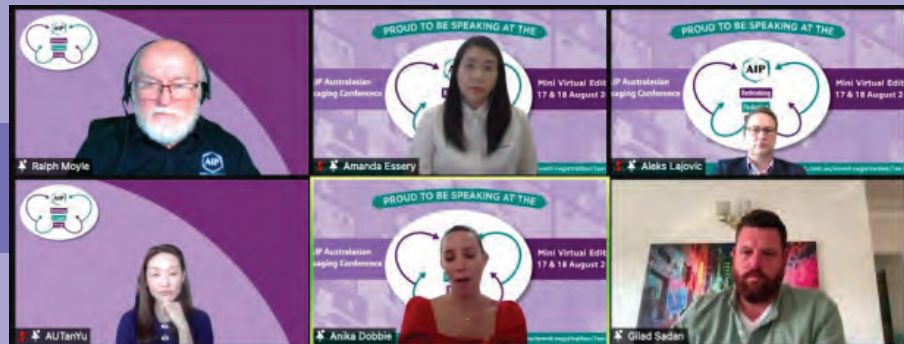
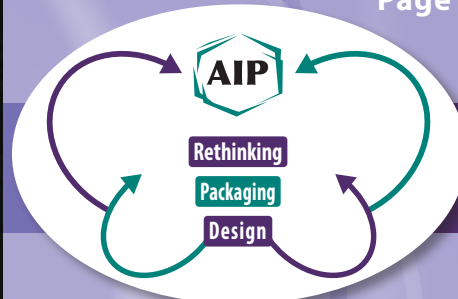




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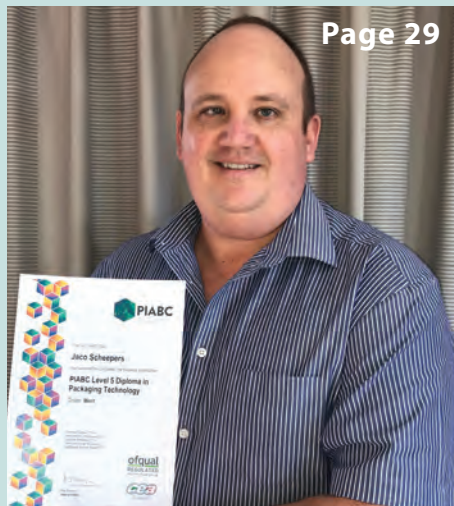
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8 September 2021



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12 October 2021



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Future of Sustainable Materials, Labelling, Inks & Coatings and Machinery Printing Webinar
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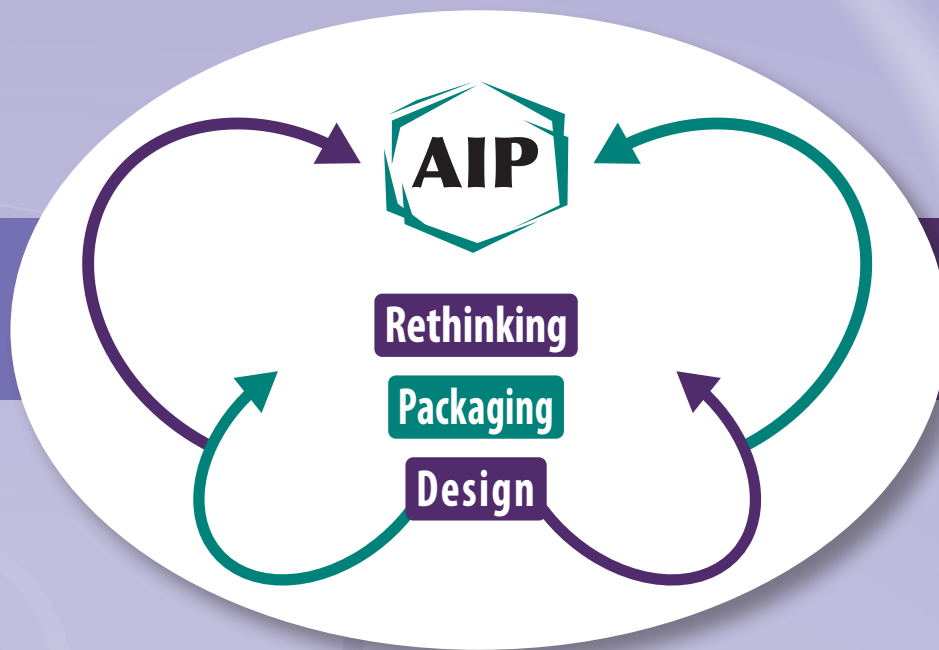
10 November 2021

NEW MEMBERS

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

NAME	GRADE	STATE/COUNTRY
Madelyn Valera	Associate	VIC
Domenic Maisano	Associate	NSW
Shannon Doherty	Member	NSW

NAME	GRADE	STATE/COUNTRY
Tammy Mattsson	Member	VIC
Polly Burey	Associate	QLD



2021 AIP AUSTRALASIAN PACKAGING CONFERENCE

THANK YOU FROM THE AIP

The AIP would like to take this opportunity to personally thank the speakers, partners and attendees that made the 2021 AIP Australasian Packaging Conference: Virtual Edition possible.

The feedback that the AIP have received so far is that the virtual edition was a success and this is simply not possible without the outstanding content offered by all of our speakers and the support from our wonderful partners.

The structure of the two day conference enabled attendees to watch the 28 speakers either via Livestream or Zoom and should they have missed any sessions then they have access to the recordings until the end of the year.

The Institute ran the first virtual conference in 2020 many people went back and watched the recordings for months after the event and have no doubt that this will occur again this year.

#2021aipconference

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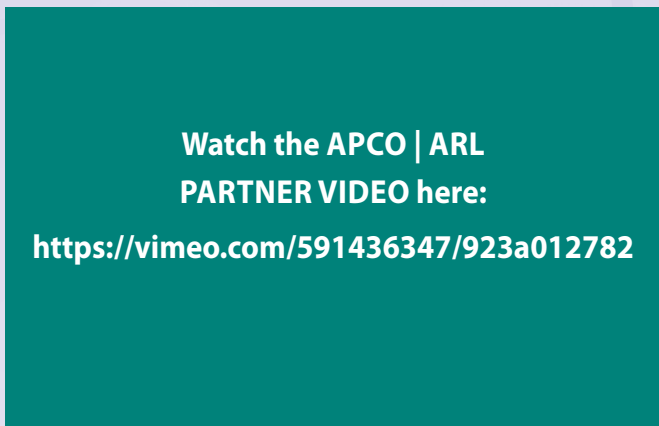
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A number of the conference partners created 2 minute videos to showcase their business. We encourage everyone to watch the videos and learn about all of our conference partners.



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A number of the conference partners created 2 minute videos to showcase their business. We encourage everyone to watch the videos and learn about all of our conference partners.

**Partner Video | Caps & Closures**
from Aus Institute of Packaging

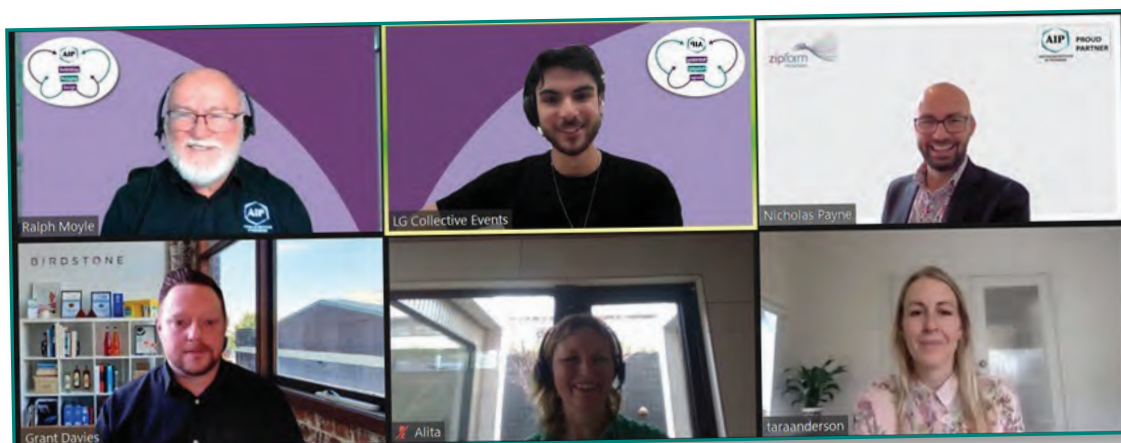
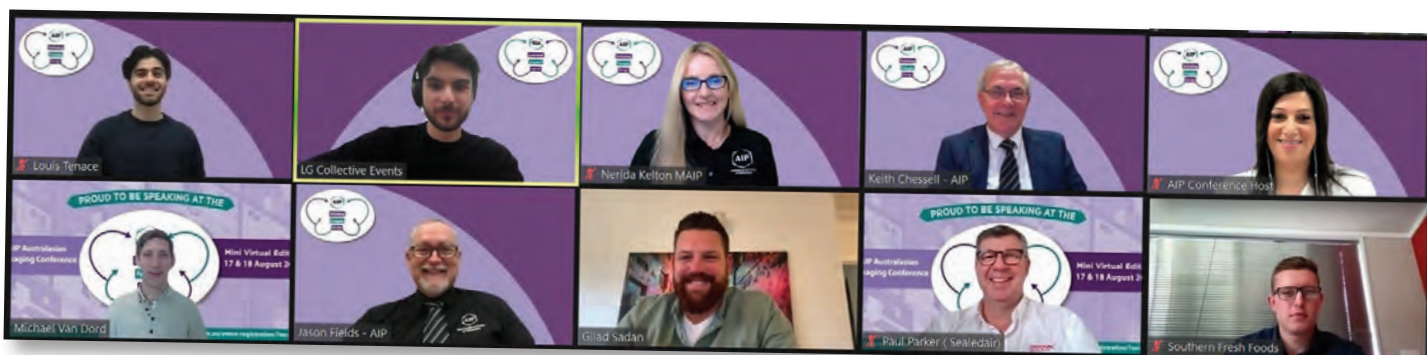
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**CAPS &
CLOSURES**

