



AIP NEWSLETTER

SEPTEMBER 2017



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AIP INVITED TO JOIN NATIONAL FOOD WASTE ADVISORY GROUP

The Australian Institute of Packaging (AIP) was officially invited to join the National Food Waste Manufacturing and Distribution Supply Chain Advisory Working Group, which is one of three working groups developed by the Department of the Environment and Energy (Department). Each group is charged with identifying and recommending sector specific and cross cutting food waste reduction opportunities to halve food waste by 2030.

The AIP has been accepted to join the industry group to represent packaging designers and technologists who design packaging within Australian companies. This recognition of the AIP's role in SAVE FOOD Packaging by the Government is significant. We will continue to provide updates on the strategy as it is developed.

MASTER OF FOOD AND PACKAGING INNOVATION INTERNSHIPS AVAILABLE



The University of Melbourne and the Australian Institute of Packaging (AIP) would like to offer your company the opportunity to engage students from the Master of Food and Packaging Innovation (MFPI) for an industry internship in 2018. The Master course is a joint initiative between the University of Melbourne and the AIP.

The MFPI is a unique post-graduate Degree, training students to be well rounded professionals in the area of NPD as well as food packaging processes and design. Students completing this two-year Degree study subjects in the areas of food science, food safety, packaging materials and processes, packaging design, consumer behaviour, product innovation, entrepreneurship, business management and marketing.

SO HOW WILL YOUR COMPANY BENEFIT FROM A MFPI INTERN?

FIND FUTURE EMPLOYEES

Taking an MFPI intern provides an ideal opportunity to assess your potential future employees. Students from the Master of Food Packaging and Innovation have the knowledge, skills, drive and enthusiasm to be highly successful employees, and potentially future leaders, in the food and food packaging industries.

INCREASE PRODUCTIVITY

MFPI interns are highly motivated and ready to tackle whatever tasks you give them. This internship provides a great opportunity to receive some extra help with research or projects that you are having difficulty finding the time or resources to complete. In addition, the interns bring with them a fresh pair of eyes that can inspire new ideas and help to problem solve. It is also worth noting that many of the interns have worked in a diverse range of fields prior to undertaking the Master Degree and bring with them a range of skills obtained through previous employment.

SUPPORT STUDENTS

Hosting an intern supports industry development and the future leaders of the food and food packaging sectors. Be a part of a student's career journey by giving them invaluable practical experience in their chosen field. In addition, you can help them to further develop their workplace skills and facilitate the establishment of networks and professional contacts.

MFPI students are required to undertake 120-200 hours of work as part of their internship. These hours can be taken over weeks or months, depending on the needs of the company. **If you are interested in taking an intern in 2018 or would like more information, please email info@aipack.com.au**

NEW MEMBERS

The AIP would like to welcome the following new Member.

NAME	GRADE	STATE
Jodie Haslam	Associate	VIC
Lily Timmer-Arends	Member	NZ
Adam Hope	Member	NSW
Sigrid Tusek	Associate	VIC

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

To register to attend any of the events simply email info@aipack.com.au or visit the events page on www.aipack.com.au

AIP/SPE TECHNICAL DINNER

VIC

When: **6th September**

Theme: Packaging Innovations and Trends in the Meat Industry

Where: Box Hill Golf Club, Box Hill, VIC

Speakers:



Madapusi Srinivasan

Associate Dean, Chemical and Environmental Engineering
RMIT University, Melbourne

Polymers, Plastics and Packaging for a Sustainable Future



Alan Adams MAIP

Market Manager - Retail
Case ready Meat, Poultry and Seafood
Sealed Air

Consumer insights into packaging v food waste and behaviours that are driving change in retail pack formats in the Australian meat case.



Michael Lee MAIP

Manager, High Value Food Frontiers
Meat & Livestock Australia

The latest innovations, trends and opportunities in the meat industry.



Stuart Shaw

Red Meat Business Manager
Scott Automation + Robotics

An overview of current developments and innovative technologies being implemented by Scott in the meat processing industry.

