



AUSTRALIAN INSTITUTE  
OF PACKAGING

# AIP NEWS

## SEPTEMBER 2019



## AIP SAVE FOOD PACKAGING GUIDELINES WORKSHOP - FIGHT FOOD WASTE CRC

**T**he Australian Institute of Packaging (AIP) recently ran the first workshop since receiving the formal approval from the Fight Food Waste CRC, for the development of the Save Food Packaging Design guidelines.

The Save Food Packaging Consortium is made up of the Australian Institute of Packaging (AIP) as project lead, RMIT as the Research Partner, Project Contributors will be ZipForm Packaging, Sealed Air, Multivac and APCO, Project Partners will be Plantic Technologies, Result Group and Ulma Packaging and the Extension Network will consist of Australian Food Cold Chain Council (AFCCC), Australian Food and Grocery Council (AFGC) and the Australian Institute of Food Science and Technology (AIFST).

The Save Food Packaging project will produce packaging design criteria and communication material for the implementation into food packaging that will lead to better packaging design, material and format selection to assist retail, food service and consumers to minimise and prevent food waste.

The project will be reviewing everything from containment, protection and preservation of products through to using appropriate openability and resealability, controlled dispensing, portion control, improved on-pack communication, extension of barrier and shelf life, date labelling, smart and active packaging and more.

<https://fightfoodwastecrc.com.au/project/save-food-packaging-criteria-and-framework/>



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

**ALL MEMBERS ARE INVITED TO ATTEND ANY EVENTS ACROSS AUSTRALASIA**

### 2019 FOODBANK WAREHOUSE VOLUNTEERING PROGRAM

VIC



**WHEN:** 10 September

**WHAT:** The AIP Foodbank Warehouse Volunteering Program will provide you the opportunity to better understand how Foodbank works and will be a combination of picking and packing of on-line food orders and packing mixed grocery boxes. The on-line orders have been placed by many of the 470 charity partners who look after the thousands of Victorians currently experiencing food insecurity. Each volunteer will have the opportunity to work in both areas.

**WHERE:** Yarraville, Victoria

### TOOLS TO HELP YOU MEET THE 2025 NATIONAL PACKAGING TARGETS: PREP & ARL TRAINING COURSE

VIC+  
NSW+  
WA

**WHEN:** **VIC:** 11 September  
**NSW:** 25 September  
**WA:** 29 October (JUST ADDED)

**WHAT:** Is your business doing enough to ensure that 100% of your packaging is reusable, recyclable or compostable by 2025? Have you audited your current packaging for recyclability? Have you started using the Packaging Recyclability Evaluation Portal (PREP) during your design process?

Are you looking for a way to validate your on-pack recyclability labelling? If a consumer picked up your product, would they easily understand which bin to put it in? Are you shifting your packaging design to incorporate the Australasian Recycling Label (ARL)?

If you answered no to any of these questions, then this training course is for you.

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



### AIP PARTNERS WITH PACKEXPO LAS VEGAS USA



LAS VEGAS

September 23–25, 2019  
Las Vegas Convention Center  
Las Vegas, Nevada USA

**WHEN:** 23 – 25 September

**WHAT:** PACK EXPO Las Vegas Is Powering Innovation With 2,000 exhibitors and 30,000 attendees from 40+ vertical markets, PACK EXPO Las Vegas 2019 is the year's biggest and most comprehensive packaging event in the world. There's no better place to explore technology and gain the expertise you need to stay relevant and competitive in a global marketplace. Professionals from All Across the Packaging Industry Attend PACK EXPO Las Vegas.

**WHERE:** Las Vegas Convention Center

**ASK ABOUT AIP RATE FOR VISITOR PASSES**

### AIP PARTNERS WITH K2019: FREE VISITOR PASSES AVAILABLE FOR MEMBERS

GERMANY



**ASK ABOUT  
AIP RATE FOR  
VISITOR PASSES**

**WHEN:** 16 to 23 October

**WHAT:** Are you planning to visit K2019: the World's No.1 Trade Fair for Plastics and Rubber in October?

From 16 to 23 October 2019 over 232,000 visitors from 160 countries will be heading to Düsseldorf Exhibition Centre to see over 3,000 exhibitors from 60 nations at K2019. Global megatrends are calling for new creativity triggers from industry to shape the paradigm shift for our planet with sustainable solutions. The exhibitors at K2019 will be presenting their answers to these challenges. Be part of the most important business platform for the global plastics and rubber industry.

**WHERE:** Dusseldorf, Germany

**If you are wanting to visit K2019 then please let us know as the Institute has complimentary visitor passes for AIP Members.**



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**Food&Drink** BUSINESS + **PKN** LIVE  
PACKAGING NEWS

PRESENTS

## BRANDS BEHAVING BRAVELY

### SPONSORSHIP PROSPECTUS

BRANDS MUST EMBRACE ADVENTURE, TAKE A STAND, AND STEP INTO THEIR POWER TO ALIGN WITH THE MIND OF THE MODERN CONSUMER.