**Partner Video | Multisteps**
from Aus Institute of Packaging





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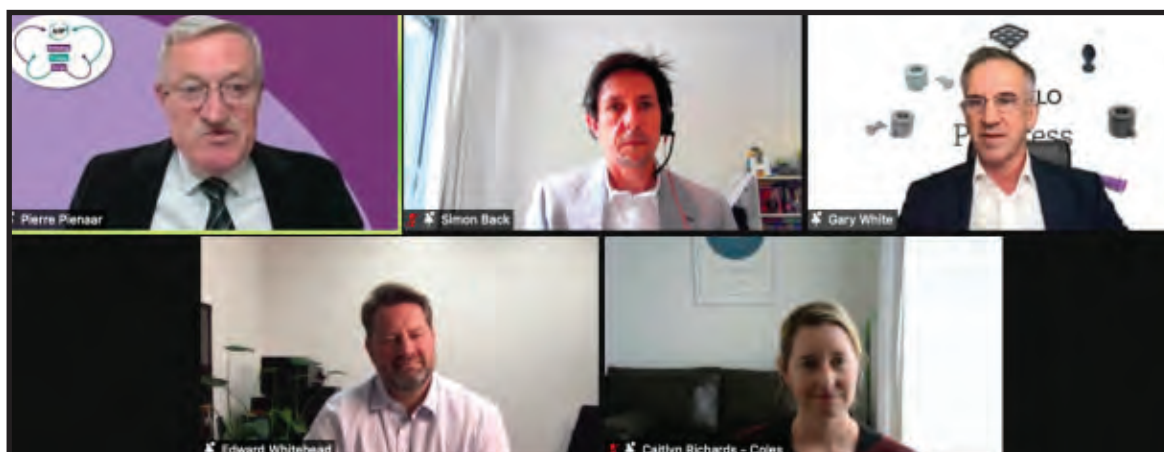





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Rolling with the pouches

Tenacity and creativity are key drivers when it comes to designing packaging to reduce food waste, meet sustainability targets and satisfy consumer expectations, the opening keynote addresses of this year's Australian Institute of Packaging (AIP) conference confirmed.

Simplot packaging technologist Michael Van Dord MAIP shared the astounding statistic that COVID-19 saw an uptick in consumer spending on home delivery by a staggering 258 per cent. Perhaps not surprising was the fact 50 per cent of those orders included chips. Simplot's brand Edgell was faced with the biggest of challenges – a package that would keep chips crispy for up to 40 minutes.

After around 50 prototypes, its sustainable pack with a raised and ventilated floor entered the market, saving us all from soggy chips everywhere.

While the pandemic saw the growth of home delivery, it caused a major business headache for fresh produce company, Southern Fresh Foods. It was growing 27 different products and supplying 30 tonnes of salad to the restaurant market, which essentially dried up in an instant.

"COVID hit us hard. We make a premium, niche project, with our product being grown in a long pipeline. Suddenly we were looking at hoeing 20 to 30 acres of baby vegetables back into the ground. We had to find a way to reduce what was going to be a colossal loss of food," Brock Dunn, the company's sales and marketing manager, said.

The company enlisted N.A.V.I Co. Global to help it repurpose its fresh produce destined for hospitality to a retail product.

N.A.V.I managing director Gilad Sadan MAIP said it was a great project, delivered under pressure in the delta of food waste, packaging waste and food safety requirements and expectations.



"It was about presenting something to the consumer they would expect in a restaurant, but in a format that made it accessible and affordable for them to use at home," said Southern Fresh Foods sales and marketing manager Brock Dunn.



The shift from a metallised multi-laminate structure to a high-barrier mono-polymer pouch that can be recycled through kerbside earned Brookfarm the 2021 Packaging Innovation & Design Awards Gold for Food Packaging Design of the Year.

"There were three components – a grower who needed a market for its product, retailers who want a product with shelf life and consumer appeal, and consumers looking for meal ideas and new recipes to cook while in lockdown," Sadan said.

"It was about presenting something to the consumer they would expect in a restaurant, but in a format that made it accessible and affordable for them to use at home."

Then resultant pack design made the produce clearly visible in packaging that was recyclable and extended shelf life, with a cardboard sleeve that featured a recipe.

Meanwhile, Junee Lamb was looking for a solution to its vacuum seal packaging that was not robust enough to cope with sharp bones and rough transit. Working with Sealed Air, its Cryovac brand Total Bone Guard delivered a solution that not only reduced stock loss but met many of the targets now implicit on the packaging industry.

Paul Parker from Sealed Air said packaging must jump through many hoops. *"Protection is the core purpose, but it also has to align to the 10 packaging principles, satisfy stakeholders and meet [Australian Packaging Covenant Organisation] targets,"* he said.

"It is patched to specific parts using a substrate material to protect areas that need it most. We managed to develop a solution that aligns to packaging guidelines, is optimised for material efficiency, is compliant with food standards and designed for recovery as well as reducing food waste."

"At the heart of Cryovac is saving food. If we meet the challenges faced by our customers, we can meet the challenges of the planet," Parker said.



Rolling with the pouches

Brookfarm rolls with the pouches

Premium cereal and snack company Brookfarm has had sustainability at its core since it began more than 20 years ago. The most recent advancement in its environmental commitment was a partnership with O F Packaging to redesign its cereal pack.

The shift from a metallised multi-laminate structure to a high-barrier mono-polymer pouch that can be recycled through kerbside earned Brookfarm the 2021 Packaging Innovation & Design Awards Gold for Food Packaging Design of the Year.

Brookfarm head of operations and procurement Sally Carter said the project took around 12 months, with ongoing challenges of packaging integrity due to the specific requirements to its high oil content (the company uses macadamia nuts from its farm in all its products) products.

"We were also under pressure from our consumers, asking why our packaging couldn't be recycled and when that would be happening," Carter said.

For O F Packaging managing director Joe Foster FAIP, it was the latest chapter in a long partnership with Brookfarm. The companies had worked together for almost as long as Brookfarm has been operating.

For Foster, the "recycle-ready" feature and the elimination of the laminate structure were key achievements.

"Towards the end of the trials we looked at its kerbside recycling potential. We tested it at different temperatures, at different strengths and it was successful each time. By attaching a specialised label to the pouch, it could be rolled into a semi-rigid shape and move through co-mingled recycling without any issues. It is a great development and we're looking to roll it out to others," Foster said.



Rolling with the pouches: Brookfarm and O F Packaging's PIDA Gold award winning recycle-ready high-barrier mono-polymer pouch

Read the full article here:

<http://www.packagingnews.com.au/food/aip-conference-rolling-with-the-pouches>

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The value of recycled content

A in-depth session at the Australian Institute of Packaging conference examined the important role recycled content plays in ensuring a business is not only meeting the 2025 National Packaging Targets but also becoming a truly circular business by design – and examined why recycled content is valuable to Pact Packaging NZ's client The Collective, Colgate-Palmolive and Wellman Packaging.

Case Study: The Collective's kefir in rPET

Deanne Holdsworth, general manager, sales for Pact Packaging in New Zealand, discussed the journey taken by brand owner The Collective to introduce recycled plastic (rPET) packaging to its kefir probiotic yoghurt, maximising its sustainability outcome, while maintaining the structural integrity with a lighter weight pack.

"The Collective's drinking yoghurt has a really strong immunity and digestive benefit, so the product is really good for the gut, but we needed to try and find a way to ensure that there was good shelf appeal," she said, explaining the process that was involved in creating a sustainable concept for the drinking yoghurt line.

She said the company's desired end point was a lightweight, sustainable, clear rPET bottle with high shelf appeal, and to achieve this the team had to carry out quite a few product simulations using similar types of substances.

"We also wanted to understand the impact that UV light could have on the kefir yoghurt, and experimented with frosting to see if we could actually get away from UV," added Holdsworth.

The experiment didn't work and Pact ended up including an additive white colourant to the recycled polymer.

The Collective undertook performance and trial testing to ensure that consumers and brand stakeholders would understand that the new look and weight of the packaging (that was reduced to 27 per cent of its

previous weight) wasn't going to cause a production issue. The testing determined the level of recycled content, and allowed for imperfections to be fixed.

The final part of the process was for the product to align with the brand's principles. This was achieved through The Collective's partnership with conservation charity, Trees That Count. With every bottle of kefir probiotic yoghurt purchased, a contribution is made to the charity, to see millions more native trees planted throughout the country.

Pact Group calculates that now The Collective has moved to using recycled plastic in its kefir bottles, 98 tonnes of CO2 emissions will be saved each year.

"In summary, we're proud to say that recycled resin content will be increased, with The Collective and throughout the group. There are more and more projects which are leaning towards using recycled resin, and The Collective's drinking yoghurt, with 100% rPET, is the first of its kind in this sector," concluded Holdsworth.

Colgate-Palmolive: Sustainability with a smile

Ted Bailey MAIP, packaging sustainability manager, Asia Pacific, Colgate-Palmolive shared the company's perspective on sustainability, and drilled down to the creation and process of some of the company's innovative projects and industry relationships.

Bailey began by summarising Colgate-Palmolive's global and sustainability goals, confirming the company's intention to include at least 25 per cent of post-consumer recycled (PCR) plastics in its plastics products.

According to Bailey, 60 per cent of people around the world have Colgate products in their homes, so when 80 per cent of consumers feel strongly that companies should improve health to improve the environment, Colgate listens.

He went on to discuss the measures that can be taken to create both minimal and positive



Inviting industry to collaborate: Ted Bailey MAIP, Colgate-Palmolive packaging sustainability manager, Asia Pacific.



The 100% rPet bottle for The Collective's kefir range, by Pact Group.

The value of recycled content



Colgate Smile for Good: Australia's first kerbside recyclable HDPE toothpaste tube.

impact on the environment, admitting that recyclable packaging is a journey and that flexible packaging remains a massive challenge for the company, both locally and globally.

