



AUSTRALIAN INSTITUTE
OF PACKAGING

AIP NEWS

OCTOBER 2020



AUSTRALIAN INSTITUTE
OF PACKAGING



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

inside this issue...

2020 AIP Australasian Packaging Conference

VIRTUAL EDITION
27 to 30 October

74 SPEAKERS.
8 COUNTRIES.
4 DAYS.

Page 3



The 2020 AIP Australasian Packaging Conference will be moving to a Virtual Edition on the 27th to the 30th of October.

The Virtual Edition of the 2020 AIP Australasian Packaging Conference will bring together over 74 leading international and national technical experts that will discuss the theme Packaging: Fit for the Future.

Page 2



Women in Packaging Forum 2020
Keynote Speaker: Sonia Friedrich

Page 13

MARS
Petcare

Position Vacant: Packaging Technologist -
MARS Petcare



Page 35

Can Save Food Packaging
Design minimise food waste?

Pages 18-19



Zipform Packaging - WA Minister Visit

NEW MEMBERS

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

NAME	GRADE	STATE/COUNTRY
Saurabh Mishra	Associate	New Zealand
Kate Gill	Associate	SA

NAME	GRADE	STATE/COUNTRY
Alison Fraser	Associate	SA
Felicity Kelly	Associate	VIC

Women in Packaging Forum 2020

PKN Packaging News and Food & Drink Business will be hosting our third Women in Packaging Forum, in partnership with AIP, during the Australasian Packaging Conference 2020, set to take place as a virtual event on the 28th of October at 9.00 am to 11.00 am AEDT.



Sonia Friedrich

Inspirational speaker and behavioural economics expert Sonia Friedrich will headline the Women in Packaging breakfast forum on 28 October in a live virtual event during the AIP conference.

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

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

HEADLINE SPONSOR:



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

Her address will consider the impact of Covid-19 on buying behaviour, looking at the cycle of panic, fear, isolation, and uncertainty that seems to be continuing to loop at the moment and foreseeable future; considering how and why spend money, and how brands can win in these times.



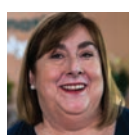
PANEL SESSION: Passion & Purpose in Packaging

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

Panellists will include 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.



Kate Bezar



Joanne Howarth AAIP



Nadia Taylor



Nicole Garofano AAIP

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2020 AIP Australasian Packaging Conference

VIRTUAL EDITION

27 to 30 October

74 SPEAKERS. 8 COUNTRIES. 4 DAYS
REGISTRATIONS NOW OPEN

CPP PTS
ATTAINED



The Australian Institute of Packaging (AIP) is pleased to announce that the 2020 AIP Australasian Packaging Conference will be moving to a Virtual Edition on the 27th to the 30th of October.

The Virtual Edition of the 2020 AIP Australasian Packaging Conference will bring together over 74 leading international and national technical experts that will discuss the theme Packaging: Fit for the Future.

The beauty of the Virtual Edition is that if you are unable to attend all of the sessions you will not miss out.

The conference will be designed so that delegates can choose to:

- Join live via Zoom software and interact - watch and interact with the sessions while they are happening.
- Watch the 'live stream' - watch a live video of the session.
- Watch a 'recording' of the session at a later time - as added value, if you are unable to join any of the sessions live you can access the recordings of all sessions using your conference website delegate login details until the end of December 2020. This will allow you flexibility to view the presentations as many times as you wish, and in your own time.

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SUPPORTERS



MEDIA PARTNERS



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

OCTOBER 2020

2020 GLOBAL PACKAGING FORUM

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

WHEN: **19 - 22 October**

WHERE: Virtual

WHAT: Each session will bring together expert global presenters who will be discussing 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 and Sustainable Design: Packaging for the future
- 4# Reusable and Refillable Packaging Designs for the Future



- | | |
|---------------|---|
| 19 Oct | 2020 Global Packaging Forum: Virtual Edition
9.00 am to 10.30 am Bangkok GMT+7
Topic: How to achieve Global and Regional Packaging Targets for the ASEAN region |
| 20 Oct | 2020 Global Packaging Forum: Virtual Edition
3.00 pm Bangkok GMT+7
Topic: How to balance Sustainable Packaging & Food Waste Targets |
| 21 Oct | 2020 Global Packaging Forum: Virtual Edition
3.00 pm Bangkok GMT+7
Topic: Circular and Sustainable Design: Packaging for the future |
| 22 Oct | 2020 Global Packaging Forum: Virtual Edition
3.00 pm Bangkok GMT+7
Topic: Reusable and Refillable Packaging Designs for the Future |



All of industry is invited to attend so book your place today.



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Giving Shape to Ideas



OCTOBER 2020

ENSURING SAFE PACKAGING: WEBINAR

WHEN: **20 October: 11.00 am to midday AEDT**

WHERE: Virtual

WHAT: In this webinar we will introduce some of the emerging challenges faced by the packaging industry.

TOPICS: • Regulations around packaging testing and safety

- What compounds can be released by packaging material and why we should be aware of them
- The implications of packaging materials on our health
- Leachable compounds in food, Microplastics in the environment, COVID-19 contamination from packaging materials and surfaces

PRESENTERS:



Roberto Fusetto
Applications Scientist
Chromatography
PerkinElmer



Phillip Hudson
Sales Specialist
Applied Genomics
PerkinElmer



PROPAK ASIA 2020

AIP TO EXHIBIT
VIRTUALLY

The 28th International Processing and Packaging Exhibition for Asia

**PROPAK
ASIA**

20-23 October 2020
BITEC, BANGKOK, THAILAND

with **online**
exhibition at
www.ProPakAsia.com

WHEN: **20 to 23 October**

WHERE: BITEC (Bangkok International Trade & Exhibition Centre)
Bangkok, Thailand + VIRTUAL EDITION CONCURRENTLY

WHAT: ProPak Asia 2020 is the largest annual Processing & Packaging trade event for the ASEAN region with nine industry focused zones bringing buyers from across the world.

INFORMA MARKETS & WPO WEBINAR 5: HOW COVID-19 IS IMPACTING GLOBAL SUPPLY CHAINS

WHEN: **21 October**

WHERE: Via Zoom

WHAT: Webinar 5 in the five-part global series, will be held on 21 October and will discuss how COVID-19 is impacting the Global Packaging Supply Chains. The interactive session will include a global panel of experts who will discuss Global vs Domestic Supply Chains, accessing sites to obtain recycled plastics, challenges with global supply chains in terms of accessing sites, machinery, production lines and delivery of equipment and Global supply chains of meat and food in general.

The Series is run by Informa Markets, in collaboration with the World Packaging Organisation (WPO), and supported by the Australian Institute of Packaging (AIP).

SPEAKERS WILL INCLUDE:



Gian Paolo Crasta
Sales & Marketing Director
UCIMA



Simon Van Leuven
Australian Director
Vanden Recycling



Alan Adams
Sustainability Director APAC
Sealed Air

FACILITATOR:



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



OCTOBER 2020

2020 AIP Australasian Packaging Conference

VIRTUAL EDITION
27 to 30 October

74 SPEAKERS.
8 COUNTRIES.
4 DAYS.



WHEN: 27 to 30 October

WHERE: Virtual

WHAT: The Australian Institute of Packaging (AIP) is pleased to announce that the 2020 AIP Australasian Packaging Conference will be moving to a Virtual Edition on the 27th to the 30th of October.



The Virtual Edition of the 2020 AIP Australasian Packaging Conference will bring together over 74 leading international and national technical experts that will discuss the theme Packaging: Fit for the Future.

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

Speakers will include Pete Ceglinski, CEO & Co-Founder, Seabin Project, Siobhan McCrory, Executive General Manager, Marketing & Innovation, Pact Group, Jean Baillard, General Manager, TerraCycle Australia & New Zealand, Vikas Ahuja, Sustainability Director, TetraPak Oceania, Barry Cosier, Director, Sustainability, Australian Food & Grocery Council and Brooke Donnelly, Chief Executive Officer, APCO, Margaret Stuart, Head of Corporate and External Relations, Nestlé Oceania, Jeff Maguire, Group Head of CDS Development & Implementation, Coca-Cola Amatil, Travis Hatton, Food Waste Lead | Campaigns, Sustainability Victoria, Stephen Webster, General Manager, Integrated Recycling and many more.

PKN
PACKAGING NEWS

ANY TIME, ANY DEVICE

PKN Packaging News is Australia's definitive packaging industry news source, providing in-depth coverage of industry and technology developments relevant to the entire packaging supply chain, including packaging end-users. PKN delivers engaging content on packaging design, sustainability, materials, machinery and market sectors to a diverse audience of industry decision makers.

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For advertising contact Sharon Amos sharonamos@yaffa.com.au



OCTOBER 2020

WOMEN IN PACKAGING FORUM: VIRTUAL

WHEN: **28 October**

WHERE: Virtual

WHAT: PKN Packaging News and Food & Drink Business will be hosting our third Women in Packaging Forum, in partnership with AIP, during the Australasian Packaging Conference 2020, set to take place as a virtual event running across four consecutive morning sessions from 27-30 October.



SPEAKER:



Sonia Friedrich
Behavioural Scientist
Clearly Thinking

Inspirational speaker and behavioural economics expert Sonia Friedrich will headline the Women in Packaging@breakfast forum on 28 October in a live virtual event during the AIP conference.

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

PANEL SESSION: Passion & Purpose in Packaging. Our panel of industry professionals will share their experience on how aligning passion and purpose can lead to business success while making a positive impact on the planet and its people.

Panellists will include 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.

HEADLINE SPONSOR:



Packaging designed for less waste



Product
Integrity



Operational
Efficiency



Package
Optimization



Brand
Experience

Sealed Air®

NOVEMBER 2020

PACK EXPO CONNECTS: VIRTUAL

WHEN: 9 to 13 November

WHERE: 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.

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

AIP TO EXHIBIT
VIRTUALLY



LIVE.
VIRTUAL.
REIMAGINED.

November 9–13, 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 3.00 to 4.00 pm

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.

SPEAKERS:



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



Alan Adams MAIP
Sustainability Director APAC
Sealed Air



Michael Dossor MAIP
General Manager
Result Group



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



Warwick Armstrong MAIP
General Manager
Plantic Technologies

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.



Inaugural Food Loss and Waste Day

The AIP recently invited the industry to support inaugural International Day of Awareness of Food Loss and Waste Day (IDAFWL) on 29 September.

Food and Agriculture Organisation (FAO) of the United Nations invited everyone around the world to observe the First International Day of Awareness of Food Loss and Waste (IDAFWL) on 29 September 2020. This event made a clear call to action for both the public and the private sectors to bolster efforts to reduce food loss and waste toward ensuring food security for all and particularly the most vulnerable. Launching the event during the COVID-19 pandemic brings about an international wake-up on the need to transform and rebalance the way our food is produced and consumed.