FOOD INNOVATION CENTRE (FIC) SITE VISIT

VIC



When: **25th October**

Where: Clayton Campus, Monash University, VIC

What: AIP Members will have the opportunity to have an exclusive visit to the Food Innovation Centre (FIC) which will showcase how consumer products may be developed from scratch to 3D model building, testing and printing and then placing that new product in a virtual store planogram to ensure future consumer preference.

Immersive Virtual Reality environments, eye tracking and state-of-the-art design studios are all part of the tour. Come and meet the team of Industry professionals that run the FIC and see the latest technology.

AIP PARTNERS





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To register to attend any of the events simply email info@aipack.com.au or visit the events page on www.aipack.com.au

VIC CHRISTMAS PARTY

VIC



When: 22nd November
Where: Lord Cardigan Restaurant, Toorak
What: Established in 2007 as the Lord Cardigan Restaurant is the brainchild of husband and wife team, John Singer and Dominique Bolger. As our VIC Annual Christmas Dinner 2017 theme is a 'White Christmas' all guests are invited to wear something white on the night! Be ready to participate in the Christmas Trivia and win the 2017 Trivia Award.

A PACKAGING & PROCESSING WEEK EVENT

2 & 3 MAY 2018
AIP NATIONAL CONFERENCE
MARRIOTT RESORT SURFERS PARADISE
QUEENSLAND, AUSTRALIA



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A PACKAGING & PROCESSING WEEK EVENT

2 MAY 2018
2018 PACKAGING & PROCESSING INNOVATION
AND DESIGN AWARDS
As a part of the 2018 AIP National Conference
MARRIOTT RESORT SURFERS PARADISE
QUEENSLAND, AUSTRALIA



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PACKAGING REFLECTS BRAND'S ROOTS AND ESSENCE; CREATES ULTRA-EXPERIENTIAL USE OCCASION

INNOVATIVE FEATURES

- Packaging for Farmacy's Honey Potion epitomises Mintel's 2017 Global Packaging Trend, 'Re-union of Structure and Branding'.
- Structures and graphics for both the primary and secondary package reinforce the brand's natural ingredients and local connections.
- Romance copy on the interior of the secondary package tells the story of how farmer and science worked together to bring the product to life.

At a time when brands are re-embracing the use of unique structures to create differentiation on shelf, few have achieved the degree of symmetry between structure and branding as Farmacy's Honey Potion. Where so many brands are simply exploiting structure and messaging for the sake of attracting shoppers' attention, Farmacy, a boutique 'farm-to-skincare' line based in upstate New York in the USA, has married a clever brand naming convention, materials, a simple story, and purposeful shapes to reinforce the essence of the brand.

The transformational qualities of Farmacy's Renewing Antioxidant Hydration Mask product formulas are reflected in the packaging: a 6-sided paperboard box constructed in a unique format that unfolds—or 'blooms' to reveal the brand story printed on the inside. Rather than printing additional materials on an insert tucked within the box or external branded collateral, this packaging tells the rich brand story by printing the inner box double-sided. The box itself is designed to use little to no glue, with the exception of the bellyband seam.

The interior of the Farmacy package goes on to tell the story of the Echinacea GreenEnvy™ Honey (the key ingredient) by incorporating a hexagonal glass jar in the traditional shape of honey comb, which is clear to show the beautiful gold colour of the product inside. With the secondary paper packaging, another honeycomb motif pops from the white bellyband. One of the most attractive, and functional, elements of the package is the addition of a magnetic spatula that sits atop a faux wood lid. Though a seemingly straightforward idea, it was a breakthrough within the beauty industry and it truly adds to the user experience of the application of the face mask, being both a way to keep contamination out of the jar, as well as ensure users don't misplace the tool.

The Re-union of Structure and Branding

The jar, lid, carton and story all come together in a well-executed package that illustrates the research and ideas behind Mintel Trend 'Attention Economy' and Mintel's 2017 Global Packaging Trend 'Re-union of Structure and Branding'. The former speaks to the increasing amounts of clutter increasingly cluttered brands with which brands are bombarding consumers. The latter speaks to brands that are using packaging and simple, yet succinct, messaging tactics tied to purposefully unique structures that reinforce a brand's core essence.