Bailey highlighted a recent initiative by the company – the high density polyethylene (HDPE) tube, the first of its kind to be categorised as kerbside recyclable under the Australasian Recycling Label program run by the Australian Packaging Covenant Organisation.

He explained how Colgate engineers developed The Colgate Smile for Good tube solution, combining different grades and thicknesses of HDPE laminate into a tube that meets recycling standards, while still protecting the product, holding up to the demands of high-speed production, and remaining comfortably squeezable.

"We have a holistic approach and intend to get everybody on board, so we are sharing the tube technology with interested companies and competitors – there's no point being the only company producing recyclable tubes," said Bailey, adding that future innovations for the company are to reuse models that feed into various environments and provide bespoke solutions.

He also discussed Colgate-Palmolive's relationships with Ellen MacArthur and Wellman Packaging as well as the impact of Covid on the industry's supply chain, confirming that the company is looking to shorten some of the supply chains and stating that *"Australia has had a unique Covid experience where a lot of manufacturing has maintained and grown – a very different experience to other parts of the world, that have suffered."*

In closing, Bailey invited innovative, sustainable packaging solution providers in the industry to collaborate with Colgate-Palmolive.

Wellman Packaging: Towards e-Zero

Craig Wellman FAIP, managing director at Wellman Packaging, discussed recycled plastic for packaging applications and the obstacles the company had faced in bringing this to market.

He kicked off by highlighting Wellman's E-zero sustainability vision, which aims to bring "zero harm to the environment", and moved on to discuss several projects the company has been involved in.

Wellman said that the project to bring its 100% rPET preforms for bottles at Colgate-Palmolive started at least three years ago with Wellman's Hong Kong based supply chain team running a global sourcing program, before trialling around 12 different grades and presenting six of them to Colgate.

"In terms of processing, one of the big things that we noticed was the variance in the consistency of temperature stability and crystallinity across the different grades and even within the grade, once you were narrowed down to one particular supplier," he explained, adding that crystallinity is a big factor when drying PET materials, particularly when the material is dried for up to four hours in elevated temperatures of around 180 degrees.

"When you've got variations in crystallinity you run some risks of basically turning the drying material into a block. So, while that did not actually happen to us, there were warning signs and luckily, it didn't go far enough to cause a massive problem," Wellman said, pointing out that, *"Drying of the resin is mission critical, and increased monitoring of that is significant."*

"And likewise, through the run, we would start out with a relatively clear preform but over the duration find a darkening of colour, which was quite a significant variation," he added, explaining that the variations were lessened by adapting a two-stage process colour, which proved important in terms of the drying and reheating process.

"Black spotting was also an issue, but it's not as big an issue as we expected it to be and it certainly depends on the quality of the supplier and who you're working with -- most of our recycled resin is coming out of Martogg in Melbourne," he said, advising that: *"You've got to know your supplier's supplier to find out where their materials are coming from."*

Wellman also discussed the challenges related to recycled HDPE again noting the lack of these materials and the problems with odour and flavour taint due to the primary source being milk bottles which has obvious implications for food grade applications but also laundry like fabric softener bottles where fragrance is critical.

The value of recycled content

He then moved on to highlight the rPE Squeezy Sauce bottle which he said is “one of the company’s significant wins this year.”

The innovation for the squeezy bottle, which can now be produced with 100 per cent food grade recycled plastics, came after two years of intensive work by the company, together with its supply partners, to develop the proprietary processes and polymer technologies, and since there wasn’t a test for things like how “squeezy is squeezy”, the company developed one.

Wellman went on to discuss caps and closures, stating that it is more challenging to use recycled content due to the higher complexity in applications like flip-top caps, where they have otherwise had success recently in lightweighting their 55mm cap by around 15% saving 1.6 grams in resin.

In conclusion, he said that working with and sourcing recycled plastics was not straightforward.

“Everyone wants PCR but aside of the depth of the supply chain, several challenges make it an expensive proposition and polymer suppliers need to improve on things like data sheets and sharing information about their resin to avoid processing issues,” he said.

“And again to restate – you’ve got to know your supplier’s supplier and probably their supplier.”

Read the full article here:

<http://www.packagingnews.com.au/sustainability/aip-conference-the-value-of-recycled-content?>

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Craig Wellman FAIP, CEO Wellman Packaging, with the company’s award-winning rPE squeezy sauce bottle.





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Brand messaging via pack design

Nestle, Lovekins and Cutri Fruit all have one thing in common, and that is leaning on their packaging to deliver brand messaging to their customers. At the 2021 Australian Institute of Packaging (AIP) Australasian Packaging virtual mini conference, each explained how.

During Day 1 of the conference, attendees were treated to the stories of how the aforementioned brand owners have turned to packaging as a driver for their messaging, whatever that message might be.

"From the use of renewable materials, to on-pack interactive consumer engagement, and changing branding of a pack to push recyclability – these are just some of the ways they are leading the way in their categories," said Ralph Moyle FAIP, CPP, education coordinator, AIP, who moderated the session.

Conveying origins and ideals

Lovekins, specialists in baby and feminine hygiene and home care, focuses on growing an ethical business by supporting local communities, sustainable farming, and product education.

By 2025, Lovekins' goal is to incorporate more sustainable, eco-friendly and biodegradable materials through raw, indigenous ingredients.

On its journey to find a sustainable alternative for its packaging, Lovekins crossed paths with Impact International and was introduced to its SARAH tube, which is sustainable, FDA-approved, and protected with internationally registered anti-counterfeiting measures.

"With the new tube, not only did it meet our social corporate responsibility in terms of renewable materials and recyclability, but also ticked the mark with product protection with counterfeiting," said Amanda Essery, founder of Lovekins.



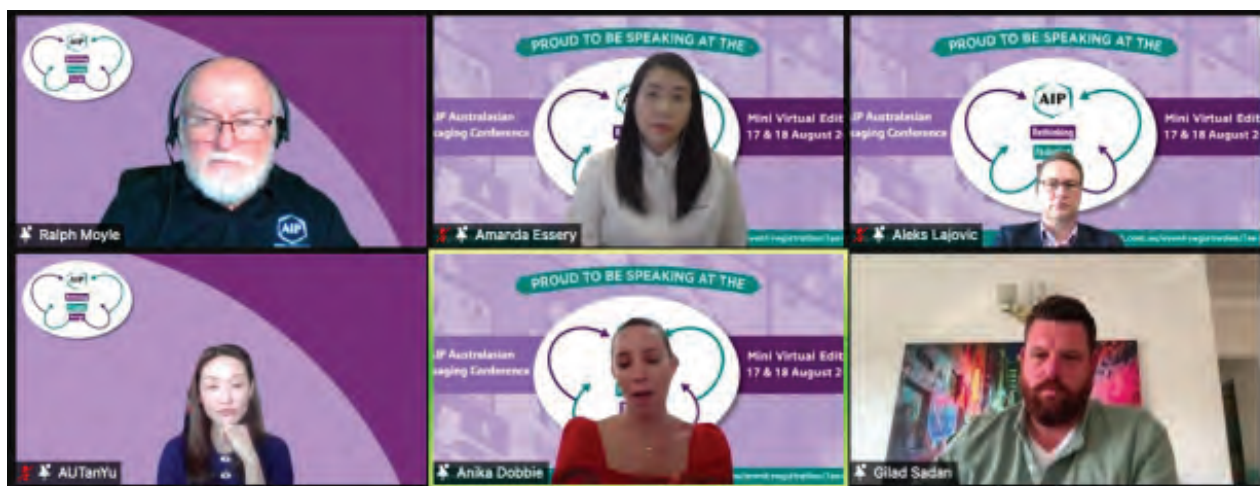
"We encourage brands to think about how you are making your packaging, to make it with minimal footprint, make it so it is recyclable, but also to make sure to communicate the circularity of its products to customers," explained Aleks Lajovic AAIP, managing director at Impact International.

Once Lovekins moved over to the new SARAH tubes, it also undertook a pack redesign to better convey to its customers exactly what the brand stood for.

Lovekins changed to a clean white matte tube to signify the purity of a newborn child, and contrasted it with the black text and cap to represent the Indigenous Australian culture.

"With our hero logo we also incorporated a peach colour, in which we combined yellow for the sun and red for the earth. All these colours – black, yellow and red – are all representative of the colours that make up the Aboriginal flag," Essery continued.

"So, when you look at this packaging, it is not just a new design, there has been a lot of thought put into it – it is not just a product that is sustainable and eco-friendly with clean and green ingredients, but that packaging outside also tells a story about our brand."



(clockwise, from top left) Ralph Moyle, Amanda Essery, Aleks Lajovic, Gilad Sadan, Anika Dobbie and Joyce Tan.

Brand messaging via pack design



The Lovekins range of products in its new SARAH tubes.

"Our strong Australian ethos in branding is what we want to be internationally recognised for. Our belief is that a strong brand stays true to its origin."

Knowledge is key to recycling

Nestle, via its brand KitKat, has been undertaking its 'Give the planet a break' campaign, which aims to clarify and simplify soft plastic recycling for its customers.

The company found that although 80 per cent of Australians state they are concerned about recycling, around 48 per cent of people are getting recycling wrong, while only 10 per cent of the population are recycling soft plastics correctly.

"Despite the general confusion around recycling, the positive takeaway was the fact that everyone had good intentions in regards to recycling, but the reality is close to half of the country are doing it all wrong," said Joyce Tan,

head of marketing, Confectionery, Nestle.

"The intent of this campaign was to really motivate people to make the right choice and recycle their soft plastics, including our KitKat wrappers, correctly."

The company had a few key messages that it wanted to communicate through this campaign, most importantly, for everyone to do better with soft plastic recycling.

"We took away our cute cat logo and snapping finger and we configured a recycling logo in the scheme of our KitKat snapping finger," Tan said.