**FRIDAY 11<sup>TH</sup> OCTOBER**

MELBOURNE | BREAKFAST FORUM

### FOOD & DRINK BUSINESS: LIVE *BRANDS BEHAVING BRAVELY*

At our annual LIVE breakfast forum some of Australia's top presenters will bravely journey beyond the buzzwords to reveal several emerging opportunities that enable brands to more deeply connect with their tribe in both the digital and real world realms.

Speakers and panellists will include market research experts and executives from Australian food and beverage companies.

The event is developed in partnership with our sister media brand, *PKN Packaging News*.

#### WHO WILL BE ATTENDING?

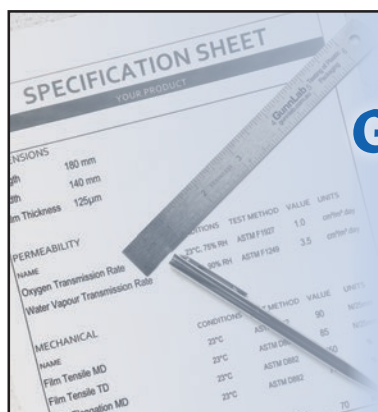
- Brand & Product Managers
- Marketing Managers
- Food Technologists
- Packaging Technologists
- Brand & Packaging Designers
- Packaging Suppliers
- Food Manufacturing Suppliers

#### Supporting Association



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DISCOUNTED RATES**



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### UNDERSTANDING THE 2025 NATIONAL PACKAGING TARGETS AND THE MOVE TO SUSTAINABLE PACKAGING: THE IMPACT ON THE WASTE & CLEANING INDUSTRIES AIP TECHNICAL SEMINAR

VIC

**WHEN:** 23 October

**WHAT:**

The Australian Institute of Packaging (AIP) is running a session on the 23rd of October that will help you to 'Understand the 2025 National Packaging Targets and the move to Sustainable Packaging: The impact on the waste & cleaning industries.' This session will be designed as an interactive panel discussion so that you can understand the challenges and changes faced across the entire Supply Chain. This event will be run alongside of ISSA Cleaning & Hygiene Expo and Waste Expo Australia and all of industry is invited to attend.

**WHERE:**

Melbourne Convention & Exhibition Centre, VIC

TO BE HELD ALONGSIDE

**ISSA** CLEANING  
& HYGIENE EXPO

**Waste**  
EXPO AUSTRALIA

**SPEAKERS  
INCLUDE:**



**Barry Cosier**  
Sustainability Director  
Australian Food and  
Grocery Council



**Kurt Palmer**  
Director  
Australian Industrial  
Ecology Network (AIEN)



**Keith Chessell FAIP**  
Board Member (on behalf of the AIP)  
Australian Packaging Covenant Organisation (APCO)



**Michael Vandertop**  
Managing Director  
Rhima Australia



**Simon van Leuven AAIP**  
Managing Director  
Vanden Recycling

### THE USE OF LIFECYCLE ASSESSMENT TOOLS FOR SUSTAINABLE PACKAGING DESIGN TRAINING COURSE

NSW

**WHEN:**

**29 October**

**WHAT:**

The Use of Lifecycle Assessment Tools for Sustainable Packaging Design training course is aimed at providing an introduction and learning framework for packaging industry professionals to apply lifecycle thinking to their working contexts. This includes an understanding of the reasons why lifecycle thinking is critical, as well as how the method may be used for packaging design projects they manage.

**WHERE:**

Sydney, NSW

**PRESENTER:**



Dr Simon Lockrey  
Coordinator - Design Action Program + ID Engineering Courses  
Senior Lecturer/ Research Fellow - School of Design  
School of Design, College of Design and Social Context  
RMIT University, Australia

PROUD PARTNER OF THE AIP

**RMIT**  
UNIVERSITY



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## POPULAR TOOLS TO HELP YOU MEET THE 2025 NATIONAL PACKAGING TARGETS: PREP & ARL TRAINING COURSE HEADS TO WESTERN AUSTRALIA

WA

### + **CLEANAWAY** MATERIALS RECYCLING FACILITY VISIT

**WHEN:** 29 October **DATE JUST ADDED**

**WHAT:** Is your business doing enough to ensure that 100% of your packaging is reusable, recyclable or compostable by 2025? Have you audited your current packaging for recyclability? Have you started using the Packaging Recyclability Evaluation Portal (PREP) during your design process?

Are you looking for a way to validate your on-pack recyclability labelling? If a consumer picked up your product, would they easily understand which bin to put it in? Are you shifting your packaging design to incorporate the Australasian Recycling Label (ARL)? If you answered no to any of these questions, then this training course is for you.

Attendees will start this training course by visiting the Cleanaway Materials Recycling Facility to obtain a realistic view of the current recycling capabilities. Participants will have the opportunity to see the post sort room, Glass processing, the Optical sorter, Magnet, the Eddy Current and camera views of the tipping area, excavator, metering bins, infeed belts, pre-sort area and the screens.

**WHERE:** Cleanaway  
62 Hyne Road  
South Guildford 6055, Western Australia

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



## NEW MEMBERS

The AIP would like to welcome the following new Members.