Farmacy packaging creating industry buzz

During the past year, the Farmacy Honey Potion package has been attracting the attention of the design and consumer packaging community. The unique design, which VP+C principle Mark Veeder has said was "unencumbered by typical brand marketing and production constraints," has earned a HOW International Design Award, top honours at the 2017 Cosmetic Executive Women Award, and a GDUSA Packaging Award. But most notably, it earned a Silver Award in the 2017 DuPont Awards for Package Innovation, where it was lauded for its consumer experience attributes. The DuPont Awards competition is widely considered the most prestigious independent packaging competition in the world. The package enhances the user experience through an outstanding execution of the package design in telling the brand story. The origami-like box unfolds to reveal the brand story inside, while the hand-drawn illustrations of how Veeder pioneered and patented Echinacea GreenEnvy™, a unique variant of Echinacea Purpurea, has partnered with farming expert Robert Beyfuss to cultivate the plant in upstate New York. Together, they are hiring local help, creating jobs and changing lives in their local community.



PACKAGE FOCUS

Brand & Product Name	Farmacy Honey Potion
Package Focus	Unique structure, graphics and messaging reinforces core brand positioning
Innovative Factors	Honeycomb shaped primary package with wood-grain-look magnetic lid and application spatula; origami-like secondary carton that unfolds to reveal the brand's story

BEHIND THE BRAND AND BRANDING

What might be most interesting about the connection between the Farmacy brand and package can be told by Mark Veeder, CEO/executive creative director at VP+C, a New York City boutique public relations, experiential marketing, and event design agency working for a variety of retail, brand, TV and automotive clients, including Target, Old Navy, Liz Claiborne, L'Oreal, CNN, and Mercedes Benz. It happens that Veeder is also the "farmer", a self-described pioneer plantsman behind the discovery of Echinacea GreenEnvy™. Veeder partnered with farming expert Robert Beyfuss to cultivate the plant in upstate New York. Together they are hiring local workers, creating jobs, and helping to change lives in their local community, while offering a natural, mid-tier luxury skincare product. VP+C Art Director/Designer Margaret Park, was responsible for the creation and development of Farmacy Beauty's line of beautiful eco-friendly packaging, which exudes a dual natural/artisan cue, while remaining elegant through hand-drawn illustrations, and clean, modern typography that spans the worlds of farm and science.

MINTEL POINT OF VIEW

• Packaging that is structurally or graphically disruptive for the sake of being disruptive does not engage consumers on an emotional level because they simply don't understand why it's different

• In the case of Farmacy, multiple structures, graphics, and a simple story—not just a message—drive home what that brand is all about

To view a video of the Farmacy story, click here.

Mintel is the leading global consumer market intelligence agency. David Luttenberger is a Global Packaging Director at Mintel, with over 25 years of diverse global packaging experience.



COMPLIANCE MANAGER

- Global Organisation
- NSW or VIC Based
- Manufacturing Sector

DIC Australia is an established and progressive leader in the manufacture of printing inks for the Australian and New Zealand printing and packaging industry.

Reporting to the Purchasing Manager ANZ, the Compliance Manager is responsible for the compliance of raw materials and DIC finished products. This role is responsible for driving compliance projects and requirements for both the Australian and New Zealand operations to ensure that DIC Products meet all regulatory, customer and DIC Group requirements.

Key attributes and requirements of this appointment include:

- Minimum 5 years' experience in a Compliance Management role preferably within the Printing Ink, Food Packaging or Manufacturing sectors;
- Degree qualified in Chemistry, Quality Assurance or equivalent discipline;
- Experience in legislative approval processes for the import/export of chemical and finished chemical compounds;
- Practical and theoretical knowledge of NICNAS and New Zealand EPA & HSNO legislation;
- Experience working with technical and manufacturing teams to resolve and implement compliance requirements;
- Working knowledge of SAP & SIA Software (eg Atrion) would be an advantage;
- Exceptional project and time management skills.

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

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THE MAGNIFICENT SEVEN

Written by Michael B Halley FAIP



It was not the seven (7) packaging professionals that travelled to Kyabram in Victoria on a cold and foggy day recently, but the newly commissioned Kyabram Line 7 positive-pressure production line dedicated to infant formula can production that can claim the title.