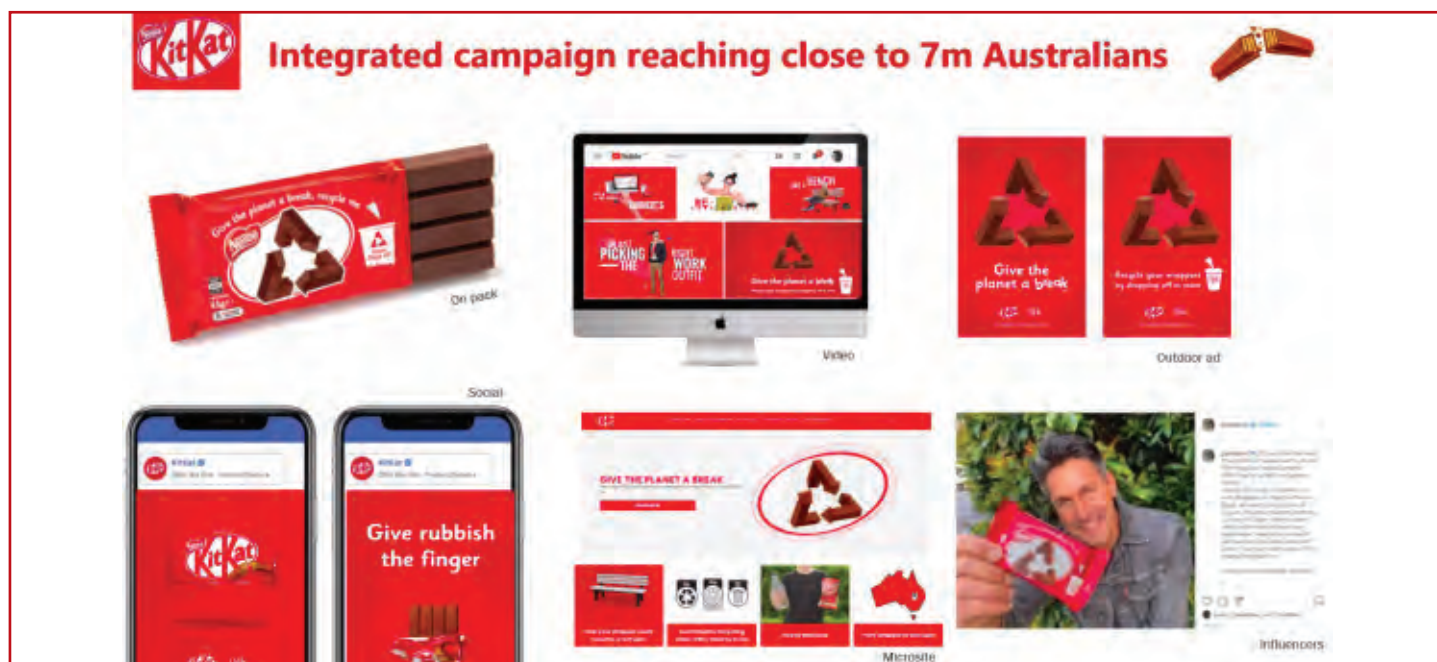
"We also really wanted to communicate clearly on the front of the pack to encourage customers to recycle and drop their wrappers off in store. There is also information on the back of the pack [accessed] through a QR code."

"By scanning the code, customers will be taken to a microsite where they can get further information around what soft plastics are, how to properly recycle them, where they can find a REDcycle bin near them, as well as what happens to them after the recycling process."

"Consumer comprehension is really important, especially for people who don't know a lot about soft plastics and recycling. It is important to educate them on how."



Nestle is doing its part to make recycling simpler for its customers.



The campaign's intent was to motivate people to recycle their soft plastics correctly.

Brand messaging via pack design

PACKAGING AS MARKETING

Cutri Fruit, part of the LaManna Premier Group and grower of premium quality stone fruit, looked at its packaging as a tool for marketing and created an intuitive and interactive pack for its Galaxy Fruits range. In partnership with NAVI Co Global, Cutri Fruit “found [itself] in the galaxy and delivered an out-of-this-world design” for its packaging to stand out on shelves.

“In our marketing mix, we really wanted to make sure we were presenting the right message, at the right time, at the right place, and this is where packaging played a really extensive part in our marketing campaign,” explained Anika Dobbie, marketing manager at La Manna Premier Group.

“We made sure that our packaging was a complete marketing tool in itself – making sure that it was educational, that it was fun, and that it really spoke to our audience.”

For its multi-purpose packaging, Cutri Fruit used bright colours and graphics, and highlighted the unique Saturn-like shape of the peaches.

Cutri also incorporated pop-out collectable colouring-in figurines, which when constructed can be used to create image projections (see below) and thus can be reused over and over again. This provided an activity for kids, while the 16 different variants encouraged repeat purchase, while bumping up the sustainability of its packaging.

“What we really wanted to accomplish was to put some smarts around the packaging, and make it so that people will want to hold on to the packaging instead of recycling it, which of course they are also able to do,” said Gilad Sadan, managing director at NAVI Co.

“We took a very consumer-centric approach to our design that was both fun and functional, and also referred to the



Cutri Fruit and NAVI went for an interactive “out-of-this-world design” for the packaging.

2025 Packaging Targets for the fundamental basics for the pack, including using sustainable packaging guidelines.

“We also created an avenue on the packaging to communicate to consumers how they should handle it and dispose of it, and even put a QR code to link between the physical assets and the online assets in order to help further educate consumers.”

The new packaging also helped to open up some new markets for Cutri Fruit to play in.

“Some markets that weren’t interested in the product at first turned around because of the packaging, simply because now, aside from providing a healthy snack, can also be used as an educational tool,” Dobbie concluded.

Read the full article here:

<http://www.packagingnews.com.au/design/aip-conference-brand-messaging-via-pack-design?>

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Cutri Fruit puts the FUN in FUNCTIONal for its latest packaging design.



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Women in Packaging: Time for change

Gender diversity in the packaging industry, and empowerment within that arena, led discussion at the 2021 Women in Packaging forum.

"What can I ask?", "What can I do?", "What can I change?", were three questions put to participants by keynote speaker Louise Weine at the fourth Women in Packaging event.

Presented by PKN Packaging News and Food & Drink Business, hosted in partnership with the Australian Institute of Packaging as part of the 2020 AIP Australasian Packaging Conference, Women in Packaging drew its national audience into a virtual event for the second year running.

Weine, CEO of the National Association of Women in Operations, inspired participants to ask those three questions with the knowledge that greater gender diversity in the workplace is proven to improve businesses performance.

Engagement was high as, prompted by Weine, people shared in the chat forum what they thought were the skillsets needed to do their jobs well, and more specifically, what skills were needed to be successful in packaging.

"Women make the most purchasing decisions in households, but we are also not a homogenous group. To access insights into your consumers, you have to leverage the diversity of the market in your business. Then you can harness its potential and power."

"Research has revealed that companies with higher diversity in management gained 38 per cent more of their revenue from innovative products and services than those companies with lower diversity," Weine said.

"Diversity is a key ingredient for better decision-making," she said. *"Diverse teams can leverage a greater variety of perspectives and are likely to consider information more thoroughly and accurately."*

"And mixed gender teams can better manage group conflict compared to homogenous teams, and better maximise creativity amongst those team members," she said, adding that company profit and shared performance is almost 50 per cent higher when women are well represented in senior positions.

Weine cited data to indicate Australian businesses are not leveraging this opportunity and went on to challenge leaders with a call to action, asking them to consider how gender balanced we, as an industry, are overall.

WGEA data shows female representation in Australian businesses is sitting at 51 per cent, and 33 per cent of key management positions are held by women, but



Influential proponent of diversity and its value in the workplace: Keynote speaker at Women in Packaging 2021, Louise Weine



there is still a total remuneration pay gap of 20 per cent across the board in Australia.

Weine delved into how the manufacturing sector is performing in terms of gender diversity and extrapolated relevant indicators to the packaging industry. She strongly advised immediate and positive action to speed up change.

In manufacturing:

- There is a 12% pay gap;
- There has only been a 1% increase in the number of women in the industry in six years to 27 per cent;
- 52.4 % of business in all industries provide paid caring support (such as parental leave) to their staff. In manufacturing this sits at 37.1 per cent;
- 32% of incoming employees are female and 30.3% of those going out the door are female;
- Only 5.2 % of positions are offered part time; and
- Part time positions make up only 5.3 % of promotions.

"Over this period, we have seen a 7.2 per cent increase and 23 per cent in key management positions in manufacturing, so there is some good work going on," said Weine, *"But, you know, there's a lot more to be done here, for this pipeline to be much stronger."*

"It's a complex problem and I often describe it as an onion where you just keep unravelling all the layers and then find another thing to resolve."

"That doesn't mean it's out of our control to solve it, it just means that we have to work across multiple levels and layers in order to get things to change," she said.

Weine went on to discuss outdated terms such as 'maternity' or 'paternity' leave and pointed out the need to change antiquated legalities on employment contracts, succession planning and retirement that no longer serve.

Women in Packaging: Time for change

Exclusion in workplaces was also a hot topic, and Weine sent out a challenge to break from being attractive to 'sameness' and becoming 'comfortably uncomfortable.'

"Step into the discomfort, ask yourself if you are looking for cultural fit rather than cultural add. There are tough conversations that need unwavering leadership and commitment to change," she said.

Admitting that we have a long way to go, she nevertheless encouraged people to move from accepting complacency and to say "that's just not good enough."

Weine then discussed the nine levers for gender balance, divided into a three-layer strategy, which she said, helps NAWO members to understand the multiple touch points that need to be activated.

In closing, Weine challenged listeners to begin their own circle of influence and control by examining what they can do, ask, and ultimately, change.

Read the full article here:

<http://www.packagingnews.com.au/women-in-packaging/women-in-packaging-time-for-change?>

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Nine Levers for Gender Balance

Layer 1 – Leadership, Communication Frameworks & Action

1



Unwavering leadership commitment to inclusion & diversity

2



Engaging & supporting leaders as role models

3



Clearly articulating the benefits of diverse teams at all levels

Layer 2 – Principles, Policy, Practice & Process

4



Fostering a values based, inclusive & respectful culture every day

5



Getting the basics right, policy, goals reporting & accountability

6



Embracing a diverse talent pool through hiring, promotion development & remuneration

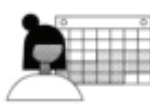
Layer 3 – Supporting Successful Work/Life Integration

7



Enabling parents to 'share the care'

8



Effectively managing transitions to & from extended leave

9



Actively identifying & supporting flexible work options

Women in Packaging: Taking the initiative

Persistence prevails when all else fails, and being the change you want to see, were key take outs of this year's Women in Packaging (WIP) Next Gen Leadership panel.