NAME	STATE	GRADE
Ryan Raquel	VIC	Associate
Marcus Lee	VIC	Associate
Linda Hagan	NSW	Member

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GROUP TODAY



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# 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.

Get the latest packaging industry news as it breaks, any time, on any device.



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For advertising contact Sharon Amos [sharonamos@yaffa.com.au](mailto:sharonamos@yaffa.com.au)

ALL MEMBERS ARE INVITED TO ATTEND ANY EVENTS ACROSS AUSTRALASIA

### AUSTRALASIAN WASTE & RECYCLING EXPO (AWRE)

COME AND VISIT THE AIP ON STAND F40



NSW

**WHEN:** 30 to 31 October

**WHAT:** Australians are looking towards the waste and recycling industry to drive positive change. As the premier business event for the waste, recycling and resource recovery sector, the Australasian Waste & Recycling Expo (AWRE) is where the best come together to join forces for a world of solutions towards a cleaner, more sustainable future.

The AWRE is a two-day live experience promoting ideas and opportunities for Australia's waste and recycling community and offers new connections, solutions and strategies to build a more stable, sustainable and profitable economy. Year on year, AWRE has proven to be a standout success for exhibitors providing waste collection, processing or recycling services to the commercial, industrial or municipal sectors.

**WHERE:** ICC Sydney, Darling Harbour, Sydney, NSW

### AIP TO HOST PACKAGING SESSION ON THE NEW AWRE FOOD WASTE STAGE

NSW

**WHEN:** 30 October

**WHAT:** Food Waste Stage, Australian Waste Recycling Expo (AWRE)

A new addition to AWRE 2019, the Food Waste Stage will facilitate discussion and a focus on the national issue that is food waste. From sustainable package solutions, updates on the national food waste strategy to presentations from true food waste warriors – AWRE 2019 will be shining the spotlight on food waste to drive conversation on food sustainability.

#### The role of packaging in minimising food waste

Whilst the primary functions of packaging are to contain and protect the content, as well as providing information about the product, the role of packaging in reducing food waste needs to be better understood by food producers, manufacturers, brand owners, retailers and consumers. The connection between packaging design and food waste needs to be discussed more openly in the industry. From field to fork there are several possibilities for food loss and waste to occur. It has been approximated that up to 30% of the edible food produced, does not reach the fork. Packaging's role in reducing food waste is the next big challenge for Packaging Technologists, Designers and Engineers. This session, hosted by the Australian Institute of Packaging (AIP), will have speakers from FIAL, the Fight Food Waste CRC, AIP and Sealed Air and will discuss in an interactive session Food Waste in Australia, the National Food Waste Strategy, the Fight Food Waste CRC, the Save Food Packaging criteria and guidelines and showcase best practice save food packaging design.

**WHERE:** ICC Sydney, Darling Harbour, Sydney, NSW

#### SPEAKERS:



Sam Oakden  
Food Innovation Australia Limited (FIAL)



Nerida Kelton MAIP  
Australian Institute of Packaging (AIP)



Alan Adams MAIP  
Sealed Air



Dr. Steven Lapidge  
Fight Food Waste Cooperative  
Research Centre

Limited seats are available on the day, arrive early to ensure you don't miss out!



ALL MEMBERS ARE INVITED TO ATTEND ANY EVENTS ACROSS AUSTRALASIA

## CAN YOU HELP THE AIP MAKE A DIFFERENCE?



**A**s you may be aware the Australian Institute of Packaging (AIP) have spent their Christmas Party every year for the last eight years with a twist. The Members pack Foodbank hampers for people who need some assistance from their community at Christmas time.

In 2018 over 200 people packed 1400 hampers for Foodbank to provide to those in need during the holiday season. The hampers included 1000 family hampers and 300 ladies packs. The total valuing over \$120,000 worth of items that were either donated, or the funds raised for, by the Association and the wider industry. Over the last eight years, the team has packed 8000 hampers to the value of close to \$900,000 for people in need and they look forward to packing even more hampers in 2019.

All of industry is invited to donate items to the hampers, funds or attend and also participate on Friday the 6th of December at Eagle Farm Racetrack.

With this, it is that time of year again where the Australian Institute of Packaging (AIP) are starting to develop the plans for the items that will be in the family hamper and the women's hampers for our annual Foodbank Hamper program. This year we have plans to also add a children's back-to-school hamper which will include stationary items.

### SO HOW CAN YOUR BUSINESS HELP US?

Your company can decide whether they would like to donate items to one, or both of the hampers with the quantities being 1000x for the Family Hamper and 300x for the Ladies Hamper packs. Any product donations - even if less than these quantities mentioned - are greatly appreciated as we use financial donations to help make up the difference.

### OR

You could encourage your staff and colleagues to help you collect one of the nominated items on our wish list during the next 5 months, purchase the items, or donate funds towards the items. As above any product donations - even if less than these quantities mentioned - are greatly appreciated by your staff.

### OR

You can simply provide volunteers on the actual packing day.

We also have the ability to accept the physical goods from now as we have a warehouse in Queensland that kindly provides us with space for our hamper items.