When food is lost or wasted, all the resources that were used to produce this food - including water, land, energy, labour and capital - go to waste. In addition, the disposal of food loss and waste in landfills, leads to greenhouse gas emissions, contributing to climate change. Actions are required globally and locally to maximise the use of the food we produce. The introduction of technologies, innovative solutions (including e-commerce platforms for marketing, retractable mobile food processing systems), new ways of working and good practices to manage food quality and reduce food loss and waste are key to implementing this transformative change. Reducing food loss and waste requires the attention and actions of all, from food producers, to food supply chain stakeholders, to food industries, retailers and consumers.

According to the Australian National Food Waste Baseline 2.5 million tonnes (34 per cent) was created in our homes, 2.3 million tonnes (31 per cent) in primary production and 1.8 million tonnes (25 per cent) in the manufacturing sector. Australians recycled 1.2 million of food waste, recovered 2.9 million tonnes through alternative uses for food waste and disposed of 3.2 million tonnes.

Executive Director of the Australian Institute of Packaging (AIP), Nerida Kelton MAIP, added that 'With Australia producing 7.3 million tonnes of food waste across the supply and consumption chain and a Federal Government National Food Waste Strategy to halve food waste that goes to landfill by 2030 now is the time for packaging technologists to review pack designs that could minimise food waste and losses.'

"Packaging plays an important role in preventing and or minimising food waste. The primary purpose of packaging is to contain, protect, preserve, promote and communicate, handle and transport and provide convenience for a product; all the while ensuring the safe delivery of food to the consumer. Without adequate packaging design features and fit-for-purpose packaging food can potentially be wasted all the way through the supply chain to the consumer. By modifying packaging designs and ensuring that save food packaging guidelines are followed food waste and loss can be minimised,"

"As a core participant of the Fight Food Waste Cooperative Research Centre, the Australian Institute of Packaging (AIP) have been working on guidelines that will help Packaging Technologists



to design Save Food Packaging to minimise food waste from paddock to plate using innovative and intuitive design features that can contain & protect, preserve, extend shelf life, easily open and reseal, provide consumer convenience and portion control; all the while meeting global sustainable packaging targets. The implementation of Save Food Packaging design criteria and communication material will lead to better packaging design, material and format selection to assist retail, food service and consumers to minimise and prevent food waste." she said.

AIP Save Food Packaging Consortium members also provided their views on the importance of International Day of Awareness of Food Loss and Waste Day...

"There are a surprising number of people in Australia who experience 'food insecurity' - not knowing where their next meal is coming from. Imagine trying to feed a family or being a child going to school hungry. We all saw how quickly many people became concerned about supply chains being affected in the first COVID-19 surge and the resulting panic buying. As packaging professionals let's come together to support the work that is being done to preserve food, by extension of shelf life for example and in doing so keeping more food in market to reach distribution channels for the needy, not just in Australia, as we have the opportunity to influence such packaging innovation globally." **Dr Carol Kilcullen-Lawrence FAIP, CPP, Sustainability Specialist, UPM Raflatac.**

"Although Australia is a net exporter of food (79%), the 29 September Day will remind us of the responsibility we all have to reduce the high levels of food loss and waste. In the middle of this COVID pandemic, where people's health and lives have been dramatically impacted, we need to also recognise that there is a growing number of people affected by hunger, which requires our immediate action to reduce the tonnes of edible food that is lost and/or wasted every day. The AIP has been playing their part in the Australian National Food Waste Reduction targets and the Fight Food Waste CRC since 2017. The AIP Project team has focused their activity on assisting packaging and manufacturing companies to understand the important role they can play in the designing of their products and packaging to ensure food isn't wasted. Secondary and tertiary packaging design are key factors to reducing food waste by protecting the product

Inaugural Food Loss and Waste Day

in the handling and distribution. Primary packaging design provides the consumers with storage, handling information along with user and portion convenience to ensure the food is spoiled or wasted." **Keith Chessell FAIP**, AIP Representative on APCO Board.

"As a packaging & technology solutions provider, we play an important role in championing innovations in the packaging space that foster sustainability and address food wastage. There has never been a more exciting time in our industry, we actually have the tools, it's all about how we apply them. Success has been achieved with much more to come, sooner than you think." **Michael Dosser MAIP**, General Manager, Result Packaging.

"Next to water, food is the most important life-giving resource for all of us. Yet we waste so much food for so many reasons. Food waste is possibly the greatest opportunity for sustainable action because we can all make a difference today, a difference in business by choosing to make food waste prevention a design priority, and a difference in our personal lives and homes with everyday actions. We can improve lives, reduce costs of living and improve our environment by reducing food waste. It is the right thing to do, and it just feels good to save food, recover food and stop being wasteful." **Alan Adams MAIP**, Sustainability Director APAC, Sealed Air.

"At Zipform Packaging we are delighted to see this inaugural IDAAFLW take place and how appropriate it is that it is scheduled in the midst of the COVID-19 pandemic, which has certainly raised our awareness of the importance behind food supply chain robustness. Never has the link between food security and packaging been stronger in focus and when food security is compromised loss or waste will of course follow. As a project contributor within the Fight Food Waste CRC's AIP-led project 'Save Food Packaging Criteria and Framework' we see this day as incredibly important in raising awareness about Food Loss & Waste and hopefully it will drive all of us to reflect on this global issue and how we can, both personally and professionally, help address this huge challenge." **John Bigley MAIP**, Chief Executive Officer, Zipform Packaging.

The AIP encourages everyone to try and implement a few easy tips to minimise food waste and share your actions and use the hashtags #Australianinstituteofpackaging and #FLWDay. What will you be doing to minimise food waste?

TIPS TO REDUCE FOOD WASTE

- Learn the difference between A Use By date and a Best before Date. Share this knowledge with your workplace, friends and family
http://aipack.com.au/wp-content/uploads/PKN_Jan-Feb20_16_17.pdf
- Buy resealable packaging
<http://aipack.com.au/the-role-that-resealable-packaging-plays-in-minimising-food-waste/>
- Look at innovative ways to use leftovers in more meals
- Buy Freezer ready meals
- Buy smaller packs that suit your household numbers
- Plan Ahead and only buy what you need
- Don't cook more than you need
- Store Food in the right places e.g. freezer vs refrigerator vs room temperature
- Set your refrigerator to the correct temperature
- ALWAYS donate extra food to neighbours, friends or foodbanks
- Compost your food waste
- Get some chickens
- Nominate a few Meat Free Days during the week

If you would like to better understand Save Food Packaging Design and how to use the guidelines then please contact the AIP today.

<http://aipack.com.au/about-us/fight-food-waste/>

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Live Webinar:

ENSURING SAFE PACKAGING

Ensuring the safety of packaging materials for food, the environment and our health

Flexible polymer packaging materials have been widely used for a variety of products, including food, chemicals, and medical devices. While their main function is to preserve product integrity, there are rising concerns about safety and how packaging material can contaminate food products, accumulate in the environment or even harbor infectious diseases.

Join the webinar:

Tuesday 20th October, 2020
11am – 12:00 noon (AEST)



Register Today

In this webinar we will introduce some of the emerging challenges faced by the packaging industry, including :

- Regulations around packaging testing and safety
- What compounds can be released by packaging material and why we should be aware of them
- The implications of packaging materials on our health
- Focused topics:
 - Leachable compounds in food
 - Microplastics in the environment
 - COVID-19 contamination from packaging materials and surfaces

Presenters



Roberto Fusetto
Applications Scientist
Chromatography
PerkinElmer



Phillip Hudson
Sales Specialist
Applied Genomics
PerkinElmer

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THE ROLE

Working closely with our Manufacturing, Quality and Marketing teams, this role will see you being an integral team member and making sure quality products are sent to market every day. The role will also bring new and improved packed pet food products to market and help design and implement solutions that ensure we meet our packaging sustainability targets by 2025!

This role is based at our Mars Pet Nutrition manufacturing site in Bathurst. The successful candidate will have the opportunity to learn from and leverage our experienced team of R&D Pack and Process Engineers, Product Developers, Quality & Food Safety Leaders and other stakeholders in Bathurst and across Australia.

This role will involve problem solving, continuously improving and supporting the deployment and deployment of sustainable pet food packaging solutions whilst ensuring compliance to semi-finished and finished specifications, relevant Quality & Food Safety standards and manufacturing efficiency targets.

KEY RESPONSIBILITIES

- Problem solving and troubleshooting to resolve packaging related issues
- Adapt packaging designs and process conditions to ensure packs meet specifications, quality standards and efficiency targets.
- Support cost saving initiatives which reduce pack usage, improve manufacturing efficiency, reduce waste and improve product quality.
- Collaborate with the Pack Engineers and the Product Teams to implement new packaging materials and quality checks
- Update and manage packaging specifications, including transfer to a new specification management system.

Other duties as required and as stated in the position description.

WHAT WILL YOU BRING TO THE ROLE?

- Food Science, Engineering, Chemistry, or equivalent, Bachelor degree preferred.
- Experience in Food Manufacturing environment working in Quality, Food Safety, Engineering, or Packaging/Process Development would be the preferred, however experience in a similar role within Manufacturing environment would be suitable such as Quality Assurance
- Working knowledge of packaging is highly preferred
- Strong stakeholder engagement skills/create collaborative relationships.

Relocation support will be offered

WHY MARS PET NUTRITION?

- Awarded #4 in the Best Places to Work Australia survey for 2020
- Work within an environment where pets really are our best friends, with dogs in the office
- Genuine focus on your development with access to world class training
- Global health and wellbeing program to support work-life balance
- Opportunity to make a difference with our volunteer and ambassador programs

ABOUT US:

What do MARS®, SNICKERS®, EXTRA®, ECLIPSE®, PEDIGREE®, WHISKAS®, DOLMIO®, UNCLE BEN'S® MASTERFOODS® and ROYAL CANIN® have in common? They're all made by Mars. We're a family-owned, principle led business that's been making products for people (and the pets that people love) for more than 100 years. Together, our 125,000+ Associates around the world are empowered to take action every day towards the world we want tomorrow. Because we know, the world we want tomorrow starts with how we do business today.

For more information visit careers.mars.com

Mars Australia & New Zealand is an equal opportunity employer committed to providing a working environment that embraces and values diversity and inclusion. As we prefer to manage all sourcing directly, introductions via agency will not be accepted.

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<https://careers.mars.com/au/en/job/656101/Packaging-Technologist>

HERMA Wash-off Adhesive – Recyclers' Dream Now a Reality



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Containers**

**Multi-Layer adhesive coating
makes new ground**

Unparalleled Performance

Herma, the worldwide specialist in self-adhesive materials technology, has launched an adhesive solution that optimises PET, PE and PP recycling process for label removal.