The four panellists – Azadeh Yousefi AAIP, Jessica Ansell AAIP, Caitlyn Richards and Nina Nguyen – were all finalists in this year's Young Packaging Professional of the Year Awards, and are currently engaged in the fields of design, marketing, purchasing and business ownership respectively.

Persistence

The theme of persistence has been central to Yousefi's career, which began in Iran where she struggled to get a foothold in the packaging industry.

"I studied industrial design at university and through that I learnt the essence of packaging."

"I couldn't get a job in the packaging industry because it is male dominated," said Yousefi.

After completing her masters, she became a lecturer at the Tehran University of Art. Searching for ways to work on packaging, she discovered the Australian Institute of Packaging (AIP)'s Master of Food and Packaging Innovation with University of Melbourne and made the decision to relocate and forge her career.

Now a packaging designer with Production Packaging Innovations, Yousefi said it has been people's generosity with sharing their knowledge and their willingness to give her opportunities that she is so grateful for.

Be the change you want to see

For Pakko founder and CEO Nina Nguyen, the box life chose her.

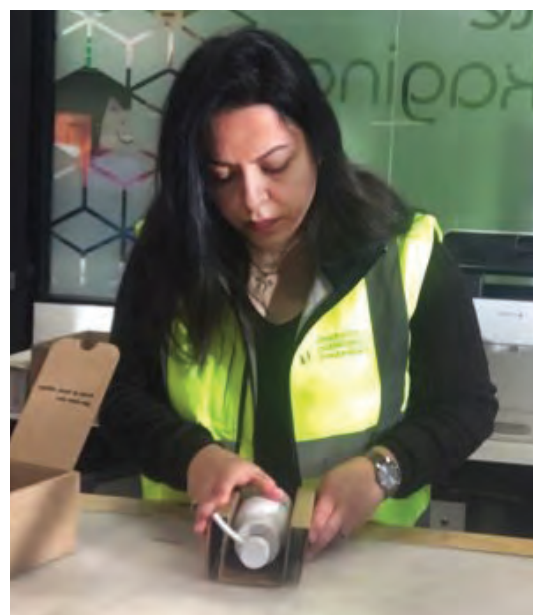
When Nguyen's parents asked her for help on resolving structural problems with the boxes their produce was transported in, it was the beginning of a packaging passion. Frustration with packaging she imported, Nyugen decided to take on the design herself.

"I guess the box life chose me and I fell for it – what I love about this industry is there's so much to learn from designs, pre-press, production manufacturing to the different types of materials is just endless," she said.

The importance of role models

Earlier in the session, WIP keynote speaker Louise Weine outlined how engaging and supportive leaders acting as role models was key for success in the workplace.

OF Packaging marketing manager Jessica Ansell AAIP came from a background of history and ancient world studies, stumbling



Azadeh Yousefi AAIP, packaging designer, Production Packaging.



Nina Nguyen, CEO of Pakko.

Women in Packaging: Taking the initiative

into the industry after additional studies in marketing and communications.

Joining O F Packaging with little experience, Ansell said having a strong supportive role model in colleague Hannah Fyson helped her acquire skills and increase her confidence.

"My colleague Hannah took me under her wing and answers all of my questions every day.

"Coming into an industry that you may not have had much experience in, having a team willing to share knowledge, allow you to make mistakes, and give you opportunities makes all the difference," Ansell said.

Always ask questions and lean on your network

In her role as Coles' group responsible sourcing manager, Caitlyn Richards works every day on increasing the sustainable packaging share within the retailer and its own brand supply base.

Working at a large organisation presents its own challenges and benefits, Richards said, saying she learns something new every day and that should be the case no matter how long you have been in the industry.

"Don't be afraid to acknowledge when you need some help, recognise when you want some extra support, whether that's internally or externally, and get to know the people you work with," she said.

"You never know when your careers might cross paths, I definitely encourage people and particularly women, who might be less inclined thinking they don't want to take up someone's time. I find most people are want to be supportive and helpful," said Richards.

Read the full article here:

<http://www.packagingnews.com.au/women-in-packaging/women-in-packaging-taking-the-initiative?>

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Jessica Ansell AAIP, marketing manager at O F Packaging



Caitlyn Richards, group responsible sourcing manager, Coles Own Brand



Pivoting from packaging norms

Moving away from the norms and changing materials to become more circular and more sustainable has been what has driven Reflo, Cyclpac, MaCher and Coles to make bold steps in their packaging designs.

During Day 2 of the Australian Institute of Packaging (AIP) Australasian Packaging virtual mini conference, speakers from the four organisations explained to those in attendance exactly what it means to 'rethink packaging design'.

Convenience & quality for capsules

Reflo, recognised for its Podpress in both the Beverage and Sustainable Reuse Packaging categories at the Australasian Packaging Innovation & Design Awards (PIDAs), is all about simplifying the flow of processes, and it aims to continue that with its Podpress product.

When it comes to coffee, Reflo believes customers deserve the freedom to choose where their coffee comes from, and how it is delivered.

With Podpress, Reflo says you can easily reuse Nespresso-compatible capsules to overcome the inconvenience of capsule systems. It also gives you the freedom to choose the capsule contents, and can be refilled with any number of capsules and coffee types.

The reusable capsules are moulded in food-safe polypropylene. A multi-capsule filling table enables rapid filling and tamping down of coffee in the capsules, and Podpress can seal nine capsules in a matter of minutes.

Gary White, director of Reflo, says Podpress delivers big cost savings in capsules, while also being environmentally responsible because it prevents capsules entering the waste stream.

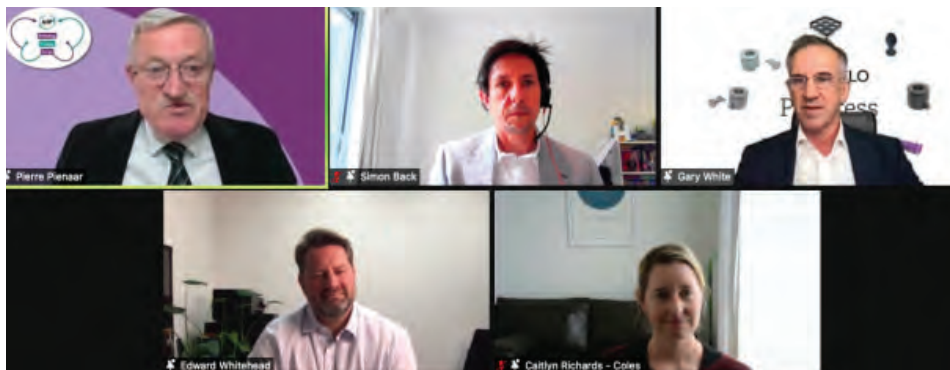
"It actually breaks down that line through to landfill for coffee capsules as it allows customers to be able to reuse the product over and over again, preventing it from entering landfill," White said.

"This is great for those with a DIY spirit, and like to play and experiment with coffees. With Podpress, you can do all of that quality and experimentation out of a capsule machine."

Packaging that's fit for purpose

Cyclpac designed Melbourne Coffee from the ground-up, for which it was recognised at the PIDAs, and went with a 'four seasons in one day theme' to capture the feel of the City of Melbourne.

In terms of its material, Cyclpac had set itself some objectives to achieve – 90 per cent single polymer composition was the standard that it was aiming for, which fits the European standard, and sits slightly higher than standards in Australia.



Reflo's Podpress starter kit

Pivoting from packaging norms

According to the company, its commercially viable solution provides barrier to vapour and gas, is heat resistant, is easily printable, and is up to 70 per cent easier to recycle.

With this alternative to conventional mixed laminate structure, there is also no increase in packaging weight, with potential to reduce in line with packaging format changes, and delivers no compromise to running speeds once set up.

"The primary objective of packaging is to protect the product within it, preserve it, extend shelf life wherever possible, and communicate to consumers," said Edward Whitehead, co-founder and managing director of Cyclpac.

"Reducing food waste is a massive consideration when we talk about packaging, and it plays a critical role in sustainability goals if we can limit and reduce food waste."

"And as we transition to new materials for new markets and new applications in the circular economy, we really need to think about the commercial implications and keep things realistic."



Designed from the ground-up to be fit for purpose.

Alternative for plastic protection

MaCher is a design-led business with extensive manufacturing knowledge, with many staff in the business coming from product manufacturing backgrounds.

The company focuses on two specific segments – premium secondary packaging, and its core business, textile material design.

With a goal to remove unnecessary plastic from the packaging industry, MaCher aimed to create a sustainable packaging product offering to brand owners, one that can act as an alternative solution to plastic protective packaging, expanded polystyrene and protective foams.



BOARDSPORTS

BOTTLES



COSMETICS

ELECTRONICS

COMMERCIAL & HOMEWARE

Pivoting from packaging norms

Enter Flexi-Hex, a paper-based product made from recycled and FSC certified materials. It implements a hexagonal cellular structure to create elasticity and strength, allowing it to suit a range of products.

When used, Flexi-Hex sleeves expand up to 35 times their compact size, and the unique structure of the honeycomb sleeves makes them highly impact resistant.

"There has always been innovation, new materials and lots of ideas kicking around, but it has always been quite hard to get traction quickly. With the 2025 targets, I think it has really created an amazing amount of momentum and engagement from brand owners and retailers," said Simon Back MAIP, general manager of MaCher.

"With the Flexi-Hex, it is simple to use and integrate with supply chains, and it really is a genuine alternative to products already out there – it is durable, sustainable, unique and beautiful."



Coles' sustainability initiative was first unveiled in March this year.

Ambitions for supermarket sustainability

Coles launched its Together to Zero Sustainability Strategy in a bid to become the country's most sustainable supermarket, and has included sustainable packaging and development as one of its key pillars.