We do hope that you join us in 2019 for this wonderful program and to help us meet the \$1 million mark in donations.

Should you have any questions or wish to discuss this further please email [info@aipack.com.au](mailto:info@aipack.com.au)

Please find below a video of the actual packing day.  
<http://aipack.com.au/about-us/helping-foodbank/>



[CLICK HERE TO SEE OUR WISH LIST](#)

## AIP CONTINUES TO SUPPORT PACK EXPO AND PMMI



### PACK EXPO PARTNER PROGRAM

*Advancing Industry Alliances*

**T**he AIP is pleased to once again to be joining the official partner program for PACK EXPO Las Vegas and co-located Healthcare Packaging EXPO 2019 (Sept. 23-25, 2019; Las Vegas Convention Centre).

According to Nerida Kelton, Executive Director, Australian Institute of Packaging (AIP), "being a supporting association of PACK EXPO and PMMI is extremely important for global collaboration between all of the leading packaging associations."

PACK EXPO Las Vegas and Healthcare Packaging EXPO owned and produced by PMMI, The Association for Packaging and Processing Technologies, convenes 30,000 industry leaders to network and explore the latest technological breakthroughs in packaging technologies.

"PACK EXPO is a great opportunity to bring together all key associations under one roof and showcases that all of the key educational institutes have the same common goal of providing education and training to the wider packaging and processing industries. Some of our key partner associations will also be exhibiting at PACK EXPO Las Vegas 2019 including PMMI, IoPP and the World Packaging Organisation (WPO)." Mrs Kelton said.

"We would also encourage everyone to visit the World Packaging Organisation (WPO) stand in the Association Pavilion during the four-day show and meet our very own Education Director, Pierre Pienaar who will be in attendance. Pierre is also the President of the WPO,"

**To receive a complimentary pass to visit PACK EXPO please use the code AIPCC <https://www.xpressreg.net/register/PACK0919/landing.asp>**

PACK EXPO Las Vegas and Healthcare Packaging EXPO showcase the latest packaging technologies to help manufacturers improve operations and stay competitive. The show features 2,000 exhibitors over 900,000 net square feet of exhibit space from 40+ vertical industry markets and nearly 130 countries.

## AIP OUT & ABOUT

### AIP SPEAKS AT APAC FOOD SAFETY CONFERENCE



**K**eith Chessell FAIP, kindly represented the AIP at the APAC Food Safety Conference in Sydney in late August where he discussed the important role that packaging plays in minimising food waste and also the 2025 National Packaging Targets.

### AIP SPEAKS AT DEPT OF INDUSTRY, INNOVATION & SCIENCE WORKSHOP



**R**alph Moyle FAIP, CPP, recently presented an overview on the 2025 National Packaging targets and the shifts towards Sustainable Packaging to a national team of Food & Agribusiness experts from the Dept Industry, Innovation & Science in Queensland.



## NEW 'FUTURE OF FLEXIBLE PACKAGING' TRAINING COURSE



**T**he Australian Institute of Packaging (AIP) recently ran the new 'Future of Flexible Packaging' Training course in Melbourne to a packed room of 35 people who were eager to learn from 30 year veteran Joe Foster, Managing Director of OF Packaging. Joe's extensive knowledge on all things flexible made the course engaging and informative and the questions from the attendees were thought-provoking making the session interactive and dynamic. Attendees came from a diverse range of companies including Saputo Dairy Australia, Natures

Organics, Snack Brands, Coles, Patties Foods, McCormick Foods, McCain Foods, Manildra, Chobani, Suntory Coffee, Ridley, Star Stuff Group, Visy, Result Packaging, AESON Material, Qenos, Currie Group, Zip-Pak, Orora, Selpak, Multivac and more. The 'Future of Flexible Packaging' training course will be road showed across Australia, New Zealand and Asia over the next 12 months.



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## PACKAGING KEY TO REDUCING FOOD WASTE IN FRESH PRODUCE

**A**ustralia's first independent research into packaging of fresh produce has highlighted its essential role in helping to reduce food waste.

The Australian Fresh Produce Alliance (AFPA) released the research undertaken by RMIT and Empauer that indicates fresh produce packaging can help mitigate the estimated \$20 billion of food lost or wasted in Australia every year.

The research mapped the lifecycle of 10 fresh produce items both with and without packaging. The results show that the benefits of packaging of fresh produce include product protection, extension of shelf life and the ability to communicate product information which assists consumers.

"AFPA recognises that consumers are concerned about the level of type of packaging that is used for fresh produce, what this research demonstrates is there are real practical reasons for using packaging for certain types of fresh produce", said Michael Rogers, AFPA CEO.

"It's shocking to think that an estimated 7.3 million tonnes of food valued at \$20 billion dollars is lost or wasted every year in Australia, while rates of obesity are rising due to poor diet and low intake of fresh fruit and vegetables", said Mr Rogers.

"It is important that consumers better understand why producers utilise particular packaging formats, whether it be to ensure product integrity in the supply chain, extend shelf life and/or reduce food waste".