Extending market leading success in PET packaging recycling, Herma has expanded and proved the 62Rpw adhesive to now be used in PP and PE recycling. Currently, polyolefin (PE & PP) packaging is often recycled without the labels being removed, so the recovered material is usually contaminated with printing inks, varnishes and adhesives... not anymore.

The innovative wash-off label adhesive 62Rpw from HERMA now removes this major hurdle for genuine recycling of PP and PE (polyolefin) based packaging. It ensures that labels can be washed off again without leaving any residue - so that materials can be sorted out of the recycling stream with the adhesive and printing inks no longer impacting material quality. Until now, there has been no solution for PP and PE (polyolefin) packaging.

The HERMA 62Rpw adhesive offers the attributes of reliable adhesion and good resistance to the effects of moisture. Regular industrial cleaning processes are now capable of removing it without a trace thanks to the innovative multi-layer technology. The special middle layer enables the adhesive to bond securely with the label thus allowing its entire removal from the PET, PE and PP packaging.

Successfully transforming used drinks, food, personal care, cleaning and chemical bottles and containers into new ones is no longer a vision, but a reality. Used with PET bottles, as well as PE and PP packaging, the special wash-off label adhesive 62Rpw enables recycling operators to produce high-purity pellets that do not contain any detrimental residues – no remains of paper, film labels, printing inks and no residual adhesive.

The wash-off adhesive 62Rpw makes PET and PE and PP recycling simple, efficient and affordable because it aids the complete and quick removal of the labels during washing as part of the recycling process. Another step to a sustainable future is now taken.

HERMA is represented in Australia and New Zealand by Result Group and is managed by Michael Dossor, Group General Manager, Result Group. www.resultgroup.com.au | reception@resultgroup.com.au | +61 3 9706 4474



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Product Identification

provides equipment suitable for primary branding packaging, including labelling and sleeving as well as coding for on-pack, case and pallet traceability and authenticity.



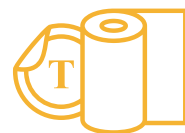
Process Automation

combines our knowledge in manufacturing methods and distribution equipment with software and vision platforms that will control a process from start to end.



Value Added Packaging

offers our customers unique solutions in reclose, reseal, easy open packaging, export overlabelling and on-pack promotions.



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Experts to help develop, Murraylands food, agribusinesses

Food and agribusiness operators in the Murraylands will be able to access free business advice as part of the 2020 Experts in Residence program.

This allows one-on-one virtual appointments with experts in areas such as technology, agritourism, business growth, marketing, supply-chain management, packaging, export and more, as part of a \$170,000 partnership between Regional Development Australia Murraylands and Riverland and PIRSA.

Since inception of the program in 2017, hundreds of local business people have participated in workshops and face-to-face sessions with experts, yielding incredible results.

RDAMR chief executive Ben Fee said this program offered incredible value to our food and agribusiness operators, who may otherwise not have been able to access this level of expert advice.

"The Experts In Residence program is about supporting our regional agribusinesses to realise opportunities for growth and innovation through accessing world-leading expertise," he said.

"This means that farmers can now sit in their paddock, open their device and dial into one-on-one meetings with experts from across Australia."

Simon and Sally Peacock of Bakehouse Farm, Mypolonga, had a similar experience with Experts In Residence in 2018 when they reached out to gain one-on-one expert advice in packaging and labelling for their honey produced in the Murraylands.

"Through the program, we worked with a food-labelling expert directly to improve our product and would recommend the program to others starting out in this industry," Mr Peacock said.

"The sessions really helped us put some polish on our honey products and understand the legal requirements for labelling too.

"We went away after the workshop and updated our labels and also rebranded from 'Peacock Honey' to 'Bakehouse Farm'. "Ever since then things have gone really well for us."

The 2020 program launched during August with an RDAMR-hosted Insights and Innovations webinar.

The webinar provided participants with the opportunity to meet the first round of experts joining the 2020 program and hear their advice on the biggest challenges facing businesses and how they could help businesses to survive, adapt and thrive.

The first round of experts involved in the 2020 program are:

Angela Grogan, of Best Business Results (growth and succession).

Belinda Hansen-Kenny, of Food. Labelling and Safety (market access and development).

Antonio Piscitelli, Business Development Manager at SAGE Automation (agtech insights and adoption).

Randall Poole and **David Scott**, of Tangram Collective (brand and marketing).

Ralph Moyle and **Keith Chessell**, from the Australian Institute of Packaging (market access and development).

A newly launched website provides access to free virtual (one-hour) appointments, making it easy to be engaged and stay informed.

Participants simply register and book an appointment with their expert of choice.

Details: For more information on the program, to register, book an appointment, and watch the webinar, visit eir.rdamr.com.au



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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.

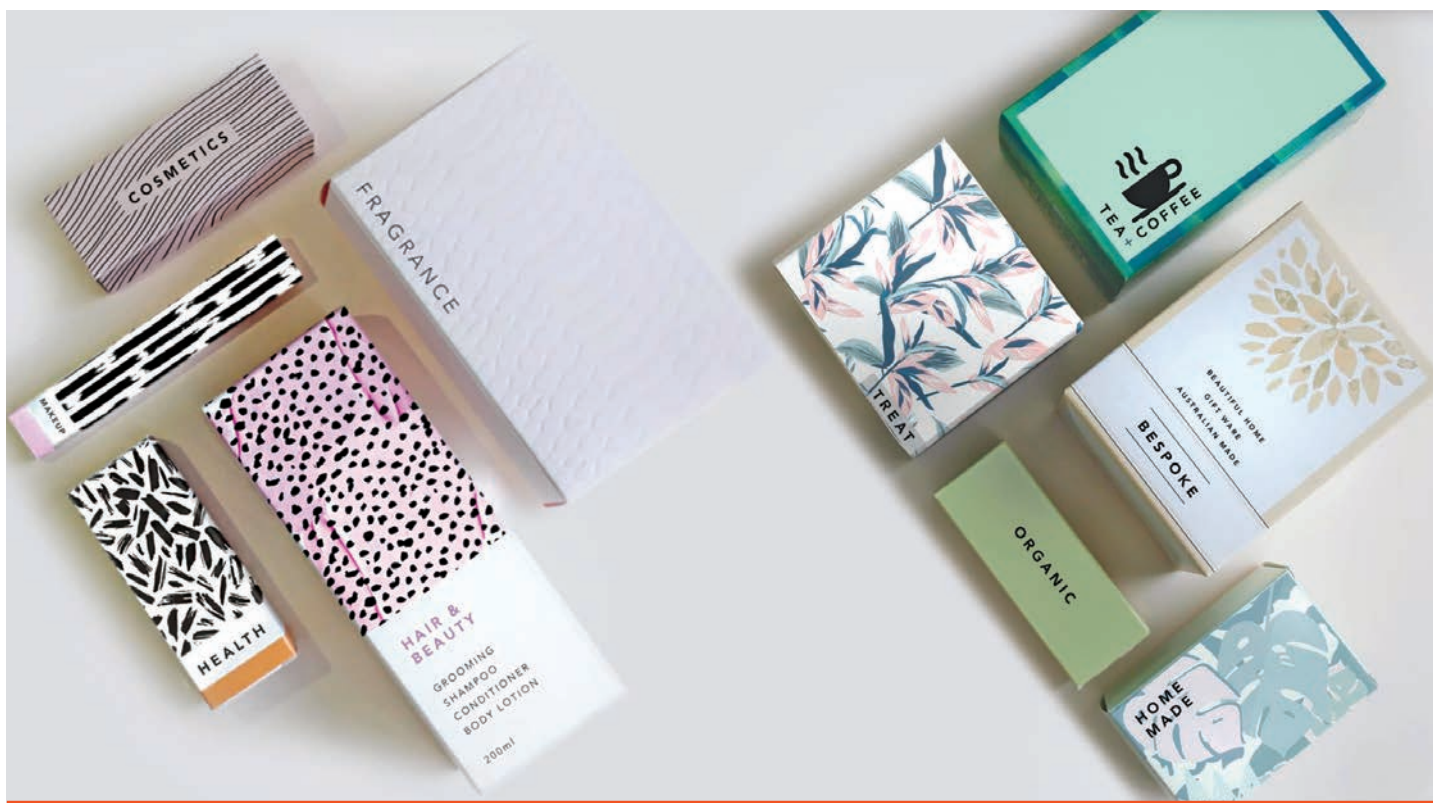
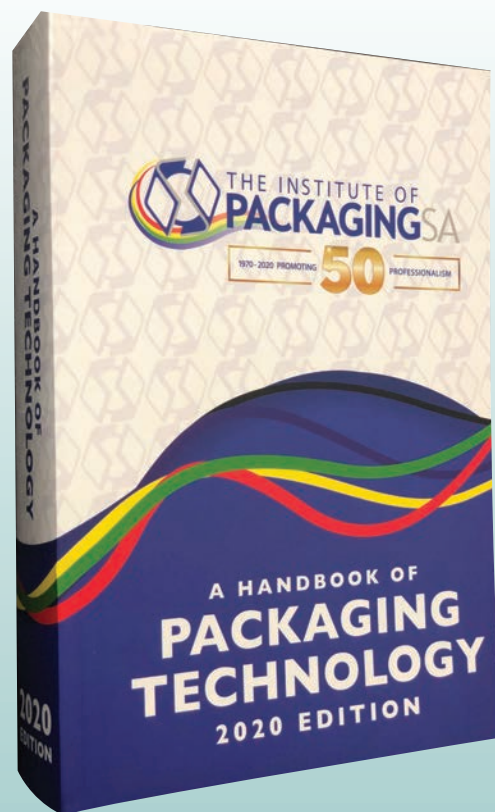
The reference book has been written by expert trainers and educators and industry professionals in South Africa and is suitable for anyone looking to better understand Packaging Technology.



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WA Minister visits Zipform Packaging

ZipForm Packaging recently welcomed the Honourable Dave Kelly, Minister for Water, Youth, Forestry, Science and Innovation and ICT to their Canning Vale, WA plant. Minister Kelly was joined by Emma Collyer, his Senior Policy Advisor. The visit was part of a Community Cabinet series of visits to local organisations and businesses. Zipform Packaging was chosen as in June of this year they had been awarded a WA Funding Voucher for Innovation for their rPump development.

rPump is a new innovative solution to have a reusable pump assembly combined with a recyclable primary and refill pack (a standard Zipform Packaging linear-formed composite pack). More of this later.