The campaign, which kicked off on 25 July, highlights Coles' aspiration towards zero waste, zero emissions and zero hunger, and encourages all Australians to work together to ensure Australia is a better place for future generations.

Part of Coles' journey to become more sustainable is to look for opportunities to reduce unnecessary plastic, including in its packaging.

As part of its pledge to make packaging more sustainable, Coles has removed 31 million soaker pads from meat trays this year, which means 31 million soaker pads not being sent to landfill.

Coles says it will close the loop on the packaging of some of its most popular instore bakery items by committing to have them made with 100 per cent recycled content in FY22, in addition to already being fully recyclable at kerbside.

The change will apply to 60 million pieces of packaging each year on instore bakery products like cookies, donuts, danishes and muffins. Instead, the packaging will be made from 100 per cent recycled PET.

"As one of the largest retailers, we really do have a significant impact and an opportunity to contribute to the delivery of the UN Sustainable Development Goals, and we must all play our role in driving these sustainable ambitions," said Caitlyn Richards, responsible sourcing manager, Coles Group.

"Sustainability and responsible sourcing has been a big focus for Coles for many years, and as part of our program, we engage credible and third-party experts including industry groups, consultants and NGOs to really help deliver our programs, and sustainable packaging is an incredibly complicated topic to tackle."

"We always know that our customers want us to reduce packaging and to make it easier for them to recycle, so we're constantly exploring new ways to protect the environment and investigate important environmental projects and partnerships to reduce that impact."

Read the full article here:

<http://www.packagingnews.com.au/design/aip-conference-pivoting-from-packaging-norms>

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Leaders in food packaging

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Multisteps Industries is an internationally recognised leader in the food packaging industry. We bring over 20 years of expertise supporting our clients through the design and manufacture of state-of-the-art food packaging solutions backed by quality, innovation, service and sustainability.

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Multisteps is based in Australia with locations nationwide for quick turnaround supply into your facility.

Putting the 3Rs into pack design

Pana Organic and Telstra have developed innovative renewable, recyclable and recoverable packaging designs that are meeting the 2025 National Packaging Targets. In the final session of the Australian Institute of Packaging virtual conference, we discovered more about their individual processes and saw how each company is following the 'Reduce, Recover, Recycle' principles towards becoming more sustainable.

Pana Organic drink blend packs

Pana Organic is a stand out brand with its unique designs, natural tones and striking black and silver foil finishing. Its vegan and organic product range has evolved from chocolates to frozen desserts and spreads, and more recently drink blends. Inspiringly, its composite packs won silver in the 2021 Packaging Innovation and Design Awards (PIDA) and gained entry into the WorldStar Packaging Awards.

The award-winning packs were produced by paperboard packaging business Zipform Packaging, who has been working with Pana Organic since the company launched its range of frozen desserts.

"When launching a new product range, we study the full portfolio of products, and ensure that it looks consistent on the shelf," said Tara Anderson, marketing project manager, Pana Organic, explaining that certain elements for the drink blend's packaging, namely the lid, repeat pattern and illustrations, were carried over from the frozen dessert.

Other considerations such as resealing had to be incorporated into the packaging, to ensure that the drink blend container would be simple to use at home, the contents would stay fresh, and on a practical level, the product would be easy to seal on a production line.



"Our drink blends have a very large diameter at the top, and include a foil topper under the lid – which we're also able to brand – and then the lid itself is co-branded with the foil top," said Anderson.

Not only is the premium drink blend aesthetically appealing on shelf, it is also gaining attention because of its recyclability, and the brand itself has been campaigned towards a more emotive space, creatively themed around the slogan "Feed your soul."

With a focus on sustainable packaging solutions, Zipform Packaging was well equipped to work with Pana Organic effectively to meet the company's sustainability criteria.

Nicholas Payne MAIP, Zipform Packaging business development and marketing manager, expanded on the development of the award-winning packs.

"A dry blend is quite suitable for composite packs, given the packs themselves have an exceptional barrier to both oxygen and moisture, important in packing of dry blend powders, so our packs provide the kind of protection the product needs on shelf to ensure that it stays fresh and dry throughout the retail supply chain," he said, pointing out that it was also critical to ensure that the print quality and finishing on the drink blend packs adhered to the brand profile to convey the product's premium distinction.



Pana's composite packs won silver at the 2021 PIDAs and gained entry into the WorldStar Packaging Awards.

Putting the 3Rs into pack design

A flexographic print process was used on the packs including silver foil and a matte varnish, which, according to Payne, provide a premium finish and soft touch effect.

In regard to the recyclability of the packs, Payne confirmed that they comprised just under 91 per cent of paperboard, and that they were manufactured using a combination of four layers of material.

"Three of those are paperboard, and the final layer is a combination of polymer and aluminium foil, which provides protection in terms of barrier, and food contacts," he said, explaining that the recyclable quality of the pack is its paperboard base.

"Our composite packs have a paperboard base, rather than a metal end, and the packs can be crushed throughout the recycling process. This also reduces the non-fibre content of the pack and, importantly for inbound and logistics, a lighter weight pack."

The Pana Organic pack is made up of 62 per cent post-consumer recycled content and the remaining paperboard content of the pack is 29 per cent FSC-sourced virgin paperboard material.

Over the next 18 months Zipform and Pana Organic will be looking into achieving compostable certification for the packs.

The role of design in sustainability: A Telstra-Birdstone case study

As part of a strategic repositioning of the Telstra brand towards more efficient and sustainable solutions, Birdstone Collective was challenged to reimagine the telco company's new packaging approach. Alita McMenamin, senior marketing specialist, Telstra and Grant Davies, director, Birdstone Collective, expanded on the process, highlighting the success of their collaboration as they worked towards this aim.

When McMenamin and her team at Telstra started conceptualising the company's new brand visual identity, they realised that Telstra was using an enormous amount of packaging – in fact, a whopping 1.4 million kilograms goes out to customers, and a lot of it couldn't be recycled.

Also, a huge bugbear was the inconsistent packaging style of Telstra's vast portfolio of products, which were sourced from multiple suppliers, and did not represent the brand positioning for the future strategy of the company's business.

These challenges provided an opportunity for Telstra to rethink its packaging, which resulted in the consultation of Birdstone Collective to create a whole new system across all of its products.



Telstra (Birdstone Collective and Telstra): PIDA Domestic & Household and Sustainable Packaging Award finalist.

Putting the 3Rs into pack design

The brief to Birdstone was to take Telstra's new brand guidelines and then apply them to the packaging of its products, and to get that consistency across all its products – from the design side of things and material, through to functionality.

"We also wanted to ensure that less packaging was sent to our customers, enhance the unboxing experience and make it simpler and easier for the packaging to be recycled," said McMenamin.

As challenging as the project turned out to be, the collaborative efforts of Telstra and Birdstone resulted in the re-creation of the Smart Modem 2 package, which sports new sustainable packaging and has seen a 75 per cent overall reduction in packaging materials.

In addition, plastic was reduced beyond the device, cable, magnet and protective film, and inks or print finishes that could impact the ability to recycle the packaging were no longer used.

Telstra's fibre-based packaging range, designed by Birdstone, won gold for Best Use of Packaging at the 2020 Transform Awards, Australia and New Zealand. It was also a finalist in two categories in the 2021 Packaging Innovation & Design (PIDA) Awards.

"We worked really closely with Birdstone to evolve and refine the design system," explained McMenamin.

"We learned a lot about that unboxing experience and how we could refine designs through that. There were also various challenges to overcome with our suppliers – the Birdstone team have been fantastic at helping us navigate through all of this."

According to McMenamin the re-creation of the Smart Modem 2 package became something of a 'pilot' product, and provided a good opportunity to demonstrate the benefits of the packaging design, with Telstra.

"Now we're setting up processes and guidelines to roll out this new packaging system across all of our new products as well as our existing products," said McMenamin, confirming that this has led to much bigger sustainability targets for Telstra.

Davies, who worked closely with McMenamin throughout the project, explained how the design process came together.

"Consumers are a tough bunch and you need to play to many levels. Being able to create a simpler, user experience was critical to consumer engagement, particularly through the process of receiving and opening packaging that's

been delivered to the home, and also importantly, the disposal of that packaging.

"For us, everything comes together in our guiding philosophies which we like to call creative 'make-able' and sustainable – this is about considering all the requirements and leveraging all our capabilities during the design phase to achieve optimised packaging," he said.

According to Davies, one of the important things the company strived for from a branding perspective during the Telstra project, was to introduce the idea of a new premium and make sustainable packaging a premium option.

This was achieved by stripping back the brand design with simple illustrations, less information on the pack, and highlighting Telstra's sustainability story to help further that message.

In addition, packaging that was easier to recycle was introduced.

"Previously with the two-piece construction, you could basically stand on the box lid and it wouldn't crush. The pack can now be folded down into a small, small footprint for recycling," explained Davies.

He said that since packaging is an evolving landscape, it requires constant strategy adjustment to suit the conditions being worked in.

"It also requires agility, so we're constantly reviewing, auditing and improving what we find in terms of developments moving forward," he added, confirming that Birdstone is embarking on a Supplier Verification programme which will allow the company to proactively certify Telstra suppliers so that they will be well versed across material, functional and print capability.

"We're also looking at a future where the design and materials of the electronics themselves will enable us to reduce packaging," added Davies.

Telstra's structural designs have achieved a significant reduction in packaging materials and plastics, positioning the company as a leader in sustainable design and saving hundreds of tonnes in packaging annually. The reduction in materials has created significant improvements in packaging costs, logistics, delivery efficiency and overall savings.

Read the full article here:

<http://www.packagingnews.com.au/design/aip-conference-putting-the-3rs-into-pack-design/>

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Ode to Packaging *by Lindy Hughson AAIP*

Ode to Packaging, a lighthearted poem presented by PKN publisher Lindy Hughson, examines the genesis of a piece of packaging and its journey to the retail shelf, with packaging itself taking the voice of the narrator. The poem was dedicated to Ralph Moyle FAIP, CPP.

