check It! Before You Chuck It and the ARL, please visit: www.arl.org.au
The campaign animation is available here: <https://bit.ly/33CUPya>**



PERFECT YOUR PROCESS

Are your packaging artwork processes up to scratch? There's a whole raft of improvements to the process that putting a digital packaging solution in can help with.

Want to learn more? Talk to Esko.

www.esko.com | info.oce@esko.com



ESKO 

Metropack acquires a Vertical Vibration System from Safe Load Testing Technologies

Metropack is a French Testing Laboratory that brings technical assistance to the packing and packaging industry and to its users.

The company is specialised in physical, mechanical, and atmospheric constraint tests to help their clients prevent damages and avoid over-packing their goods during the distribution cycle.

Metropack's needs and goals

As the industry has progressed, the company has strived to keep up with new developments and new challenges posed by the new landscape of globalisation and international shipping.

Following this line of innovation and attention to new trends, Metropack has detected the need to improve its packaging testing laboratory. In particular, the company seeks to simulate in a more realistic way the vibrations undergone by packaging in the distribution cycle.

Thus, Metropack concluded that by acquiring a new packaging testing machine it would be able to offer added value to its customer.

The Solution for Metropack: an ad-hoc vertical vibration system

After analysing Metropack's needs and requirements, the decision made by Safe Load TT was to design a new **vertical vibration system** for them.

Among the main features, the system includes an actuator with a stroke up to 200 mm and software control able to simulate:

- › Recorded random signals.
- › Random vibrations from international standards: ISTA, ASTM, ISO, IEC and Mil Std as well as bespoke test procedures.
- › Capable of generating non-Gaussian and non-stationary random vibrations.
- › Random-on-Random.
- › Shock-on-Random.
- › Sine-on-Random
- › Vehicle-Trip Synthesiser Software Module: just choose the type of truck and road rugosity.
- › Shocks: replication of classical shocks and pulses (half sine, IEC61373).

The installation of the machine took place at Metropack's facilities in Reims. The technical team of Safe Lod TT traveled to the facilities to carry out the commissioning and training in the operation of the equipment.

According to the words of Jérôme Pellot, Co-founder of the company: "It was a pleasure to receive the Safe Load Testing Technologies technical team for the commissioning of a new vibration test system. This machine has an actuator with a stroke up to 20 cm and a DC accelerometer that will allow to work in very low frequency. It will also allow injecting non-Gaussian signals. Therefore, it will be possible to simulate with even greater reality the vibrations undergone by the packaging through the distribution cycle".

During transport and distribution, packages are submitted to vibrations. By undergoing vibrations tests, it is possible to check the resistance of the packaging to these constraints. They also offer the possibility to compare the difference in the behavior of various packaging solutions:



Metropack acquires a Vertical Vibration System from Safe Load Testing Technologies

either qualitatively through classic tests or quantitatively by instrumenting the test. Indeed, the packaging, through its design, may amplify or dampen the movements to which it is submitted.

Thanks to the vertical vibration system, Metropack is able to perform vibration, both low frequency and random tests.

The fixed low frequency vibration test is carried out on a mechanical vibrating table that recreates the most powerful transport frequencies. The low frequency vibration systems only recreate one part of the transport vibration spectrum. For this reason, it is interesting to perform some random vibration tests.

Road, rail and air transport all produce random vibrations. It is a combination of frequencies and amplitudes which vary constantly with time. The random vibration tests allow us to recreate vibrations encountered in transport conditions. These tests are carried out on electro-dynamic equipment with a piloting system.

The panorama of packaging testing companies such as Metropack

The packaging testing companies' industry is in full expansion, due to globalisation, the increase of international shipments and the huge demand for packaging solutions that protect goods in compliance with the main international standards.

In addition, the concern of companies for sustainability is contributing to the increase of research on new materials to allow the production of recyclable or biodegradable packaging.

By purchasing their new vertical vibration system, Metropack takes one step ahead of its competitors, presenting its customers with the latest technologies available in the market, offering more realistic simulations

To find out how Safe Load Testing Technologies and their solutions could help you, please visit www.safeloadtesting.com or email contact@safeloadtesting.com.





PACKAGING OPTIMIZATION TOOLS & EQUIPMENT

> More realistic transport simulations

> Accelerations & vibrations specialists

> www.safeloadtesting.com
contact@safeloadtesting.com

Looking towards a refillable future for packaging



Refillable packaging is a sector ripe with innovation possibilities. While it is gaining traction in the personal care and household categories, there is tremendous scope for new developments. AIP executive director and WPO ANZ board member Nerida Kelton MAIP writes.