Jamestrong Packaging is a leading packaging supplier to most of Australia and New Zealand's well-known brand owners. The largest supplier of aerosol cans and nutrition cans in Australasia invited members of Australian Institute of Packaging (AIP) in March 2016 to visit the factory.

At that time Line 7 was only in the early stages of installation. In the previous August Jamestrong purchased a 6500 square metre warehouse immediately beside the Kyabram, manufacturing plant. It has since been converted to incorporate a positive-pressure environment for an infant formula can production line and the AIP was given the opportunity to come and have a look at it now running in production. After assembly John Blgley, Managing Director, Jamestrong Packaging Australasia and Peter Romano, Kyabram Manufacturing Manager gave a comprehensive overview of the antecedents of the company and explained how things work and happen at the factory. Metal packaging is one of the oldest forms of food packaging and is not only cost effective but one of the most recycled and sustainable packaging products available today.

Jamestrong Packaging has manufacturing facilities located throughout Australia and New Zealand, operating in three distinct sectors - Food cans, Nutrition cans and Aerosol. A new line is being built in New Zealand predominantly to cater for the growth in formula made from a2 milk. a2 Platinum®, a world first infant formula and toddler milk drink is rich in the pure and natural a2 beta casein protein and naturally free from the A1 beta casein protein.

Jamestrong manufactures and supplies tinplate cans to the following key market segments:

- Dry Powder (infant formula, milk powder, adult nutrition)
- Food (soup, fruit and vegetables, meals)
- Dry beverage (milk modifiers, beer kits)
- Pet food (wet dog and cat food)
- Aerosols (personal care, household, industrial, pharmaceutical)

In the discussion period an interesting statistic was divulged. 380million food cans per annum are produced by Jamestrong in the region and the staff number is 380 so a K P I on production per person would be easy to compute, however like all statistics there is room for debate for the same employees also produce 170 million aerosols cans.

The safety program at the plant also fits in the 'magnificent' category for there has not been a lost time injury for nine years. All workers are involved and even the MD and Manufacturing Manager have been brought to heel for minor infractions. There is a specific management role for continuous improvement and every employee is involved. All issues raised are followed to a close out. After being outfitted in all of the necessary personal protection equipment and that needed to maintain the integrity of the cans being produced at world's best practice rates the tour commenced. (Even Yul Brynner would have to don a hair net) The management team were available as tour guides and to answer any questions arising.

For the visitors that had not been at the first visit the tour covered both the old and the new. Basically the process is the same except Line 7 is installed in a clean room and is more robotic and technologically advanced. (That is not to decry the earlier operation). At Line 7 only approved employees in specialised uniforms can enter their work area. Air-locks and zoned areas keep the outside out and the inside in. We saw pallets of printed tinplate sheet (manufactured at the company's Milperra plant) and can ends ready to be fed into the canmaking line. The printed sheets are slit into can blanks and the blanks then rolled to form a can before being fed to the machines that weld the side seam and seam on the end. They are then palletised and stretch wrapped for transportation to the customers.

In the original plant the process is for the finished cans to go through a vision system and an air washer where the cans are turned over so any impurities are removed. Line 7 is more advanced:- Whilst Line 7 also has an air washer it has a state of the art Pressco vision system that identifies and isolates any defects in packaging integrity and print errors. The technology uses a multi-camera system to inspect the can at production speeds. The collected information is then compared with a template and any discrepancies between the two are logged and tracked.

The total in-line vision system is equipped with seven individual cameras to ensure complete vision of each can. Cameras are in place to inspect the top, bottom, ends and sides of the can as well as an internal view for a complete 360-degree image of the packaging. Line 7 produces close to 300 infant formula cans per minute, and has programmed shut down for a thorough cleaning after a certain volume of cans pass through. We arrived during a scheduled cleaning period but much was discussed until the line started up again. The robots can hold one spellbound as they go about their daily tasks. The one feeding the tinplate blanks to commence the production has a choice of three places from which to pick the stack, but the sequence is known only to itself.