Click here to listen the recorded version of the poem
<https://player.whooshkaa.com/episode?id=894301>

*It's a tough gig
being a piece
of packaging
these days...*

*Life starts quite simply
[as it does for you guys]
I'm a twinkle in the eye
of the designer,
an espresso-fuelled
sketch-in-play
on a paper napkin
in some hipster café*

*With a gush of inspiration
I take shape on screen
my curves are drawn
I ease into my first form*

*The maternity ward
is a 3D printer
I'm a prototype
just a beginner*

*In my birthday suit
drawing 'oohs' and 'aahs' from
most
I'm passed from marketing pillar
to consumer group post*

*Until at last
every test is passed
and it's time to accede
to my material need*

*Virgin or recycled?
Paper, glass, or plastic?
[Check the specs
for I must be fantastic]*

*They shape me
or mould me
choose my barriers and seals,
my layers and coatings
[it's a very big deal]*

*Next, they'll question
Their parenting skills...
Am I light enough?
green enough?
strong enough?
protected enough?
[Such pressure
on the young,
it's pretty tough]*

*Stripped bare,
washed clean
I'm pushed
through a machine
cameras on watch
keep my act clean
[One wrong move
and I'm a has-been]*

*Jostled along
my conveyor commute
neck tall and mouth gaping
I wait in line down the chute
to be nozzle-fed
my measured dose
the rest of my kin
following me close*

*Belly filled up
I'm hustled on by
yet another discreet
but beady eye
to don my cap
and receive with grace
my tamper-evident
necklace
get my bottom tattooed
for track and trace
and finally yield
to the mechanical embrace
of robotic arms lifting me
to the next resting place.*

*Now, nested in
the shipping case
my cohorts and me
firmly put in our place
are off to the shrink
to get the [w]rap for the ride
next stop: the shelf
easy street, outside?*

*I've done the hard yards
I'm ready to stand
priced and poised
proud for my brand*

*Tucked up tight
in my shelf-ready case
my best face forward
the tension picks up pace*

*Down the aisle
comes my shopper
harried and hurried
smartphone in hand
now I'm getting worried*

*It's the moment of truth
[I've got seconds I'm told]
to make her pick me
to have and to hold*

*But my shiny new label
does not do the trick
she's chosen my neighbour
whose branding is slick*

*His contents the same
only packaged up smarter
she can scan him and go places
and I'm left trailing after...*

*So, it's time to take stock
and revamp myself
because it doesn't feel good
to be left on the shelf.*

New Zealand Diploma in Packaging Technology Graduate

The AIP would like to congratulate our latest Diploma in Packaging Technology Graduate, Jaco Scheepers, Dip.Pkg.Tech. MAIP, Senior Packaging Technologist at Synlait Milk Ltd in New Zealand. Jaco kindly shared with the AIP what he learnt during his studies...

Q1: What is your current role? What are your areas of responsibility?

Jaco: Currently I am a Senior Packaging Technologist at Synlait Milk Ltd.

I provide packaging support to Synlait's Product, Process, Manufacturing and Quality Teams by providing expertise on packaging material specifications, selection, testing and clearance against relevant international and national standards. I have a strong focus on participating in the supplier selection and qualification processes for packaging materials, and the evaluation of food safety and product stability implications of packaging formats and materials for products at Synlait.

My role plays a critical part in the commercialisation of consumer and nutritional powder/dairy products, a key part in delivering on Synlait's strategy.



**Jaco Scheepers, Dip.Pkg.Tech. MAIP
Senior Packaging Technologist
Synlait Milk**

Q2: What does graduating from the Diploma in Packaging Technology mean to you?

Jaco: Graduating with a Diploma in Packaging Technology means a lot as it not only validates my previous experience and knowledge gained over the years, it also complements and build on my knowledge in packaging areas that I may not necessarily have been exposed to previously.

Q3: How will you apply this knowledge moving forward?

Jaco: I aim to use this knowledge to ensure material choices and packaging designs will always be cost effective, fit for purpose, fulfill end-user requirements and safely deliver products to consumers. Having more knowledge about packaging materials and packing processes will also assist me to educate and promote the best use or elimination of packaging to wider audiences within the business, especially in areas where packaging materials are sometimes challenged.

Q4: Do you have any advice on why other people should complete the Diploma in Packaging Technology?

Jaco: Packaging materials and the packing processes involved to protect and safely deliver products to consumers is a science on its own. I would definitely recommend the Diploma in Packaging Technology to anyone interested in developing their expertise in this field. The Diploma in Packaging Technology's content covered a wide range of key topics over the full packaging value chain, material selection, packing processes and end-user requirements.

Q5: So where to from here for your career?

Jaco: Since my completion of the Diploma in Packaging Technology I have been assigned to a major project in our business as Packaging Lead. Towards the end of this project I will have a closer look as to what will be next. I have a keen interest in the areas of consumer product interaction and perception and how it is impacted by packaging, so as to better understand how consumer experiences can be improved and concerns can be addressed through material selection and design.

The Diploma in Packaging Technology is a PIABC accredited Level 5 qualification which is internationally recognised for those wishing to pursue a career in the packaging industry or for those who are already in the industry and who wish to extend their knowledge and expertise. It has been offered by the AIP continuously for forty years and has an exemplary record of successful students. The Diploma in Packaging Technology prepares students to take responsibility for packaging operations at any level through the supply chain. The qualification is comprehensive, and provides an opportunity to study the principles of packaging, packaging materials and packaging processes. To find out more email info@aipack.com.au

AIP Welcomes New Member

The AIP would like to take this opportunity to welcome Max Harrison MAIP, Sales & Development, The Van Dyke Press to the Institute and share a little bit about who he is and what he does in the industry. Please join with us in welcoming him to the AIP.

1. Why did you join the AIP? What benefits do you believe the AIP offers all their members?

Max: I joined the AIP to stay informed and develop my own understanding of packaging life cycles through the AIP's site visits and online discussions with leading Australian manufacturers.

2. How long have you been in the industry? What are your areas of expertise?

Max: I have been food packaging expert at The Van Dyke Press for over 10 years.

My time is focused primarily in two areas;

1. Printing of In Mould Labels (IML) with our state of the art Heidelberg press.
2. Heat sealable Aluminium Lidding in many different shapes and sizes.

My knowledge is quite niche, and so having decided to broaden the scope of my total packaging understanding I've joined the AIP to help understand my customers processes further down the chain. I have also recently enrolled in the Diploma in Packaging Technology course to enhance my skills and knowledge.

3. What is your current job role and what are your responsibilities?

Max: You could say I am in a sales position, but it's pretty dynamic here at The Van Dyke Press. Some days I'm wearing a packaging technologist's hat and other days I may have to be a designer. I am mostly found listening to our customer's needs and helping facilitate the manufacturing of their products through our Sydney facility.



Max Harrison MAIP
Sales & Development
The Van Dyke Press

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AIP representative on newly-formed ANZPAC Collective Action Group (ACAG)

The Australian Institute of Packaging (AIP) is pleased to advise that the Institute has a representative on the ANZPAC Plastics Pact newly-formed Collective Action Group (ACAG).

The ANZPAC Plastics Pact (ANZPAC) is a collaborative solution that brings together key players behind a shared vision of a circular economy for plastic, where plastic never becomes waste or pollution. Together through shared knowledge, investment and industry led innovation we will implement solutions tailored to Australia, New Zealand and the Pacific Islands region.

ANZPAC, covering Australia, New Zealand and the Pacific Island Countries, is the first in the Oceania region and second regional Plastics Pact to become part of the Ellen MacArthur Foundation's global Plastics Pact network, with Pacts in Africa, Europe, Latin America and North America. As an international challenge, Plastics Pacts address the transnational nature of the issues related to managing plastic by providing a consistent approach for global supply chains dealing with plastic waste travelling across our borders, moving from a linear approach to a circular economy for plastic, in which it never becomes waste or pollution.

The member nominated and accepted to represent the AIP is Dr Nicole T Garofano, AAIP. Nerida Kelton, Executive Director, AIP said that Nicole is the ideal representative for the Institute for both Australia and New Zealand on the ANZPAC Plastics Pact ACAG.

"Many people are not aware that Nicole spent eight years living and working in a small island developing states (SIDS) (Barbados). This was followed by another seven researching SIDS globally, including four specifically focused on the plastic food and beverage packaging value chain as part of her PhD. This provides particular experience which is so valuable in the ACAG role," Mrs Kelton said.

"Nicole's passion is to contribute to change in the global packaging space to deliver equitable consumption and post-consumption experiences across all situations - SIDS, developing countries, remote areas in developed countries, and cities - so that all packaging is designed for reductions in food waste and, post-consumption, can be considered a resource rather than waste." she said.

Dr Garofano added that *"Being accepted as a member of the ANZPAC Collective Action Group (ACAG) as a representative of the AIP for Australia and New Zealand is such a privilege and a thrill."*



"This opportunity extends my commitment to create change in the way plastic packaging is generated and managed in the ANZPAC region. My goal is that through AIP representation on the ACAG, members expertise can be shared to support the achievement of Pact targets. The collaborative value of being part of the ANZPAC Plastics Pact will also become evident. Having AIP on the ACAG invites industry innovation to support the ANZPAC value chain to further the achievement of a circular economy for packaging in this region," Dr Garofano said.

"For me personally, this role is an exciting continuation of some 16 years of work developing a deep connection to the challenges of managing packaging in complex systems. More specifically, in completing my PhD, I mapped the plastic food and beverage packaging value chain, with reference to small island developing states (SIDS), including Vanuatu. In documenting the findings, I identified challenges of scale and logistics with packaging in SIDS - also evident in Australian and New Zealand rural and regional centres," Nicole explained.

"Through AIP membership, I have developed my knowledge and understanding of packaging design, manufacture, and use in line with post-consumer management options, and, I appreciate the need for localised solutions across contexts. I also appreciate the need for the elimination of unnecessary, problematic, and non-recoverable plastics, the place of some plastic in many cases, and the need to adopt a system-wide view to eliminate perverse outcomes." Nicole said.