EVERY time I purchase a new shampoo or other expensive hair care product from my hairdresser, I walk away wondering why I can't take the empty bottles back and have them refilled. I do the same for my bathroom and cleaning products, and I realised that this is an area that needs further exploration by packaging technologists and designers as we move towards circular packaging economy.

While refillable packaging is gaining momentum across beauty, hair, and household categories, the development of innovative concepts seems to be untapped.

In 2019, Ellen MacArthur Foundation's New Plastics Economy initiative introduced its research on reuse models. Converting 20 per cent of global plastic packaging into reuse models offers a

US\$10bn business opportunity. The research highlights six ways that reuse can bring significant benefits to both users and businesses: One, cut costs; two, adapt to individual needs; three optimise operations; four, build brand loyalty; five, improve user experience; and six, gather intelligence.

Before you set out to design refillable packaging, I would encourage you to build an evidence-based case that includes life-cycle assessment and measurements to ensure that the packaging materials and design selected are optimal.

Refillable packaging comes with several challenges and design considerations, including that the materials selected are not only sustainable, but also capable of withstanding multiple usage. This involves

incorporating life cycle analysis investigation into the development of the design to ensure the number of uses and the final disposal of the reuse container will have a better environmental impact than a recyclable package. Understanding the lower environmental impacts that the packaging offers – including how many uses are required for the new packaging – are invaluable pieces of consumer communication and messaging.

In addition, hygiene, safety and cleaning protocols need to be considered, as well as accuracy of the equipment that weighs and measures the refilling process. Refillable packaging design also needs to ensure that it is intuitive, user-friendly, and an affordable alternative to introducing more plastics into the ecosystem. Incorporating recycled content is also paramount wherever possible.

Refillable packaging is not only better for the environment, but it is also another way to engage consumers in the sustainable journey of a brand. Brands need to communicate with consumers the true benefits of

refillable packaging systems including reduction of unnecessary plastics, use of recycled content, recyclability of the packaging, and consumer convenience. Brand loyalty could also be improved by developing reward and incentive programmes for those consumers who actively support a refillable packaging programme.

Several examples that stand out include local manufacturer Natures Organics, Nivea, Olay, and Body Shop, a company that was one of the pioneers in this space three decades ago.

NATURES ORGANICS INSPIRING THE NEXT GENERATION TO REUSE

In August 2020, Australian company Natures Organics launched a refillable and reusable starter kit for the Cove laundry and bathroom cleaning range. The starter kit comes with aluminium reusable bottles and pouches for refilling the respective products. The company also designed the refill pouches to contain more active ingredients and at least 75 per cent less water compared to normal cleaning products. This ensures that the environmental footprint of the product is less during transportation and consumers can simply add water to the products at home from the tap. Natures Organics have partnered with REDcycle to ensure that the refill packs are recycled. The products are shipped in cardboard cartons made from recycled material.

SHOWER GEL REFILL STATIONS TRIALS

In August 2020, German skincare manufacturer Beiersdorf announced that its largest global brand, Nivea, had just launched its very first shower gel refill station. The

“For consumers like me to embrace refillable packaging systems, the programmes need to be easy to use, intuitive, affordable, and convenient to access.”



prototype, which can be found in select DM stores in Hamburg and Ettlingen, will investigate the concept of reusable bottles with consumers. The refilling machine was designed, developed, and engineered by a cross-functional team within Beiersdorf’s global packaging and research and development functions.

OLAY SKIN CARE REFILLABLE CONTAINERS TO TARGET MILLENNIALS

In 2019 Procter & Gamble’s (P&G’s) Olay skin-care brand announced that its Olay Regenerist Whip moisturiser was selling in refillable containers as part of a trial to reduce plastics waste. The skin-care packaging contains a jar of cream and one refill pod of moisturiser that can be placed inside the jar once it is emptied. P&G indicated the packaging will also be sold and shipped in a container made of 100 per cent recycled paper and would have no outer carton to cut paperboard use. P&G said the Olay pilot could be a way to attract more millennials, whose purchases of the Olay brand grew eight per cent last year.

BODY SHOP OFFERS REFILLABLE SHOWER GEL

In 2019, Body Shop established a UK concept store in London that includes trials for a refillable shower gel station. This is not the first time Body Shop has had refillable packaging systems in-store. The company trialled a similar programme in the 1990s, but consumers 30 years ago were unable to understand, or embrace, the concept.

I look forward to seeing the results of these initiatives, as for consumers like me to embrace refillable packaging systems, the programmes need to be easy to use, intuitive, affordable, and convenient to access.

The reduction of plastics waste across the globe would be significant if everyone started to embrace refillable packaging programmes and environmental visionaries like Body Shop founder, the late Anita Roddick, would be proud that consumers are taking ownership of their environmental footprint.