We were pleased to be able to tell Minister Kelly the story of the business development from the early days of SOTA Packaging to the latest evolution as Zipform Packaging. During the tour round the BRC AA accredited facility Minister Kelly was given a demonstration of the linear forming process and was briefed on the sustainability credentials of this innovative form of packaging. Zipform Packaging showed the large variety of packs now on market and it was a great opportunity to share some of the innovations in progress.

rPump was obviously the key innovation that brought Minister Kelly to the plant and Zipform Packaging is excited by the opportunities this new pack format could offer.

"I first came up with the rPump concept when I realised the virtual impossibility of recycling the pump dispenser component and that components which are separable would provide more options for recovery and re-use" commented David Kilpatrick MAIP.

Minister Kelly commented, "With very limited recyclable 'refill pack' options currently available, this locally developed and manufactured product, will offer a sustainable packaging alternative for companies and enable them to meet their APCO commitments.

It was great to see first-hand how the IVP is helping a Western Australian company to not only grow and create local jobs, but also make a difference to the environment."

The use of non-recyclable plastics has been increasingly in the spotlight since APCO's announcement of the 2025 National Packaging Targets as brand owners and manufacturers alike grapple with the challenges of recycling problematic materials and products.



Above from left to right: David Kilpatrick - Zipform Packaging's Innovation, R&D, Technical and Quality Director / Minister Kelly / David Edwards - Zipform Group Chairman / Eddy Pahor - Zipform Packaging Commercial Director.



WA Minister visits Zipform Packaging



One such product which is widespread throughout retail shelves is the traditional pump style pack which typically consists of a plastic base and a screw-top pump assembly fitted for dispensing the product. The challenge with the existing format is twofold:

1. The base pack is typically in a non-recyclable coloured PET bottle with the addition of a label.
2. The pump assembly which, due to its size and complex combination of multiple materials is also non-recyclable.

Zipform Packaging approached this challenge true to their mantra 'more paper, less plastic' by creating the Zipform Packaging rPump; a world first innovation that takes the Zipform composite pack to create a perfect combination of recyclable and reusable packaging utilising three components.

1. Primary Pack and Refill Pack – a curbside recyclable pack comprising of >90% fibre and >60% recycled content.
2. Connecting Neck Assembly (PCT Patent Pending) designed to press fit and seal to the rim of the composite pack.
3. A threaded Pump Assembly as would be found on existing pump packs.

With the neck and pump assembly components being reusable components, the consumer simply discards the composite pack and reuses the remaining plastic components on a refill pack hermetically sealed in a Zipform Composite Pack to be retailed separately.

A great combination of Reuse and Recycle

If you would like any more information on Zipform Packaging or rPump please visit the website www.zipformpackaging.com.au or contact Nicholas Payne MAIP, Business Development Manager nicholasp@zipformpackaging.com.au



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Perkin Elmer becomes an AIP Corporate Partner

The AIP would like to take this opportunity and welcome our latest Corporate Partner PerkinElmer.

PerkinElmer enables scientists and researchers in academia and industry to address their most critical challenges. With a mission focused on innovating for a healthier world, they deliver unique solutions to serve the clinical diagnostics, medical research, drug discovery, drug manufacturing, food production, and mining markets. They strategically partner with customers to enable earlier and more accurate insights supported by deep market knowledge and technical expertise. Their dedicated team of about 13,000 employees worldwide is passionate about helping customers work to create healthier families, improve the quality of life, and sustain the well-being and longevity of people globally. They are committed to protecting our environment through ensuring clean air and water; safe products and food; and efficient and renewable energy.

With more than 80 years experience in the applied markets they offer a comprehensive portfolio of polymer testing instruments and solutions across thermal analysis, molecular spectroscopy, chromatography, atomic spectroscopy, hyphenated techniques and materials testing. Their effective and efficient analytical solutions are supported with powerful and user friendly software. You will find PerkinElmer is the ideal partner for ensuring the quality and reliability of polymers and plastics analysis. Their customers span many different manufacturing industries including packaging, pharmaceutical, food, construction, automotive, aviation, electronics, paints, resins and more. PerkinElmer aims to provide support to overcome challenges commonly faced by these industries by developing innovative solutions, streamlining processes, ensuring effective quality and cost control, all while meeting national standards. Comprehensive support for your business from beginning to end. **For more information contact: Roberto Fusetto (Application Specialist), Mobile: 0488 192 656, Roberto.fusetto@perkinelmer.com**



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TCL Hofmann becomes an AIP Corporate Partner

The AIP are pleased to welcome TCL Hofmann as a new Corporate Partner.

TCL Hofmann is a major supplier of leading edge technologies from a significant range of outstanding, global suppliers that are at the forefront of developing new materials, products and equipment.

In addition to 3D printing, polymers and industrial products, TCL Hofmann service the packaging industry with semi rigid thermoformable films, rigid closure solutions, rigid PET preform solutions, PET lidding solutions, flexible film solutions, and rigid aluminium.

TO find about more about how TCL Hofmann can help you please contact Tammy Spencer MAIP on phone: 03 8586 2900 or email: sales@tclhofmann.com.au



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Qenos eXsource develops new stretch hood film for customers

Stretch hood film is expected to double its market share of the palletisation market over the next three years. The reason for this growth is its enhanced load stability and five-sided protection, delivering high levels of safety and product protection.

Stretch hood films based on LyondellBasell's Catalloy technology are used across the globe, and have replaced more traditional EVA-based films due to their higher performance and versatility.

Customers using Catalloy based films can avoid using a summer and winter formulation, and stick with one film all year round. Catalloy resin's robust impact and puncture resistance as well as tear strength improve load protection and enable down gauging. Higher stretching ratios can allow reduced lay-flat widths, leading to further reductions in material use.

To prove the performance of the Catalloy based stretch hood film, Qenos eXsource worked with LyondellBasell to develop a stretch hood film for their polypropylene plant in Geelong.

"The great advantage that eXsource delivers to customers is the ability to work with world leading technical teams both within Qenos and from our partners such as LyondellBasell. We can deliver solutions to our customers like this stretch hood film with improved performance and reduced material usage," said Ged Beckton, eXsource Business Manager.

eXsource worked with a film extrusion customer along with support from LyondellBasell's experts in Catalloy resins to develop a stretch hood film that delivered many benefits.

The stretch hood film structure included a core layer that was rich in Catalloy resins. The skin layers were formulated using Alkamax metallocene. For the film producer, the Catalloy and Alkamax based formulation has excellent processability, allowing efficient start-up and job changes.

The structure produced a film that delivered:

- Reduced material use through thinner film, and higher stretch ratios
- Increased performance with higher holding force and a tougher film
- And better versatility for the film manufacturer and the end customer

According to Steve Miram, Qenos eXsource Technical Services Specialist: "a key part of the development was the field trial program, during which LyondellBasell assessed the film for machinability on the stretch hood line, followed by assessments of pallet stability after a period of storage, and again after the pallets were shipped to various locations around Australia. It was exciting to hear that the pallets passed this critical testing and arrived in excellent conditions at their destinations."

The performance of the down gauged Catalloy based film was superior to the existing film, delivering a well presented pallet to LyondellBasell's customers.

By combining Qenos eXsource know-how with the right polymer materials, the team at Qenos eXsource can develop stretch hood solutions your customers can trust.

To find out more, contact eXsource directly on (AU) 1800 331 230 or (NZ) 0800 440 901 www.exsource.com.

Catalloy is a trademarks owned and/or used by the LyondellBasell family of companies.

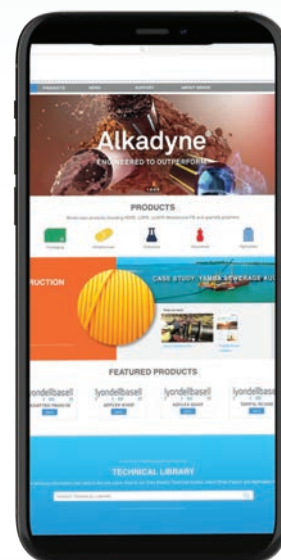


About eXsource:

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

About Lyondellbasell:

LyondellBasell (NYSE: LYB) is one of the largest plastics, chemicals and refining companies in the world. Driven by its employees around the globe, LyondellBasell produces materials and products that are key to advancing solutions to modern challenges like enhancing food safety through lightweight and flexible packaging, protecting the purity of water supplies through stronger and more versatile pipes, improving the safety, comfort and fuel efficiency of many of the cars and trucks on the road, and ensuring the safe and effective functionality in electronics and appliances. More information about LyondellBasell can be found at www.lyondellbasell.com.



NatureWorks announces additional lactide monomer purification technology to expand the availability of Ingeo biopolymer from Blair facility

The manufacturing upgrades increase NatureWorks's responsiveness to rapidly evolving market dynamics and high demand for Ingeo™ (PLA) biomaterials.

NatureWorks, the world's leading manufacturer of low-carbon PLA biomaterials, today announced a slate of manufacturing technology projects, including lactide monomer purification efficiency, that will increase the availability of the full Ingeo™ (PLA) biomaterials portfolio by 10 percent. Installation is currently underway at NatureWorks's facility in Blair, Nebraska, the world's first and largest commercial-scale PLA manufacturing plant. The projects will be completed by the end of 2021.

The expanded availability will support growth in markets that demand sustainable, low-carbon materials and require the high-performance attributes that Ingeo is uniquely suited to deliver. These markets include 3D printing and nonwoven hygiene masks as well as compostable coffee capsules, teabags, and coated-paper food serviceware.

"The market continues to rapidly evolve due to the COVID-19 pandemic as well as the undiminished demand for sustainable, bio-based alternatives to petrochemical-based plastics," said Rich Altice, President & CEO of NatureWorks. "For NatureWorks to satisfy this unprecedented demand, this purification technology is one of many additional capital improvements we are actively working on at our facility in Blair. At the same time, we continue to pursue a potential future second manufacturing site outside the U.S. to serve our growing international markets."

Ingeo polylactic acid is made in a multi-step process that begins with using annually renewable plants to turn greenhouse gases like carbon dioxide into long-chain sugar molecules. Dextrose, derived from the plant sugar molecules, is fermented into lactic acid that then undergoes a proprietary two-step process to transform it into lactide, the monomer for Ingeo polylactic acid polymer.

Commitment to Sustainable Agriculture

The additional annually renewable feedstock sourced to supply the new manufacturing projects will become certified by the International Sustainability & Carbon Certification System (ISCC) to the ISCC PLUS standard of best practices in agricultural production by 2025.

As part of NatureWorks's participation in the New Plastics Economy Global Commitment and commitment to sustainable agriculture, they announced a new initiative in 2019 to ensure that by 2020 100 percent of the agricultural feedstock used for Ingeo made at their Blair, Nebraska production site will be certified as environmentally and socially sustainable by the International Sustainability & Carbon Certification System (ISCC). By 2025, NatureWorks also committed that 100 percent of new feedstocks for additional manufacturing capacity will be certified as sustainably and responsibly managed via an independent third-party administered program.