"A good example demonstrated by the research is the use of punnets to package berries. The environmental impact of the waste generated from damaged, unsellable fruit actually outweighs the impact of utilising the punnet" said Mr Rogers.

However, the report does highlight the importance of working to reduce packaging where reasonably possible and the importance of identifying packaging that provide greater opportunities for recycling.



"AFPA members are focused on delivering the best quality fruit and vegetables to consumers to ensure all Australians have access to fruit and vegetables as part of a healthy balanced diet and are conscious of meeting this goal in the most sustainable way possible" said Mr Rogers

'The role of packaging for Australian fresh produce' report and industry summary are both available to download from the Australian Fresh Produce Alliance website.

To download the full report visit the AFPA website <http://freshproduce.org.au/resources/>

## PACKAGING CONNECTED



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- Proven success in new line commissioning and value add packaging engineering for infant powders/cheese/milk a preference
- Demonstrated Dairy NPD Packaging Project Management experience
- Solid understanding of Quality, HACCP, Food Safety and Compliance from a Packaging perspective.
- A Tertiary qualification in Food Technology / Engineering / Packaging Technology or related fields
- Lean Six Sigma understanding will be highly regarded in this position.

This is a niche role in one of the fastest growing industries globally, so you can, and will, make an impact. So, come and make things happen, use your knowledge, your expertise and experience .... with Synlait!

To apply for the role please click the link through to the Synlait Careers site - <https://careers.synlait.com/current-jobs/> - and provide an up to date CV and a short cover letter outlining your experience of the required skills and experience shown above.

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# wellman

## PACKAGING



## WELLMAN LAUNCHES ANZ FIRST RECYCLED SQUEEZY SAUCE BOTTLE



**W**ellman Packaging, the Sydney-based manufacturer of rigid plastics packaging, has launched itself into the sustainability spotlight today announcing a new 'squeezy' sauce bottle comprising 90 per cent food-grade recycled polyethylene plastic.

The innovation comes after two years of intensive work by the company, together with its supply partners, to develop the proprietary processes and polymer technologies required. The result is a squeezy condiment bottle believed to be a first in the Australian and New Zealand markets.

In a Food & Drink Business' stablemate, PKN exclusive, Wellman Packaging CEO and owner Craig Wellman said the company had embarked on this ambitious development as part of an over-arching strategy to move the business into a fully sustainable model for plastics packaging some years ago.

"We are extremely excited about this development. Like anyone who is passionate about the environment and serious about being in plastics packaging, we are doing everything possible to embrace the circular economy and the commitments to 2025. This is only one of a number of initiatives we have coming as part of our sustainability program titled 'Future Thinking For Plastics Packaging,'" Wellman said.

Wellman has launched the technology together with a new proprietary hot-fill 'torpedo' Squeezy Sauce Bottle design suitable for tomato sauce, ketchups and other condiments like BBQ sauce, mustards and mayonnaise. Wellman has launched the technology together with a new proprietary hot-fill 'torpedo' Squeezy Sauce Bottle design suitable for tomato sauce, ketchups and other condiments like barbecue sauce, mustards and mayonnaise.

Wellman Packaging has launched the technology together with a new proprietary hot-fill 'torpedo' Squeezy Sauce Bottle design suitable for tomato sauce, ketchups and other condiments like barbecue sauce, mustards and mayonnaise.

"The new bottle has improved features like better stability and brim-fill among others. Contrary to the belief that recycled plastics are bad, in this case we have a better bottle because of it and most importantly, we have been able to ensure complete integrity over the food grade quality of the new technology," Wellman said.

Brand owners will be able to publish a claim that the bottle is using 90 per cent food grade recycled plastics that will be backed by Wellman Packaging's independently audited certificate of compliance, he says.

Wellman is currently in advanced discussions with key stakeholders in the sauce and condiments category offering a 12-month exclusivity period. The company expects to close a deal soon to have this on shelves as quickly as possible.

"This is about the conversation brand owners want to have with their consumer," Wellman said. "Consumers have really embraced recycled plastics and as such, this is a ground-floor brand building opportunity, the first in a category that is highly competitive between brands and private labels. We think whichever brand is successful in picking this up will really benefit. It's going to be interesting for sure," he said.

Work on this squeeze bottle technology will still continue after this first-round offering and Wellman says he is confident about moving the recycled plastic content up to 100 per cent over the next two years.

Wellman believes this new technology will become the benchmark for all sauce and condiment bottles. The company already has capacity to supply a good percentage of the squeezy sauce market but is gearing up on new equipment to support expected additional demand.



THIS ARTICLE WAS REPRODUCED WITH PERMISSION FROM PKN PACKAGING NEWS  
[www.packagingnews.com.au](http://www.packagingnews.com.au)



## RECYCLABLE PACKAGING SAVES \$70,000 PER YEAR



**R**ecyclable Packaging is a 100% Australian-owned and operated food packaging manufacturer based out of Seaford, Victoria.

The company utilises the latest in extrusion and thermoforming technology ensuring a fast, energy-efficient output, allowing the business to respond to market and customer demands.

One of Recyclable Packaging's key differences over its competitors is the manufacture of the raw material needed for all its packaging at its purpose-built facility – this allows guaranteed product supply and quality control for its customers.