At the end of the line where the finished cans are stacked on pallets and shrink-wrapped two robots have to work in unison to complete the task. This \$8 million investment in Line 7 follows the company's earlier \$13 million investment in a world's best metal printer, enabling it to offer its customers an unsurpassed print and can making supply chain. (MetalStar 3 from KBA-MetalPrint Germany) In 2016/17 AUD40 million of investment was supported by the Chinese owners of Jamestrong and further investment maybe necessary as the export momentum of canned formula and food grows. For the 'trivia' file James is the English name of the Chinese Chairman to derive the name change when the business was obtained from Ardagh Group in late 2014. The tour being over Anthony Peyton MAIP, Victorian Chair on behalf of the Institute thanked John and Peter and made a presentation of a framed certificate together with a small gift.



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PACKAGING TECHNOLOGY TRAINING IN KENYA, AFRICA

Written by Prof Pierre Pienaar FAIP, CPP, Education Director



It was wonderful for the World Packaging Organisation (WPO) and the Australian Institute of Packaging (AIP) to be in Nairobi, Kenya in August 2017 to offer Residential Packaging Technology (RPT) to the Institute of Packaging Professionals Kenya (IoPPK) for 3 days. Always an exciting and exhilarating experience being in Africa. Whilst Kenya is world renowned for their animals Prof Pierre Pienaar and Kishan Singh (Institute of Packaging South Africa) were in the country to impart knowledge and ensure those attending the course became more informed about the science and technology of packaging and its important role in society.

The 52 students were predominantly from Kenya, but also from Nigeria and Tanzania. More than ever before it was evident that there is a need as well as a desire for some, across our globe to learn more in the science and technology of packaging. The students really absorbed all the knowledge that was imparted by both lead lecturers and the guest local lectures.

We were reminded that the WPO, who have the knowledge and experience, have an obligation to help those in developing countries. In this event the academic standard was exceptionally high and all students absorbed information like a sponge and could not get enough.





The students were keen and eager to learn which was evident in their continual interaction with the lecturers during the training. This RPT program covered a broad spectrum of packaging technology relating to the industries in Kenya, it drove the students which was evident in their questions, how one can improve packaging, reduce costs, understand what their packaging counterparts were doing in developed countries and how they can improve packaging of to reduce wastage.

The organisational skills of our host, Mr Joseph Nyongesa from IoPPK, was quite exceptional. Nothing was an issue and all aspects ran exceptionally smoothly. We were impressed by his quick perception of our requirements to be able to deliver a sound training program.

There is a significant amount of informal packaging happening in East Africa as well as throughout the African continent. This is where vendors buy in bulk and repack into small pack sizes for 'open market' sales. It is therefore in this area of packaging that requires support, advice and help. The mere fact that a RPT was run in Kenya is a start in helping in packaging training in general. Lots more education is required at all levels of the packaging spectrum, i.e. formal and informal sector.

Similar training programs undertaken by the WPO Educational portfolio are planned for the rest of this year. The countries scheduled include, Vietnam, China, Italy and Iran. The aim is to get more people in developing countries educated in Packaging Technology. The road is long but most rewarding.