NatureWorks was the first biopolymer manufacturer to become certified to the new ISCC PLUS standard in 2012, and currently has more than 60 percent of its agricultural feedstock certified.

For more information about NatureWorks and Ingeo, visit www.natureworkslc.com. Follow NatureWorks on Twitter (@natureworks) for the latest updates.

About NatureWorks

NatureWorks is an advanced materials company offering a broad portfolio of renewably sourced polymers and chemicals. With performance and economics that compete with oil-based materials, naturally advanced Ingeo™ biomaterials are valued for their unique functional properties and used in products from coffee capsules and appliances to tea bags and 3D printing filament. NatureWorks is jointly owned by Thailand's largest ASEAN leading integrated petrochemical and refining company, PTT Global Chemical, and Cargill, which provides food, agriculture, financial and industrial products and services to the world. For more information visit natureworkslc.com or follow NatureWorks on Twitter at @natureworks.



WPO Newsletter now available



As the Board Member for Australia and New Zealand on the #worldpackagingorganisation (WPO) the #australianinstituteofpackaging (AIP) is pleased to advise that the latest WPO global newsletter is now available.

The AIP is proud to regularly contribute to this newsletter and to have the opportunity on an international platform to promote our regional successes in Australia and New Zealand.

In the September issue you will see an article from our Executive Director Nerida Kelton MAIP, an article on the 2020 Sustainable Packaging Design Award winners from the PIDA Awards and wonderful story on Impact International and what the WorldStar Packaging Awards means to the family over many generations.

The WPO newsletter is also a great means for you to see what many of our sister-associations are undertaking in the world of packaging in both developed and developing countries. Please share the newsletter with your own colleagues.

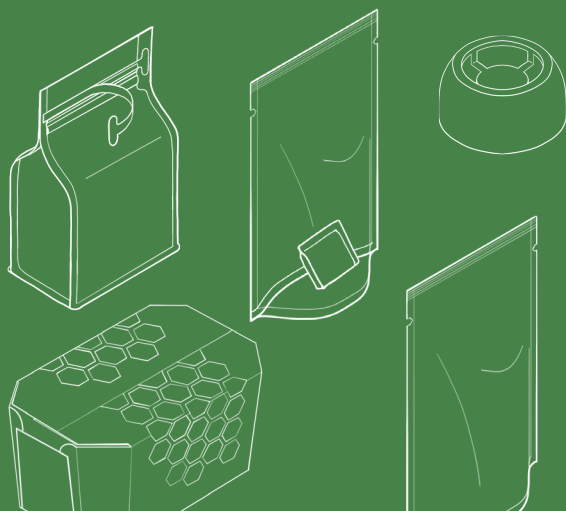
To read the latest issue click here:

https://issuu.com/aipack/docs/wpo_news_43_september_2020?fr=sYmVkMzE4OTQ0OTY



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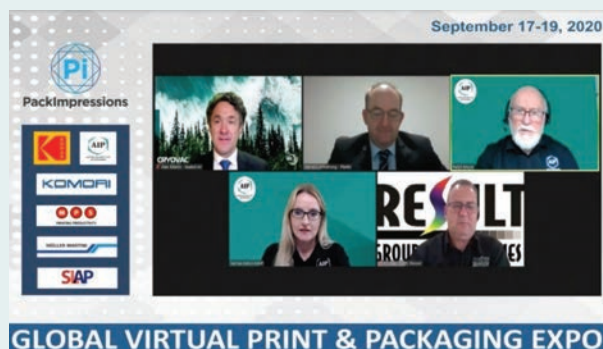
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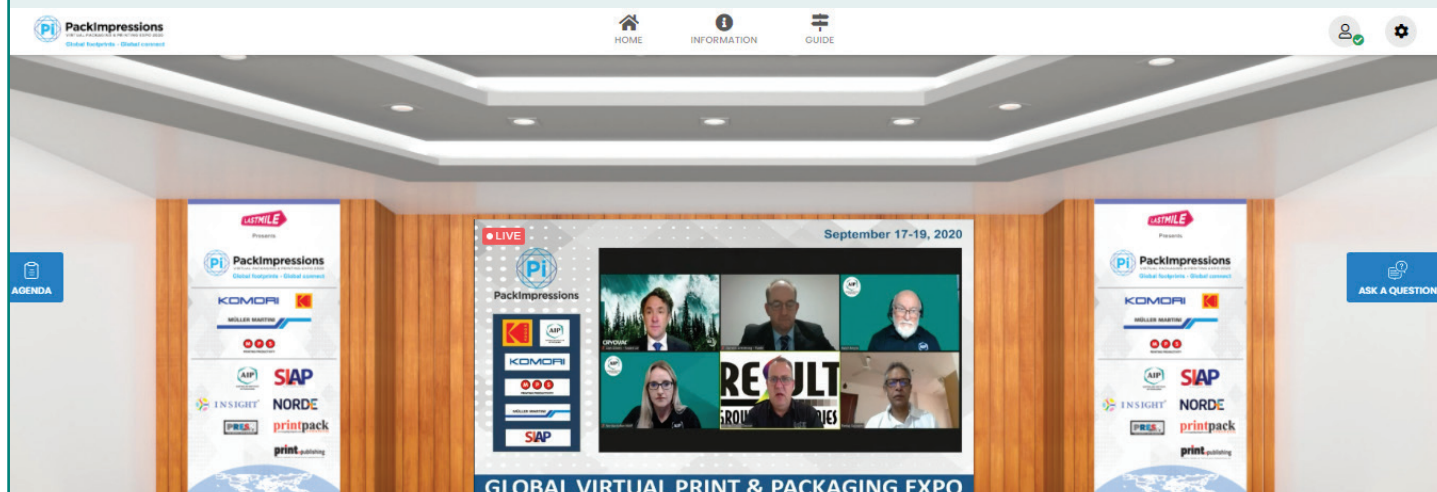


AIP presents at PackImpressions

The Australian Institute of Packaging (AIP) recently ran a panel discussion at the inaugural Pack Impressions virtual tradeshow and convention which had South East Asian audience. The panel included Ralph Moyle FAIP, CPP, Education Coordinator, Australian Institute of Packaging (AIP), Alan Adams MAIP, Sustainability Director APAC, Sealed Air, Michael Dossor MAIP, General Manager, Result Group, Nerida Kelton MAIP, Executive Director, AIP, Warwick Armstrong MAIP, General Manager, Plantic Technologies. The panel discussed the challenges and learnings needed for packaging engineers, designers and technologists when looking at how to implement Save Food Packaging Guidelines and Sustainable Packaging Guidelines into your business and how to find the optimum design for your products.

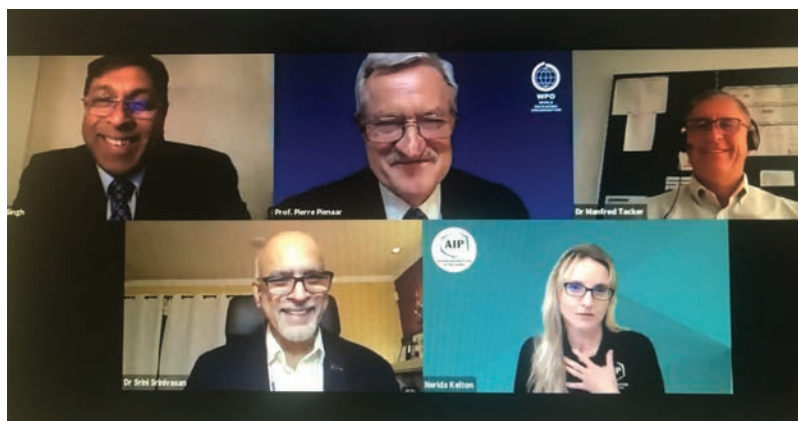


To listen to the full webinar visit <https://www.youtube.com/watch?v=XW9a5U-zANI>



WPO & Informa Markets webinar 4 recording available

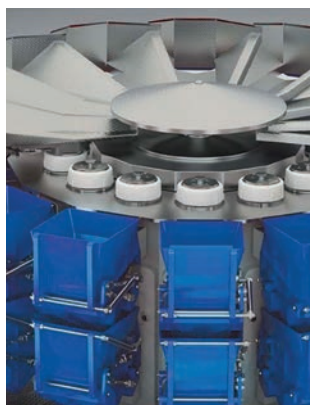
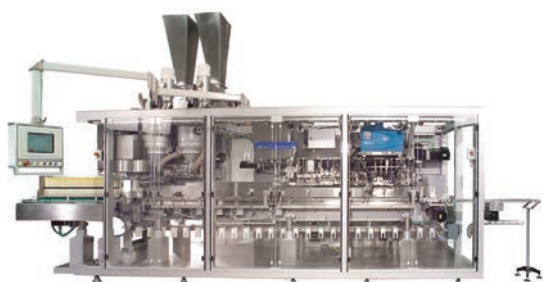
The AIP recently participated in Webinar 4 of the 5-part series from WPO and Informa Markets. Webinar 4 discussed how COVID-19 is impacting the role that Packaging plays in Food Waste and Food Insecurity. The interactive session will include a global panel of experts who will discuss Safety, Save Food Packaging Design, Food Security and Insecurity, Food Recovery & Collection programs.



The Series is run by Informa Markets, in collaboration with the World Packaging Organisation (WPO), and supported by the Australian Institute of Packaging (AIP).

To listen to the webinar <https://youtu.be/l4n2hzJUNPk>

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57 Students Virtually attended - 2020 Intake

Master of Food and Packaging Innovation

The 2020 Intake of the Master of Food and Packaging Innovation Degree looked a little bit different this year with all of the lectures and site visits going on-line due to the pandemic.

The traditional two-week intensive, which is coordinated by the AIP, saw 57 students from across the world attend the first-ever virtual edition of the Degree. The program was expanded over a four-week timetable and brought together over 24 AIP expert lecturers to cover all areas of food packaging design and Material Processes. The lecturers had to reconfigure their topics to suit the virtual world and I am thrilled to say that they all excelled and went out of their way to ensure that the students didn't miss out on being in-person.

The Master of Food and Packaging Innovation is an inter-disciplinary degree that explores food processing, entrepreneurship and innovation in product and packaging design at an advanced level. The Master course is a joint initiative between the University of Melbourne and the AIP.

The 57 students all had the opportunity of learning first-hand from a group of knowledgeable lecturers from industry who shared their vast skills, experience, information, and expertise with students from: Australia, New Zealand, South Africa, Indonesia, Taiwan, Thailand, China, India, Singapore, Hong Kong.