My haircare, beauty and cleaning products are ready to be refilled. Who is up for the challenge? ■



AUSTRALIAN INSTITUTE OF PACKAGING



ARE YOU INTERESTED IN ATTAINING THE INTERNATIONALLY RECOGNISED AND HIGHLY-VALUED CERTIFIED PACKAGING PROFESSIONAL (CPP)® CREDENTIAL? ASK THE AIP HOW

INFO@AIPACK.COM.AU WWW.AIPACK.COM.AU

Roll 'n' Recycle® to put semi rigid plastics into the kerbside recycling stream



PREP Design, in partnership with flexible packaging specialist O F Packaging, has developed a system to recycle some soft plastics through the existing kerbside recycling system.

The system, called Roll 'n' Recycle®, enables consumers to dispose of monopolymer semi-rigid pouches and bags in the kerbside recycling system to be sorted and recycled.

The programme requires consumers to roll their packaging and secure it with a specially engineered label before placing it into their co-mingled recycling bin for collection. The label will be affixed to the packaging during the manufacturing process.

Rolling the material makes it three-dimensional, enabling it to move through current recycling infrastructure as a rigid plastic container would.

To ensure clear communication to customers, relevant information is on the pack, in addition to the label to ensure the process is followed correctly.

PREP Design founder and CEO Anthony Peyton MAIP said: "Whilst various programs are already minimising landfill, semi-rigid plastics continue to be a problem and the introduction of Roll 'n' Recycle® enables households and businesses to effectively dispose of these plastics with the convenience of the kerbside recycling bins without changing the resource recovery process.

"We are proud to bring such an exciting and innovative programme to the recycling landscape," Peyton said.

O F Packaging, a founding partner of the Roll 'n' Recycle® programme, has been involved in the programme's trial and evidence gathering phase.

O F Packaging managing director Joe Foster FAIP said: "The Roll 'n' Recycle® programme is something both ourselves and our customers are very interested in, because we're all looking for more sustainable packaging solutions and innovations that can be utilised across the market.

"Every brand owner wants the highest quality of packaging protection for their product, but that packaging also needs to be recyclable. We are passionate about the programme and have been involved from the early days because we genuinely think it's a big step forward in diverting semi-rigid plastics from landfill."

In 2019, PREP Design, in association with O F Packaging, conducted trials at Recycled Plastics Australia (RPA) in Adelaide. These trials confirmed that the pouches could be captured as part of the light-weights stream.

Consultations have confirmed there is a market demand for this recovered flexible plastic, especially when it is a mono-polymer material.

With that knowledge, a trial was conducted at the Suez Spring Farm MRF in June, 2020 to assist in validating the claim that monopolymer pouches and other semi-rigid films can be recycled via kerbside when the consumer rolls up the pouch/film as directed.

Roll 'n' Recycle® will launch alongside established programmes such as REDcycle, an already successful programme where mixed soft plastics can be returned to participating stores and placed in supplied bins.

Roll 'n' Recycle® goes one step further than established programmes. It enables monopolymer flexible materials to be **conveniently disposed of in household or business kerbside recycling bins** to recover as much of this resource as possible.

For the Roll 'n' Recycle® certification to be used on packaging, the following requirements must be met.

- Brand owners need to ensure they partner with a manufacturer who supplies packaging that is monopolymer "recycle ready" and satisfies Roll 'n' Recycle's technical and style guidelines
- Manufacturers must include the Roll 'n' Recycle® sticker and logo on approved packaging
- Consumers find and buy participating products that have been certified to display the Roll 'n' Recycle® logo and follow the directions outlined on packaging by rolling and applying the supplied sticker where indicated
- Consumers place the certified semi-rigid packaging into their household kerbside recycling bin ready for collection

For more information about Roll 'n' Recycle® or to join the program, visit: www.rollnrecycle.com

Thinking about solar?

There's never been a better time.

MAKING SOLAR CASH-FLOW POSITIVE IS EVEN EASIER - BUT THE WINDOW FOR MAXIMUM BENEFIT IS CLOSING SOON.

As the busy period approaches, so too does the perfect time to invest in high quality solar. Not only do longer, sunnier summer days mean your system is at its best in terms of output, but you'll also be taking advantage of two major opportunities when it comes to making your system even more cost effective.

So, why now?



INSTANT ASSET TAX WRITE OFF

For businesses looking to sustainable solutions to keep their operational costs down, this tax break offers a unique opportunity to invest in an asset that manages those costs through periods of uncertainty and beyond. In order to receive full benefit, solar systems must be installed and operating by June 30, 2022.