### HOW SOLAR HELPED:

As a result of company expansion and advanced manufacturing conducted on-site, Recyclable Packaging engaged with AIP Gold partner, Choice Energy, to design and supply a turnkey solar power station on its factory.

Due to the non-perpendicular design of the roof, Choice Energy's expert solar design team utilised multiple tilt-frame angles to ensure the highest possible power production.

After installing solar, Choice Energy procured a new retail contract for Recyclable Packaging, helping the business to save a further 19% on its new 4-year agreement, despite being in the midst of a rising energy market.

### BENEFITS:

- ✓ The 165kW solar system will reduce the business' risk to rising grid-energy costs \$70,000 in projected savings per year.
- ✓ The system will offset 215mWh of their annual energy consumption.
- ✓ \$155,255 in retail savings over four years, compared to the previous retail contract.

For more information or to request an obligation-free energy assessment, please contact: [rebecca@choiceenergy.com.au](mailto:rebecca@choiceenergy.com.au)/or visit [www.choiceenergy.com.au](http://www.choiceenergy.com.au)/[www.choiceenergy.co.nz](http://www.choiceenergy.co.nz)

***"Choice Energy provided Recyclable Packaging with the most competitive professional advice of all those who tendered for the business... The project had some difficulties which were all handled by them without any further stress put on me. We were so impressed by their candour and the result, and have since contracted with Choice for a 4-year supply agreement taking us into 2023 at a very acceptable price."*** by Michael Reed,

Recyclable Packaging

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**T**he International Chamber of Commerce's international commercial terms, known as the Incoterms® rules, are well known to those involved in trade, particularly international trade. However, it is apparent that the industry-favoured FOB (Incoterms® 2010) (Free on Board) is frequently misused in relation to contracts for the sale of containerised goods.

## WHEN IS FOB APPROPRIATE?

FOB is appropriate for trading goods that are non-containerised and transported by sea or inland waterway transport (eg bulk cargo). FOB should not be used for carriage by any other form of transport (eg rail).

## WHAT ARE THE RISKS?

(a) Under FOB, risk passes from the seller to the buyer when the goods are on board the ship. If FOB is used for containerised goods, the seller loses control of the goods after handing the goods to the carrier at the cargo terminal or at its own premises but risk does not pass to the buyer until the goods are on board the ship.

(b) The consequence of this is that a window of risk is created that disadvantages both parties. If the goods are lost or damaged at the terminal the following issues may arise:

- (i) The buyer may be unsuccessful in claiming under its insurance policy because the insurer may state that the buyer did not have an 'insurable interest' in the goods when they were lost or damaged because risk had not passed to the buyer at that time.
- (ii) If the buyer is unable to claim under its insurance policy, it may be left with pursuing the seller in expensive international litigation or arbitration.
- (iii) The seller remains liable to the buyer to deliver conforming goods despite the goods being lost or damaged when they were out of the seller's control and in the control of the buyer's carrier at the terminal.

## THE CORRECT APPROACH

(a) When negotiating the sale of containerised goods, consider using FCA Seller's Premises or Carrier's Terminal (Incoterms® 2010) (Free Carrier). This Incoterms® rule is appropriate for containerised goods because delivery occurs and risk passes when the goods are handed over to the carrier nominated by the buyer (often at the cargo terminal).

(b) FCA is similar to FOB to the extent that the seller is responsible for clearing the goods for export and the buyer is responsible for entering into the contract for carriage of the goods and clearing the goods for import.

## TAKEAWAYS

(a) Traders should be wary of using FOB for containerised goods because it creates avoidable risk and results in a 'lose-lose' situation for both the seller and buyer.

(b) Given that loss and damage to goods frequently occurs at the terminal due to natural disasters, theft or poor handling by the carrier or stevedores, the degree of risk is significant.

(c) Traders should carefully consider their approach to selecting an appropriate Incoterms® rule to prevent problems in the future if goods are lost or damaged.

If you need help with your sale of goods agreements, including choosing the Incoterms® rule that best fits your business or is most suitable for a specific transaction, contact Bespoke for assistance.



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## PLASTIC PACKAGING DEBATE: 'DON'T GO COMPOSTABLE... YET'



**While consumers cry foul over plastic packaging, such as wrapping on fresh fruit and vegetables, SMEs are being urged to hold fire on switching to compostable alternatives, and instead embrace a two-pronged attack on the issue.**

Speaking at the APAC Food Safety Conference in Sydney on Thursday (22 August), the Australian Institute of Packaging's Keith Chessell said that consumers' negative view of packaging is largely driven by the fact that they are the end user — i.e. the one who has to dispose of it.

And front of mind is food packaging, because as Mr Chessell told My Business, it forms the bulk of their weekly kerbside waste collection, and is the bulk of what households purchase on a regular basis.

Mr Chessell suggested that businesses will increasingly need to address this on two main fronts:

Changing the type of packaging they use to recyclable/recycled options, which many are already doing but also taking charge in educating customers about why such packaging is in place, such as for product protection, contamination avoidance and safety restrictions Packaging plays role in waste reduction

According to Mr Chessell, how products are packaged plays an important role in reducing product wastage, such as food waste.