It was a thrilling month where the students were motivated in the field of packaging, so much so that again some students showed interest to undertake their PhD, once they have completed their Masters Degree, in one or another aspect of packaging.

Each day (morning and afternoon) over the four-week period, we had a voice-over PPT lecture followed by one-hour Q and A held by the applicable lecturer with the students. By the end of lectures each student had their heads full of information which they had to digest each evening while also preparing for their poster assignment to be presented on the

last day of the four-week intensive. The poster assignment, which formed part of their major written assignment, was "How convenience drives food packaging innovation"; or "How environmental sustainability drives innovation in food packaging". These are really thought-provoking assignments which challenged the students to contemplate what impact packaging has on the environment and society.

Halfway through the fortnight the students were kindly hosted by OF Packaging where they were able to learn and see a Virtual Tour of the entire process of flexible packaging. This tour was brilliantly done by OF Packaging, for which we are extremely grateful. This experience they found most enlightening. Here they enjoyed this time seeing right up close how film is blown, printed slit, and formed into an end product. It was most encouraging to witness the passion and excitement that Joe Foster FAIP brought to this tour. Also, how Joe and the AIP have formed a relationship to the benefit of the future such events and at the same time motivating the students into this vibrant and fascinating field of flexible packaging. This certainly assisted the students to process the theory they had learnt.

The involvement and questioning during Q and A by the students were most encouraging to all the lecturers. Students researched their selected topics well and lecturers spent time on emails answering eager questions from the students.

It was apparent from students that they had no idea that packaging was so involved, intricate and interfaced with so many other aspects of industry. Students mentioned that they use packaging in their everyday life but never considered the science and engineering, not to mention the thought and involvement that was necessary in creating a pack.



Prof Pierre Pienaar MSc, FAIP, CPP
MFPI Coordinator
Education Director - AIP

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MFPI Packaging Design Unit

In the Design process we often speak to clients about 'failing fast and failing early', employ perishable concepts and mock-ups to test a hypothesis and learn by doing. Often, with little budgets and time, we are forced to improvise and think on our feet requiring the ability to pivot quickly from one idea to the next as fixed assumptions are challenged. Enter 2020... Covid-19... and our assumptions of normality were being challenged on a far grander scale.

With the banning of international student travel visas and repeat lockdowns in Melbourne halting any physical attendance to the University of Melbourne (UoM) Parkville campus, the AIP lecturing cohort required a complete overhaul of the delivery and format of its interactive content.

Many of our 60 students were scattered around not only Melbourne, but the world, with some of our cohort stuck in their native countries. The mix of languages and backgrounds included students from New Zealand, India, China, Taiwan, Inner Mongolia, Singapore, South Africa and Japan.

For those unfamiliar with 'normal' practice, our lecturers traditionally update their presentation content over the year and meet on-site for an intensive one week of lecturing onsite at Parkville. Originally the Packaging design stream was curated in a way to encourage student enjoyment and learning retention via a boot-camp delivery style, incorporating workshops and practical sessions engaging both students and lecturers. This follows the linear journey from insights through to retail launch of a packaged consumer brand to add realism to the content and involved 9 subject matter experts, 14 topics and a field trip at a research hub.

The CoVID edition extended this lecturing period across two weeks, completely delivered remotely via Zoom with a mix of pre-recorded and live Q&A lecturing session capped at a 4-hour learning window per day. This new format essentially doubled the delivery load for the lecturers and being quite hands on, challenged past format and content structure for most of our lecturers. The most enjoyable and unique aspect of our Design Stream is its interactive nature and not solely dependent on theory delivery. Most of our sessions involved not only a Q&A, but predominantly pre-planned workshop activities, pre-session homework or hack methods of prototyping, brand development, or conceptualising in session.

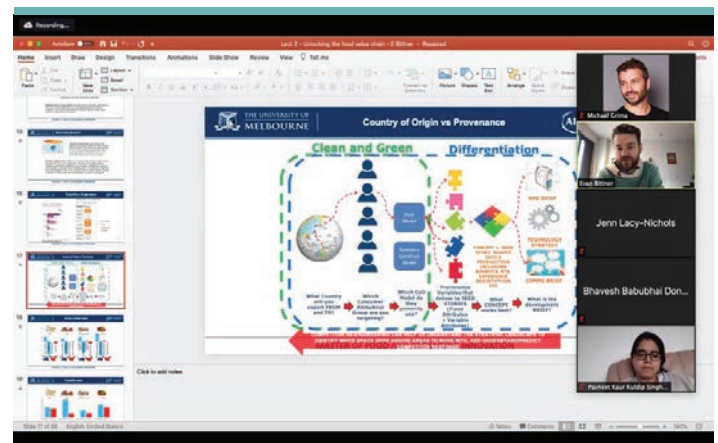
To complete the challenge we faced this year we sadly experienced the shock loss of one of our dear foundation

lecturers in Hollis Ashman. Hollis was a past colleague from Mondelez FIC days and a vibrant, knowledgeable mentor to many at the University on innovation, consumer insights and export to Asia programs. A major loss to the course and to the local Food and innovation industry.

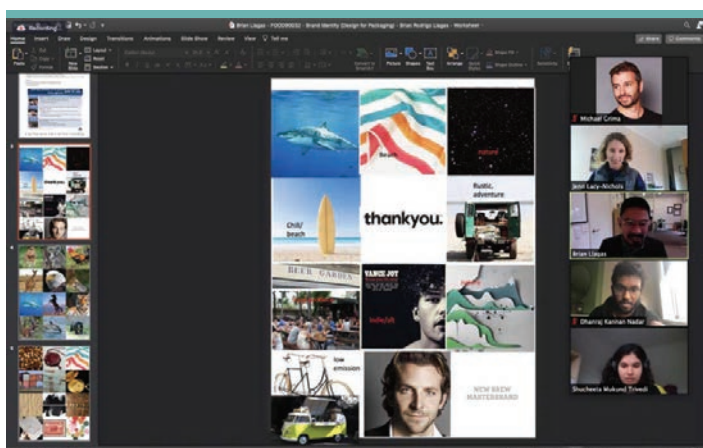
Susie White from Eat Drink Innovate, kicked off the week with a double lecture sharing methods in gathering consumer insights and converting these insights into breakthrough innovation utilizing various thinking tools to expand lateral thought. Both sessions involved student breakout sessions to help build empathy and create ideas around hypothetical product ideas.



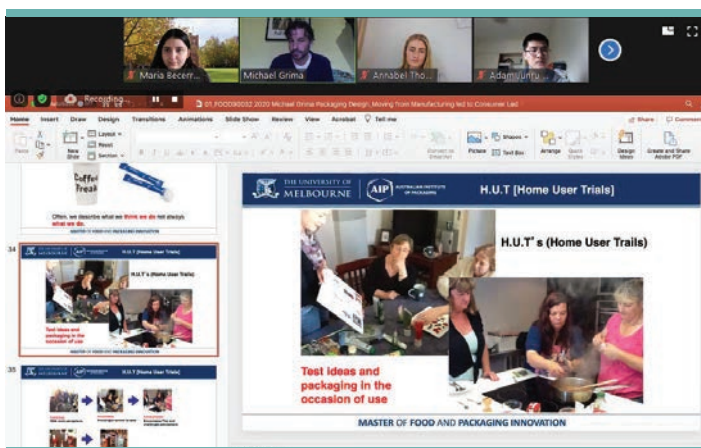
Evan-Paul Bittner of the UoM presented Hollis's original content with confidence and direct depth of knowledge. He discussed the methods involved in unlocking the value chain the Australian food sector require to crack the code of success in ASEAN food markets. Considering the Asian-centric nature of our student base this made for an excellent and engaging session.



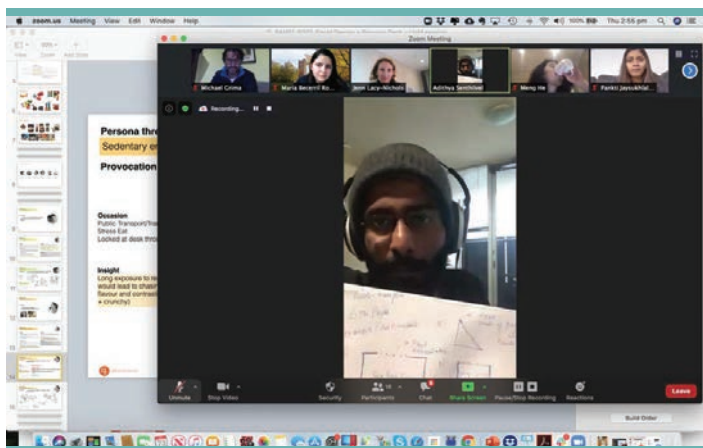
Brian Llagas of Edison Agency continued the full day lecturing theme. After his first lecture leading to a focused Q&A session around what makes a brand, lecture two



became a hands-on brand development workshop with students constructing a brand persona in groups of four and presenting back to the wider group.

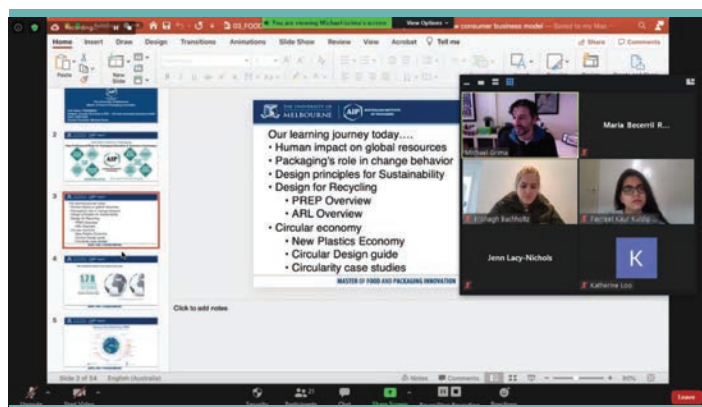


I picked up the baton for the final 2 days of the first week's lecturing, sharing many of the design techniques used in my qDesign Enterprises business. Thursday's session focused on the tools required to shift the perception of packaging design away from solely manufacturing led to consumer led. We discussed methods and case studies that explored the importance of empathy in design, ethnography and explored numerous Human centered design techniques.



My second half was taking these insights and bringing the thinking to action as a tangible packaged item via a stage gate methodology and the importance of iterative design and testing.

Friday's session introduced a new lecture topic with a focus around the macro foundations of the circular economy, system thinking and the new plastics economy. Turning focus to the ANZ market we covered the importance of design for End of Life (EOL) showcasing APCO's SPG, PREP and ARL tools.