GOVERNMENT FUNDING CHANGES

The current Government funding for commercial solar is being phased out incrementally, reducing each year in value. This means you need to act by December 31 2020 to maximise your benefit. Confused about access to government incentives? Don't stress - We do the hard work for you to find out what you could save.

How to claim your complimentary and obligation-free solar feasibility assessment:

1. Call Rebecca Xuereb on **0452 282 814** or email her at **rebecca@choiceenergy.com.au** with a **copy of your latest business electricity bill** - be sure to mention you're an AIP member.
2. Rebecca will organise your **expert solar feasibility assessment**, which can be conducted remotely and in a way that won't interrupt the flow of your work day.
3. You'll receive the comprehensive information you need to make an **educated and informed decision**, including an estimate on how much solar energy could save you on your energy bills

Find out why more than 3,500 clients trust us with their energy needs.



Rebecca Xuereb
0452 282 814

rebecca@choiceenergy.com.au

The information provided on this PDF is general in nature only and does not constitute personal or commercial financial or taxation advice. The information has been prepared based on our interpretation of the IAWO program and has not taken into consideration your personal or business objectives, financial situations or needs. Before acting on any information on this website, or others, you should consider the appropriateness of the information with regard to your personal or business objectives, financial situations or needs. Speak to your Accountant, Tax Advisor or the Australian Tax Office for any questions you may have with regard to the application of the Instant Asset Write Off for your business.



Taghleef Industries

Together we Innovate™



EXTENDO®
HIGH BARRIER FILMS

NATIVIA®
BIO-BASED FILMS

Derprosa
Laminating films

SHAPE 360
SHRINK FILMS

SynDECOR®
AMAZING SURFACES

Titanium™
METALLIC IML FILM

reLIFE™
RECYCLED POLYPROPYLENE SOLUTIONS

Get in touch with us:

Taghleef Industries Pty Ltd.
11 Moloney Drive
Wodonga
Victoria 3690

Phone: +61 2 60 220 220
staff.aus@ti-films.com

ti-films.com



wellman

PACKAGING

SUSTAINABLE PLASTICS

FUTURE THINKING FOR PLASTICS PACKAGING

RIGID PLASTICS PACKAGING | EUROPEAN QUALITY | AUSTRALIAN INNOVATION
BOTTLES | CLOSURES | PREFORMS | THINWALL | SPECIALTY | FOOD GRADE
WELLMAN.COM.AU | P +61 2 8776 0600 | INFO@WELLMAN.COM.AU



AUSTRALIAN INSTITUTE OF PACKAGING

AIP PARTNERS



AUSTRALIAN INSTITUTE OF PACKAGING

GOLD PARTNERS



SILVER PARTNER



BRONZE PARTNERS



MEDIA PARTNERS



Join as a Partner today. The Australian Institute of Packaging (AIP) provides opportunities for your company to partner with the Institute through our on-line newsletter, website and social media sites. These communication tools will provide direct access and communication on a regular basis to our Members and wider industry colleagues on the AIP database. Ask the AIP how your business can become a partner today.

PROUD LONG-STANDING SUPPORTERS OF PACKAGING EDUCATION & TRAINING IN AUSTRALASIA

PEAK PROFESSIONAL BODY FOR PACKAGING EDUCATION & TRAINING IN AUSTRALASIA



AUSTRALIAN INSTITUTE
OF PACKAGING

**DIPLOMA IN
PACKAGING
TECHNOLOGY**
(On-Line)

**FIGHTING
FOOD WASTE
INITIATIVES**

**ACCESS TO
GLOBAL
PACKAGING
COMMUNITY**

**CERTIFIED
PACKAGING
PROFESSIONAL
DESIGNATION
(CPP)**

**AUSTRALASIAN
PACKAGING
INNOVATION &
DESIGN AWARDS**

**PERSONAL &
PROFESSIONAL
DEVELOPMENT**

**24x
PACKAGING
TRAINING
COURSES**

**CERTIFICATE
IN PACKAGING**
(On-Line)

**FUNDAMENTALS
OF PACKAGING
TECHNOLOGY**
(On-Line &
Residential)

**NETWORK OF
PACKAGING
PROFESSIONALS**

**IN-HOUSE
CUSTOMISED
CORPORATE
TRAINING**

**ACCESS TO
GLOBAL
TEXTBOOKS**

**MASTER
OF FOOD &
PACKAGING
INNOVATION**

**SITE VISITS,
SEMINARS,
CONFERENCES
& FORUMS**

PROUD MEMBERS & PARTICIPANTS OF:

FRIENDS OF
CHAMPIONS 12.3

IAPF
The Asian Packaging Federation



AUSTRALIAN
FOOD WASTE

AIP: PEAK PROFESSIONAL BODY FOR PACKAGING EDUCATION & TRAINING IN AUSTRALASIA