He said that 30 per cent of edible foods that are produced never reach the fork. Quoting figures from the federal Department of Environment, in the 2016–17 financial year alone, he said that Australia generated an estimated 7.3 million metric tonnes of food waste across the entire supply and consumption supply chain. Almost half — 3.2 tonnes — of that was disposed of in landfill.

With this in mind, Mr Chessell suggested that the amount of packaging can have a direct correlation with the amount of food waste.

This can include everything from using easy-pour liquid containers that minimise spillage, to compartmentalising meat into smaller amounts to avoid unused portions from spoiling, and even bulk bagging loose items such as apples to minimise the amount of damage inflicted on the fruit, both during transportation but also from shoppers handling and squeezing the fruit to test ripeness.

"An unwrapped cucumber loses 3.5 per cent of its weight in just three days on the shelf," he explained as an example.

"Whereas a shrink-wrapped cucumber loses only 1.5 per cent of its weight over two weeks. So, it's actually a 60 per cent reduction in the evaporation rate by simply wrapping the cucumber."

Last month, online beauty retailer Adore Beauty outlined how it overhauled its packaging to become more sustainable and reduce wastage, netting itself a six-figure monetary savings in the process.

Infrastructure currently lacking for compostable packaging "I've had lots of companies, even in these last two months, saying 'I want to go compostable', because they think that's the right thing to do," Mr Chessell told My Business.

However, he warned that the problem with this option is that just because something could be composted, doesn't mean that it actually will be.

"We just don't have the infrastructure yet in Australia," he explained, "and I don't believe we will have it before probably 2025."

Not all consumers — such as those living in apartments or rental accommodation — have the ability to compost materials themselves, and Mr Chessell said that composting organisations generally don't want "packaging in their organic waste because it doesn't contribute much to the compost in terms of nutrient value".

That's not to say there are no options, with Mr Chessell citing Biopak as one option.

"But what I'm saying is unless you've got ability to collect your compostable packaging with your organic waste, don't do it," he said.

Instead, Mr Chessell urged businesses to "just make sure your packaging is recyclable".

Different plastics, for example, can be recycled for alternative uses or reused. Certain cardboards, meanwhile, have plastic films which can make them unsuitable for recycling.

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This makes choosing the right type of packaging for a particular product all the more important.

His presentation noted the example of Coca-Cola committing to the use of 100 per cent recycled plastics for its smaller individual bottles as one such example where change can be made to a more sustainable option.

However, Mr Chessell admitted that in certain instances, there is not yet a viable alternative to non-porous plastic.

"The difficulty that a lot of companies are working through at the moment is particularly, say, in meat, they do need oxygen and carbon dioxide barriers to help the meat keep," he said, meaning plastic is still the most viable option to meet safety, weight, energy and commercial considerations.

"So, there's lots of technology still being worked on at the moment to do that."

### **Consumer education on the role of packaging**

According to Mr Chessell, consumers are also likely to be less negative about the type and amount of packaging used in goods they buy if they have increased awareness about why the packaging is there in the first place.

"We need to get better at providing information on why we are packaging it like that," he said.

"It's a frustration, certainly from my aspect, trying to get the limited space that's on a label to say an extra thing like explaining why this packaging has been selected."

Mr Chessell said that retailers in particular, given their consumer-facing nature, are well placed to provide point-of-sale information about why certain packaging types have been used on a product, and how that particular packaging could be disposed of for reuse or recycling instead of going to landfill.

He also noted that the Australian Packaging Covenant Organisation last year developed a "world-first" prep tool designed to provide greater transparency about the composition of the packaging and advice to the consumer on how it could be disposed of.

"[It] is an online tool that companies can put their packaging information into and it will tell them whether it's recyclable, recyclable with loss value, whether it's actually [eligible] for kerbside [collection] for consumers to do so," Mr Chessell said.

That is in addition to the rollout of the Australasian Recycle Label (ARL), which will denote the type of plastic or materials used in that particular packaging for easier identification of how (and if) it can be recycled.

"So, it might have a cardboard box with an inner sleeve and a wrapper on the outside: the ARL will say 'the pack is cardboard that can go into the recycle bin, the film around the outside can go to store drop-off with a Coles or Woolworths recycle scheme, and the sashay inside — because of the food contamination — is going to be for the rubbish bin,'" he explained.

"They can look at it at that point of disposal and go 'OK, that goes there, that goes there and that one goes there.'"

### **Better design will eliminate waste**

Deakin University's Catherine McMahon said separately that better design inputs from the outset will go a long way to reducing the amount of waste we currently find ourselves struggling to deal with, not just in terms of packaging but all manner of products.

"We're in this recycling crisis because our current generation of materials were never designed to be recycled or repurposed," said Ms McMahon, the circular economy strategy lead on the university's Institute for Frontier Materials.

"Circular economy should be the new mainstream benchmark, just as recycling was in the early 1970s. Beyond the scientific community, there's still a lack of understanding about how much waste comes from the current recycling process. That's why communal thinking needs to be underpinned with a circular approach."