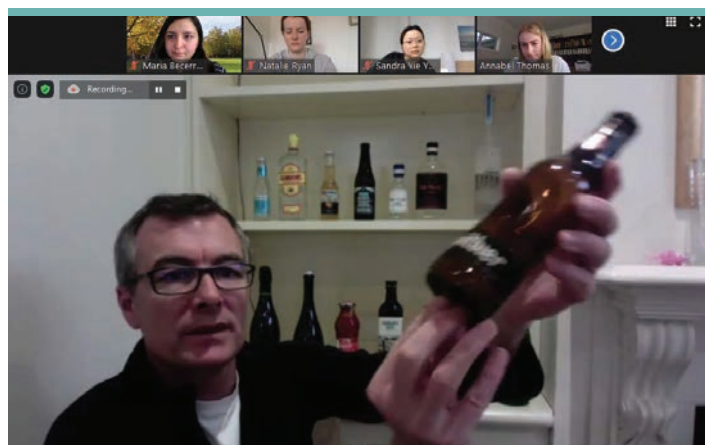


The first week finished off with a focus on prototyping techniques specific to packaging including both a mix of Additive (3D printed) and subtractive (Machining) techniques while sharing of various samples across the screen. The one benefit of this remote method is that no 3D Printed part was damaged from prying hands for the sake of education!



Kicking off week two was a focus on design by material and Julian Ditchburn of Labelmakers group covering his past employment specialty of Glass Design. In both sessions Julian covered the intricacies of customised glass design, the proves and engaged the students to raid their own pantries to pull apart their long list of questions on the process, labels and suitable glass closures.

MFPI Packaging Design Unit



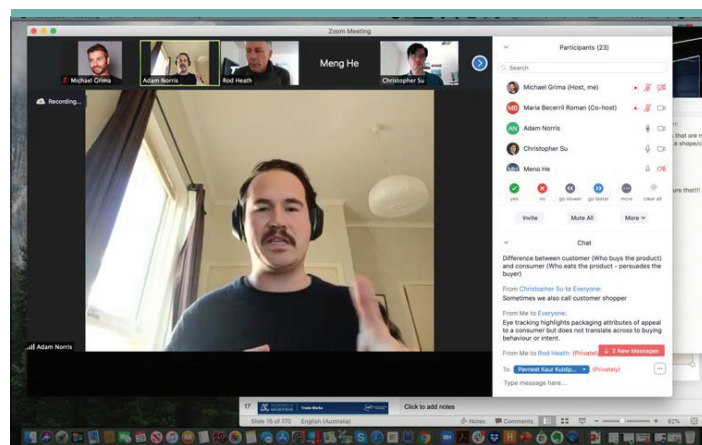
Continuing the theme Angelo Tsoutsoulis of Be Boxed delivered his first lecture touching on the considerations of cardboard design for both short and high volume runs with a case study around his famous Cadbury Favourites box. His second lecture was all hands on with a pre-record of how to create carton board prototypes.



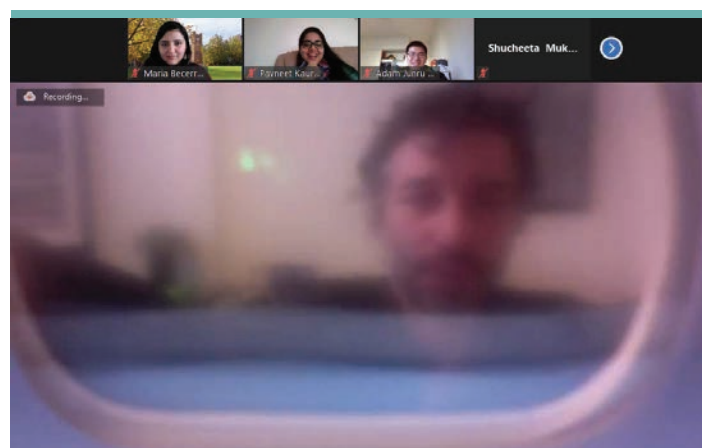
Getting around this virtual challenge Students were required to gather cereal boxes from their home pantries and hand draw a pre-supplied part die-line on the inside and create their own box design. All students enjoyed this hack session with some interesting methods being employed.



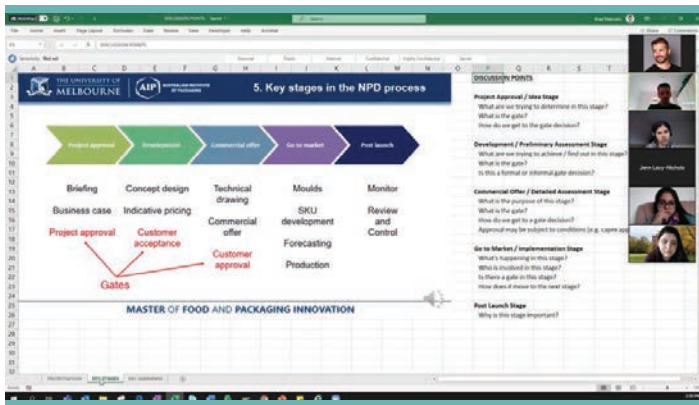
The use of Cadbury as a reference was a great segway for Sharon Givoni of Sharon Givoni Consulting. As expected with all students having degrees in predominantly food science Sharon's Session around Packaging law was full of robust discussion and questioning causing both sessions to run over time. Green washing, false and misleading claims, regulatory labelling laws, and trademark and design infringement were all hot topics of discussion.



This session was split by our virtual tour of the Monash Food Innovation Centre. Traditionally students would tour the excellent facility in Clayton however this was substituted with a 30 minute video tour of the complex followed by a Q&A of the R&D team including Adam Norris, Rod Heath and Christopher Su discussing the methods of support the FIC offer local SME's, influences of consumer buying behaviour, eye racking, Asian export research and design sprints.

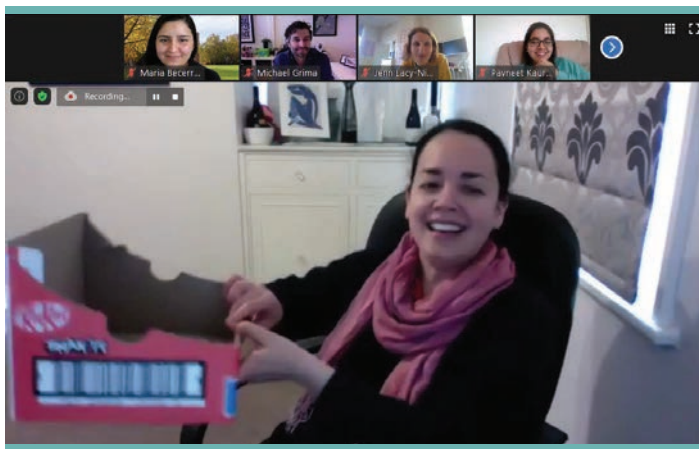


Our second last day was again my turn, this time focusing on Design for Accessibility in Packaging. Like Angelo's a session, this one presented quite a challenge with the online format. Apart from relying heavily on in action user videos struggling with many popular packaging formats, students were asked to gather packaged goods from their pantries and discuss the pro's and con's in their



consideration for accessibility. The session finished with their homework evaluation and design solutions for a user with Cerebral Palsy struggling to apply a band aid and further stretch their empathy and design thinking skills.

The afternoon session finished with an in-depth discussion around the process and methods required for managing New Product development process from Brad Malcolm of PACT group. Brad covered the Stage Gate process in depth and critical filtering and measurement tools to assist the students in their planning and decision making when running products to market.



Our last day completed the journey of the packaging design process and delivery through to retail. Jasmine Medwell of Coles covered an engaging double session centered around the history and current landscape of private label packaging.

Both sessions involved provocations to the students on the challenges many of us face in ranging a brand on shelf, SRP's, ARL's, DIFOT and the changing face of retail as we experience a growth of online trading.

The new format was finished off with all 60 students compiling 3-4 minute videos. Each student focused on their own selected example of packaging innovation, reviewed the design and its impact against their competitive set and articulated the process and materials used and why.

One benefit of the on-line format was a true mix of packaging selected was from all corners of the Asia Pacific region highlighting the counter to what we may see as category norms in Australia.

The highlight for me personally is reviewing the great talent on offer to the food packaging industry and their assessment of what constitutes innovation, depth of understanding and consideration and perception in what it takes to have an impact on shelf.

The future looks bright for many of these students in our industry.

Michael Grima MAIP
Director
qDesign Enterprises & The Pack Collective



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AUSTRALASIAN RECYCLING LABEL CELEBRATES SECOND ANNIVERSARY AND LAUNCHES THE SEARCH FOR ITS 500th MEMBER.

APCO, Planet Ark and PREP Design, the organisations behind the Australasian Recycling Label (ARL), the labelling scheme that helps consumers to correctly recycle their packaging, this week celebrated the Program's second anniversary and are now on the hunt for the Program's 500th member!

Since launching in Melbourne in September 2018, more than 469 organisations have joined the ARL Program, including many of Australia's best-known brands and retailers, with tens of thousands of products already carrying the label in market. A recent study by the Australian Council of Recycling (ACOR) found 23% of products surveyed featured the ARL. The Program has seen strong uptake within supermarkets in Australia and has also welcomed a host of new members, including Super Retail Group, Kmart, Goodman Fielder, SingTel Optus, Saputo Dairy, Chobani, Natures Organics, The Smith's Snackfood Company Pty Ltd & Sakata Rice Snacks Australia, Kellogg's, Mondelez, Fonterra and many others.

Now to celebrate the Program's milestone anniversary, the ARL team is calling on new businesses to get involved and become the ARL's 500th Member.

Brooke Donnelly, CEO, APCO said: *"I am incredibly proud of the hard work and leadership shown by Australian industry over the last two years to incorporate the ARL on their packaging and achieve so much in such a short time. To celebrate this important milestone, we are calling on everyone to help us find our 500th ARL Program member. If you want to see more businesses using the ARL on their packaging, now is a great chance to reach out and encourage them to join the ARL community!"*

Paul Klymenko, CEO, Planet Ark said: *"We know over 60% of Australians expect brands to tell them how to dispose of their packaging, so it is gratifying to see the tremendous support for the ARL by companies since we launched it. I would like to thank them and look forward to even more companies getting on board over the next year to meet the vital need for clear on-pack consumer recycling information."*

Australia's business community has also shown its support for the ARL on its 2nd birthday.

Nestlé Australia CEO Sandra Martinez said, *"Consumers have good intentions when it comes to recycling but we know they need clear information that tells them exactly what to do – and we have an important role to play in providing this. We're committed to featuring the ARL on-pack and will have it on most of our locally made products by the end of the year."*

"As well, we've been rolling out a number of initiatives to further educate consumers. From PR and influencer campaigns to promote the ARL, through to bold front-of-pack recycling reminders by our brands, we're looking at how we can help to remove any recycling confusion, and help consumers to remember to recycle – and recycle right."