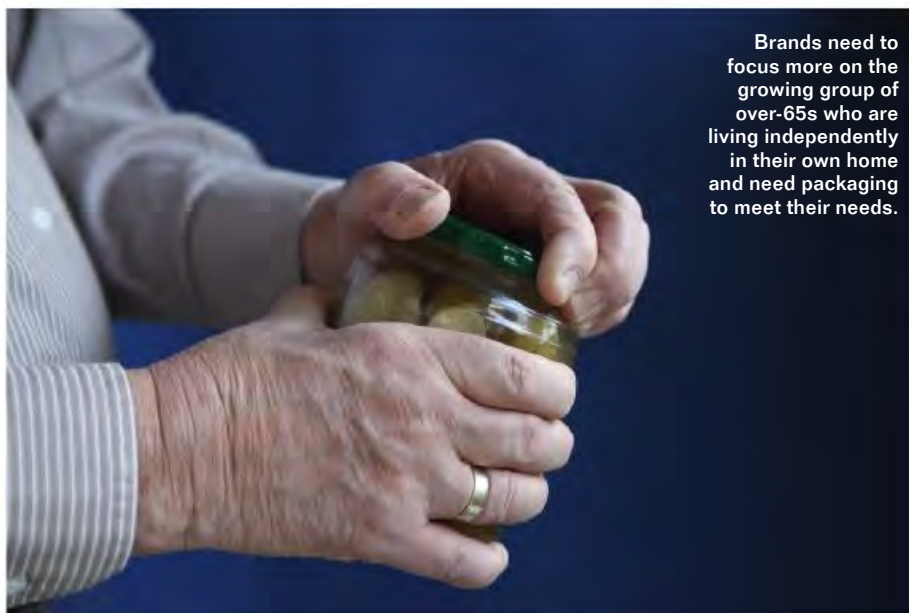


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We are on    



Brands need to focus more on the growing group of over-65s who are living independently in their own home and need packaging to meet their needs.

Who cares about the Baby Boomers?

It would be foolish to ignore the rate at which our population is ageing.

As the United Nations states: "Population ageing is unprecedented, without parallel in human history – and the 21st century will witness even more rapid ageing than did the century just past".

In Australia, we'll see growth in our 65+ population from 3.7 million to a predicted 8.7 million in 50 years. On a global scale, UN data reveals this will result in the 60+ population more than doubling from 841 million in 2013 to more than two billion in 2050. Our neighbours in Asia will be experiencing the majority of this growth, which will undoubtedly also impact Australia.

Companies wishing to meet the challenge of designing packaging for this market need to approach product design with a greater understanding of the abilities and limitations of this group.

The recently developed SPC ProVital Easy Open Certified Cup is a great example. This company understood the struggles consumers had with the tub packaging format, and re-thought the design.

SPC identified, along with Arthritis Australia's Accessible Design Division, that two common elements consumers with reduced dexterity struggle with are separating the small tab from the lip of the cup, and then trying to grip the smooth film tab. What some might consider a simple task presented a significant barrier, so SPC created a large tab that sits over the edge of the cup, as well as providing a textured pattern to the film tab that makes it significantly easier to grip. They also addressed visibility by making the tab a bright red colour, as well as using large fonts for best before dates – all factors that make the user experience easier. These improvements not only benefit the ageing population, but the whole marketplace.

It would also be unwise for businesses and marketers to continue in their belief that younger generations have the most disposable income, when the reality is that Baby Boomers also hold a significant share of Australia's wealth. According to a 2014 report by McCrindle Research, Baby Boomers hold more than half of the nation's wealth.

"The daily struggle consumers experienced with FMCG damaged the consumers' sense of self-worth..."

The government's Australian Institute of Health also identified that 76 per cent of the 65+ population own their own home. Given that past research has identified that 65 per cent of consumers have had to wait for someone to open packaging for them, there is definitely room for change. Packaging can become a barrier to the independence of the ageing population if this large group's needs and abilities are not considered.

A 2015 UK study by Dr Nicholas Ford, which explored the impact of packaging interactions on quality of life among older consumers, found that FMCG packaging made older consumers feel powerless and vulnerable. The study also found that the daily struggle consumers experienced with FMCG damaged the consumers' sense of self-worth. This type of long-term negative emotional association can hardly be an experience any brand would want.

Going forward, brands will need to consider the ageing population's needs in the product development process. An easy first step might be to download Arthritis Australia's 'Food Packaging Accessibility Guidelines' to begin to understand what barriers their current packaging might pose. ■



Alexandra Brayshaw MAIP, is an accessible packaging researcher for the accessible design division of Arthritis Australia. She was also named the Young Packaging & Processing Professional of the Year at this year's PIDA awards.



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Fundamentals of Packaging Technology on-line is set up for the convenience of busy working professionals, and the training platform is functionally intuitive. Complete your training when your time allows, and at your own pace. Wherever you are, the course goes with you!

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The Fundamentals of Packaging Technology on-line course is ideal training to prepare for the Certified Packaging Professional (CPP) exam offered through the AIP and the IoPP.

FILL YOUR KNOWLEDGE GAPS TODAY. ASK THE AIP HOW.