Ms McMahon cited her team's research into manufacturing medical tissues and artificial bones from materials that would otherwise have wound up in landfill as an example of rethinking the final purpose or usage of a product, not just its initial design intention.

"Commonly found poly-cotton blends in clothing can be partially recycled, but the process leads to waste and devalues the material," she said as another example of materials not being designed with recycling or reuse in mind.

"Our researchers are designing materials that are made to separate once they are no longer fit for purpose so that all of the product is easily reused or biodegrades."

"If we made products from their inception thinking about end of life, then we will never have a recycling crisis again."

# Redesigning packaging with reduce, reuse, recycle in mind

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

The AIP's executive director, Nerida Kelton, explains why the 5Rs are important for consumers.



Reduce, reuse and recycle are the three most important areas for long-term changes when it comes to packaging design.

**A**s a consumer, you might have heard about the "Waste Hierarchy" and the 5Rs. From a consumer perspective they are:

- **Refuse** – do not purchase unwanted items.
- **Reduce** – eliminate single-use packaging wherever possible. This means declining plastic coffee cups, shopping bags, straws and buying products that are sustainable.
- **Reuse** products more than once. Purchase reusable water bottles, keep-a-cups, and recyclable shopping bags
- **Recycle** – ensure that you place your products in the recycling bins and purchase products that are recyclable. Look for products that are using the new Australasian Recycling Label

(ARL) to better understand the true recyclability of the materials.

- **Repurpose** – purchase products that are made from recycled materials – consciously purchase bags, shoes, furniture, jewellery that you know is made from recycled content.

Mindsets have shifted over the last few years, and globally consumers are actively driving brands and their packaging departments to supplement sustainable packaging design to incorporate the 5Rs and to redesign with environmental impacts in mind.

Packaging technologists are being asked to reconsider the outcomes of their packaging design all the way across the supply chain from manufacturing to recycling, and also consider a closed-loop and more circular approach. Packaging

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design can no longer be linear.

When discussing the waste hierarchy from a packaging design perspective, reduce, reuse and recycle are the three most important areas for long-term changes as they are the preventative measures with the highest level of impact.

Achievable steps for packaging technologists can include redesigning the shape and size of a product, reducing thickness and weight of materials, shifting to recyclable materials, and developing a closed-loop system for products. However, any adaptations to the packaging design, structure and form must not compromise the ultimate purpose of packaging, which is maintain the ability to protect, preserve, contain, communicate and transport a product to the consumer. First and foremost, packaging must remain fit-for-purpose before any structural changes are made to a pack. The AIP encourages all packaging teams to undertake a lifecycle assessment where possible before any pack is altered. A redesign feature of packaging that consumers are embracing is reuse whereby a customer can refill their products using the same packaging.

**"Mindsets have shifted over the last few years, and globally consumers are actively driving brands and their packaging departments to align their sustainable packaging design to incorporate the 5Rs and to redesign with environmental impacts in mind."**

It is important to note that reusable containers have less impact on the environment than one that is single use. Packaging technologists need to re-imagine their packaging for continued use and the ability to have multiple uses for the consumer.

Consumers are also driving the focus to what is really happening with packaging and the end of life. Packaging technologists are now being asked to stop and review their packaging and find out whether it is actually being recycled or landfilled in the country it is sold in. The availability of the APCO PREP tool enables this decision making. In addition, if the material is capable of being recycled in the country in which it is sold, then consumer waste and greenhouse gas emissions will be reduced across the lifespan of the product. This in turn achieves the

2025 National Packaging Targets that all brands are working towards.

If the material is unable to be recycled, then look at the possibility of moving to a recycled content, and even the use of renewable resource raw materials. Once again, the AIP urges consumers to undertake a full lifecycle assessment if possible, before moving to recycled content to determine if this is in fact the best decision for a product.

A recent example of the reuse, refill and recycle concept that has considered the product all the way through the supply chain is Cif ecorefill. Unilever announced on its global website the launch of Cif ecorefill, the new at-home technology that allows consumers to refill and reuse their Cif spray bottles for life. Cif has worked to create a no-mess solution, becoming the first

household cleaning brand to do so with this pioneering twist and click refill design. Made with 75 per cent less plastic, Cif ecorefill attaches to the current Cif Power & Shine bottles. Through its technology, it seamlessly releases the super-concentrated product into the bottle, which is filled with water at home. The ecorefills are 100 per cent recyclable once the plastic sleeves are removed and, by the end of 2020, the ambition is for all Cif ecorefills and spray bottles to be made from 100 per cent recycled plastic. Going smaller is certainly better – the ecorefills are lightweight and save on storage space. Diluting the product at home means 97 per cent less water is being transported, fewer trucks on the road and less greenhouse gas emissions.

Every day, more companies are announcing refillable packaging solutions including cosmetics and beauty, toiletries such as shampoo and soaps, cleaning products and beverages. The journey to sustainable packaging has only just begun and it is exciting to see what innovative designs packaging technologists are working on that address reduce, reuse, refill and recycle. **R**

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