Nicole Sparshott, Unilever Australia and New Zealand CEO commented: *"As a founding signatory of the Australasian Recycling Label we are really excited that nearly a quarter of all products on supermarket shelves now contain the label. At Unilever, we believe that packaging*

has its place, but that place is not in the environment. By educating consumers how to recycle correctly we can create behaviour change at scale and significantly reduce the amount of packaging waste. Key to achieving this is making sure Australia has a clear, consistent and evidence-based label on every product and packaging type which is why the ARL is so valuable and we encourage other organisations to join the program."

Coles' General Manager Own Brand, Quality and Responsible Sourcing, Brad Cook said as a business committed to driving generational sustainability, the company was proud to be an active member of APCO, and display the ARL on many Own Brand products.

"The ARL is now displayed on over 2,200 Own Brand products, and this number will continue to grow as we update packaging and launch new products. It is a great way to clearly communicate with our customers how they can recycle each component of our Own Brand packaging."

Looking ahead, the ARL Program will continue to expand and evolve. In October, APCO will be launching a new two-year national consumer education campaign to improve packaging sustainability awareness and behaviour. The Check It! Before You Chuck It campaign will aim to improve recycling behaviours by encouraging all Australians to look for the ARL every time they are at

the bin. The high-profile campaign will feature a cast of new characters and a catchy song to be used in advertising across Australia. In 2021, the ARL Program will also expand to communicate new information, including the volume of recycled content contained in packaging and reusable packaging formats.

**Check It! Before You Chuck It
will launch on 12 October.**

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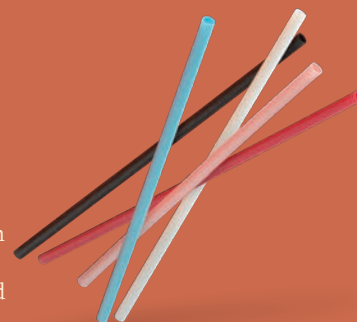
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Can Save Food Packaging Design minimise food waste?

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

The AIP offers up an array of ideas on how packaging designers can help reduce food waste.

When designing packaging make sure the on-pack and off-pack communication is reviewed before printing.



Did you know that 34 per cent (2.5 million tonnes) of all food wasted occurs in the household, followed closely by 31 per cent (2.3 million tonnes) in primary production? In economic terms, food waste in Australia has become a \$20 billion problem that sees each person waste on average 298 kilograms of food a year.

While the primary function of packaging is to protect, contain, preserve and transport a product, the function of intuitive Save Food Packaging Design to minimise food waste, is only now being discussed.

As a core participant of the Fight Food Waste Cooperative Research Centre, the Australian Institute of Packaging (AIP) has been working on guidelines that will help packaging technologists to design Save Food Packaging to minimise food waste from paddock to plate. This is by using innovative and intuitive design features that can contain and protect, preserve, extend shelf life, and can be opened and resealed easily, provide consumer convenience and portion control – while also meeting global sustainable packaging targets.

The intuitive ways that packaging can save food include:

- Design to contain and protect

the product from spoilage and damage from the manufacturer's warehouse and the various stages of distribution. This design aspect needs to cover primary, secondary and tertiary applications and how it is transported to the consumer. Considerations need to include palletisation and stabilisation, transport packaging and load utilisation, tamper evidence, shocks, vibrations, temperature, moisture, infestation, and chemical contamination.

Tip: As a part of your packaging design ensure simulation testing is undertaken to better optimise the carton design with regard to physical-chemical protection and mechanical protection.

- Design to preserve, enhance product appeal and extend shelf life. Considerations need to include improved barrier packaging and processing, retention of nutrition, skin and MAP packaging, as well as active and intelligent packaging.

Tip: Improve your use of active and intelligent packaging (temperature, O₂ and CO₂ sensors) to assist retailers and consumers understanding of shelf life issues with the packed product. There are "Smart label sensors" now being developed to assist the detecting of spoiled foods.

- Design to provide convenience to not waste food in handling.

Considerations need to include portion control, ease of opening, re-closing, dispensing and inclusive design. Designing packaging that offers an effective resealable pack, to protect the product from spoilage after multi-use occasions (a necessary feature for flexible packaging) is just one design feature that can be effective.

Tip: Review portion control and changing the size of packs. Understanding your consumer's requirements and providing smaller sealed portion packs. i.e. 500gm meat packs that could be provided in dual 250gm sealed packs.

- Design to promote and communicate to consumers how to handle, store, prepare and reuse food products. Consideration must include usage and storage instructions, date labelling – including Best Before, Use By and Good After and on-pack communication. On-pack communication can include everything from why the product is packaged a certain way to extend shelf life, resealable functionality, any intuitive design features, all the way through to preparation and left-over ideas.

Tip: Review your on-pack and off-pack communication. Provide information on pack, or using a QR code, so that consumers can access helpful information on shelf life, storage conditions and recipes for products past their Best Before coding. Information on food safety and freshness including opening, resealing, closing and dispensing could also be communicated, in addition to ideas for using or storing leftovers.

- Design to meet 2025 National Packaging and Global Sustainable Packaging Targets. Consideration must include a balanced approach to ensure that the packaging meets all necessary sustainable packaging guidelines

and true recyclability of the packaging in the country in which it is sold. Save Food Packaging Design needs to link to the Product Waste principle in Sustainable Packaging Design.

Tip: Increase your usage of Lifecycle Assessment Tools to better understand the role of your packaging, food production and food waste.

Industry pilots Save Food Packaging Design

The AIP will be shortly rolling out the industry pilot phase of the Save Food Packaging CRC project, which will be a critical step in finalising the key criteria and guidelines needed for the industry. If you would like to be a part of the pilot project, please contact the AIP as everyone has a role to play.

Once the Save Food Packaging Guidelines are finalised, the AIP would like to see:

1. The new Save Food Packaging Guidelines used as a standard for all packaging technologists and designers.
2. More companies being recognised for their Save Food Packaging innovations through the Packaging Innovation and Design (PIDA) Awards and the international WorldStar Packaging Award program.
3. More local best practice, award-winning Save Food Packaging innovations showcased across Australia and New Zealand.
4. Improved consumer education and engagement projects to change the narrative around packaging's roles in minimising food waste.

I would encourage everyone to build these guidelines into new product development processes, as simple changes to design can potentially prevent unnecessary food waste in the households. **F**

BECOME THE 500TH ARL MEMBER

More than 460 businesses are now signed up to the ARL Program and tens of thousands of products already carry the label on pack.



Join Australia's leading brands and retailers in their commitment to helping Australians recycle right

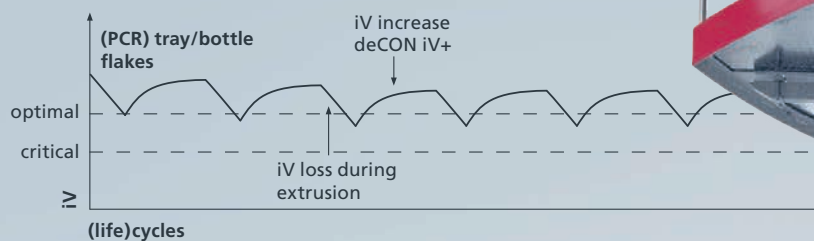
For more information and to join the ARL Program, please contact **ARL@packagingcovenant.org.au**



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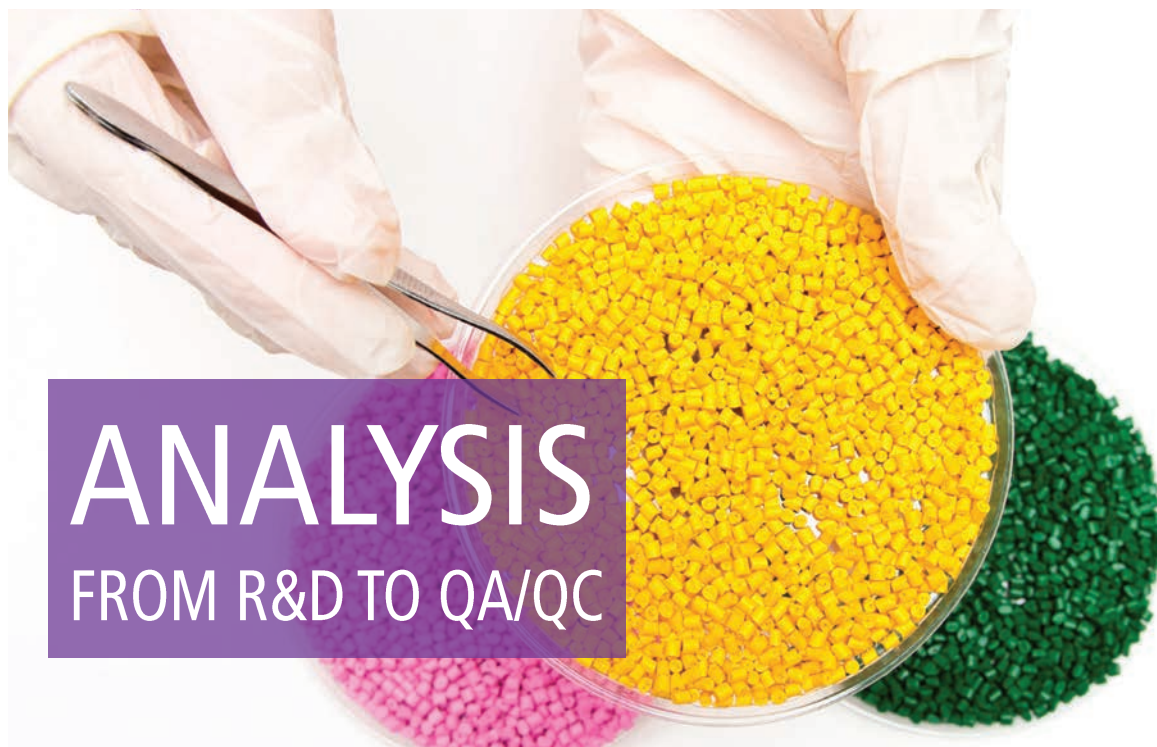
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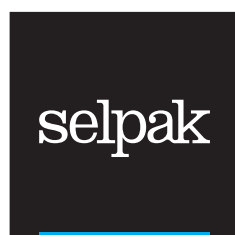
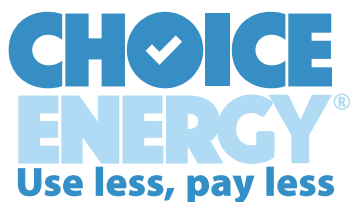
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