The AIP congratulates Dr Nicole Garofano PhD, AAIP on this appointment and looks forward to seeing outcomes that will benefit the region.

For more information on the ANZPAC Plastics Pact <https://anzpacplasticspact.org.au/>

Up-Coming Virtual Courses, Webinars & Tradeshows

Please note that 2021 AIP events will be held as virtual programs

SEPTEMBER 2021

Polyrok Uncovered - A Deep Dive Q&A: AIP Members & Replas invited guests

WHEN: 8 September 2021

10.00 am to 11.00 am AEDT

WHAT: **What is Polyrok? How will this combat the soft plastics problem? Will microplastics leach into the environment?**

These questions answered, and more, at the 'World Premiere' of the Polyrok Deep Dive Q&A session where you will hear from the industry experts about the beneficial properties of cement and plastics, the independent testing at RMIT, partnership with the RED Group, and successful installations of Polyrok by Coles and local councils.

Moderated by Sustainable Sally, you will learn all about Polyrok and how this scalable, fit for purpose innovation can change how we recycle, shift to a circular economy, and turn problematic soft plastic material into a valuable resource in infrastructure around Australia.

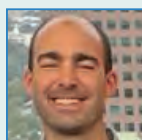
POLYROK®



MEET THE TEAM:



Dr. Jonathan Tran
RMIT University



Steve Rawson
SR Engineering



Sally Williams
Moderator



Mark Jacobsen
Replas



Elizabeth Kasell
Red Group



Fiona Lloyd
Coles

Emerging Consumer Trends in Food & Beverage - 'Times They Are A Changing': Webinar

WHEN: 8 September 2021

WHAT: How has the Australian consumer changed and adapted over the last year? What does the food industry need to be aware of in the ever-changing consumer driven market? Join Monash Food Innovation for an informative webinar on emerging consumer trends in food.

An impressive lineup of industry leaders in packaging, consumer research and market data will present the latest trends, consumer behaviours and changes in food and beverage preferences over the last year. Understand how these learnings will inform the future of food and beverage goods in Australia. This webinar will arm you with insights and strategies to help you plan for winning innovation into the future. In this webinar you will hear from:



KANTAR

GlobalData.

Who Should Attend?

- Retailers, manufacturers, food and beverage business interested in consumer market trends
- Customer, consumer centric businesses wanting to understand consumer trends
- People with a passion for food and what is driving the market

SPEAKER:



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



TOPICS

MACRO TRENDS IN AUSTRALIA, THE IMPLICATIONS FOR BRANDS AND PRODUCTS



PACKAGING VS FOOD WASTE



EMERGING CATEGORIES IN 2021 AND BEYOND



MONASH
FOOD
INNOVATION

SEPTEMBER 2021

Reducing Food Waste in Processing & Packaging National Seminar Series: Webinar #1 - Introduction to Food Waste from Packing to Processing – Challenges & Opportunities

WHEN: 9 September 2021

WHAT: Gain insights into reducing food waste in processing and packaging and learn from companies who have successfully reduced waste and leave with your own roadmap for success.



2021 GLOBAL PACKAGING FORUM: VIRTUAL EDITION CONTINUES WITH THREE MORE SESSIONS IN SEPTEMBER

Coming off the back of the successful first session of the 2021 Global Packaging Forum: virtual edition which was held in June three more sessions will be offered on the 15 to the 17th of September. The third annual 2021 Global Packaging Forum is run by the Australian Institute of Packaging (AIP), in conjunction with Informa Markets, and supported by the World Packaging Organisation (WPO).

WHEN: 15 to 17 September 2021

WHERE: Alongside ProPak Asia 2021

WHAT: Each session will bring together expert global presenters from all over the world including Thailand, Turkey, Austria, Indonesia, Germany, Thailand, Australia, The Netherlands, Japan, Singapore and the United Kingdom who will be discussing three topics: Reduce, Recycle and Reuse.



15th - Session #2

SPEAKERS:



Gian De Belder
Technical Director
R&D Packaging Sustainability



Alan Adams MAIP
Sustainability Director APAC
Sealed Air



Matt Kovac
Deputy Chairperson
Packaging Partnership Programme



Damien van Leuven
Chief Executive Officer
Vanden Recycling



16th - Session #3

SPEAKERS:



Ernst Krottendorfer
Co-Managing Partner
Circular Analytics



Trish Hyde
Founder & CEO
The Plastics Circle



Vikas Ahuja
Sustainability Director
Tetra Pak Oceania



Aslihan Arikani (Ms.)
President, Asian Packaging Federation (APF)
General Secretary, Turkish Packaging Manufacturers Assoc.



17th - Session #4

SPEAKERS:



Patricia Coelho
Researcher on Packaging Reuse and Circular Economy
Utrecht University



Yasumasa Mori
President
Packaging Strategy Japan



James Scott
Executive Director
TerraCycle Thai Foundation



Ovy Sabrina
Founder
Rebricks Indonesia





Up-Coming Virtual Courses, Webinars & Tradeshow

Please note that 2021 AIP events will be held as virtual programs

SEPTEMBER 2021

Reducing Food Waste in Processing & Packaging Seminar Series: Webinar #2 - Successfully Reducing Your Food Waste & Loss

WHEN: 16 September 2021

WHAT: Gain insights into reducing food waste in processing and packaging and learn from companies who have successfully reduced waste and leave with your own roadmap for success.



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Future of Australian Food & Beverage Packaging - 'Thinking Outside the Box': Webinar

WHEN: 22 September 2021

WHAT: As governing bodies throughout the world mandate that primary food producers adopt gold standard sustainable practices, all forms of traditional packaging are under the microscope. The necessity to be ecologically friendly, reduce waste and at the same time be economically viable, is ever increasing. With upcoming APCO targets and challenges in waste collection, this webinar will illuminate Australia's current and future relationship with packaging and steps the industry can take to be recognised as a leader in world packaging innovation.

Join Monash Food Innovation for a myth busting webinar on the future of Australian food packaging, and hear from institutional leaders in packaging, material development and leading packaging business. business produces any form of packaging to house your products, this insightful webinar discussion with world renowned experts is not to be missed! In this webinar you will hear from:



Who Should Attend?

- Retailers, manufacturers, food and beverage business interested in leading packaging solutions
- SME's in packaging industry looking to enact change or see what developments are occurring
- Packaging Manufacturers wanting to link with leading institutes

SPEAKER:



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



TOPICS

FOOD AND
BEVERAGE
PACKAGING
INNOVATIONS



CELLULOSE BASED
SUSTAINABLE
MATERIALS



Reducing Food Waste in Processing & Packaging Seminar Series: Webinar #3 - Solutions, Tool & Support available for SME's to Reduce Food Waste & Loss

WHEN: 23 September 2021

WHAT: Gain insights into reducing food waste in processing and packaging and learn from companies who have successfully reduced waste and leave with your own roadmap for success.

SPEAKER:



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



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SEPTEMBER 2021

PackExpo

WHEN: 27-29 September 2021

WHERE: Las Vegas, Nevada, USA

WHAT: PACK EXPO Las Vegas and co-located Healthcare Packaging EXPO will bring the packaging and processing world together like no other event in 2021.

- 900,000 net square feet of exhibits—in every hall of the convention center—buzzing with packaging and processing machinery in action.
- Educational sessions and discussions in several venues around the show floor connecting people and ideas.
- Pavilions focusing on solutions in the categories of containers and materials, confectionery, digital printing and reusable packaging

GET READY TO
**EXPERIENCE
INNOVATION**



International Day of Awareness of Food Loss and Waste

WHEN: 29 September 2021

WHAT: The 2nd Observance of the International Day of Awareness of Food Loss and Waste taking place on 29 September 2021 will make a clear call to action for both the public (national or local authorities) and the private sector (businesses and individuals), to prioritise actions and move ahead with innovation to reduce food loss and waste towards restoring and building back better and resilient-ready, food systems.



Food and Agriculture
Organization of the
United Nations



Supporting:



INTERNATIONAL YEAR OF
FRUITS AND VEGETABLES
2021

Future of Sustainable Materials, Labelling, Inks & Coatings and Machinery Printing: Webinar Invite

WHEN: 29 September 2021

10.00 am AEST

WHAT: **This webinar will bring together industry experts to share the latest technology on Sustainable Label Materials, Inks & Coatings and Machinery used in Printing.**

The session will be interactive and will allow participants the opportunity to better understand what the current state of play in Australia and New Zealand. If you would like to learn about how the labelling and product identification industry is working towards meeting the 2025 National Packaging Targets and lowering their environmental impacts, then this webinar series is for you. All of industry is invited to attend.

SPEAKERS:



Michael Dosser MAIP
Group General Manager
Result Group



Brad Wheeler
ANZ Technical Manager
DIC Australia



Mark Daws MAIP
Director - Labels & Packaging ANZ
Currie Group



IN COLLABORATION WITH





Up-Coming Virtual Courses, Webinars & Tradeshow

Please note that 2021 AIP events will be held as virtual programs

OCTOBER 2021

Sustainable Packaging Guidelines Advanced Training Course: **VIRTUAL NEW COURSE**

WHEN: **12 October 2021**

WHERE: Via Zoom

WHAT: The purpose of this Advanced Training Course is to assist companies integrate the 10 Principles of the Sustainable Packaging Guidelines (SPGs) into the right business areas, to achieve the optimal outcomes for packaging functionality and to collectively work to meet Australia's 2025 National Packaging Targets (NPT).

The course will help you to understand how to get started to apply the 10 principles in your business.

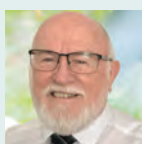
It will cover:

- Working through Action Plans and Reporting
- Working through each of the 10 principles against varying materials
- Hands-on classwork with all of the attendees working together

OBJECTIVES:

1. This Advanced Training Course will enable participants to gain a better understanding of how using and applying the 10 Principles of the Sustainable Packaging Guidelines can help your business to meet the 2025 National Packaging Targets.
2. The course will also enable participants to have a better and more realistic view of what packaging is truly recyclable and being recycled in Australia.
3. The 10 Principles of the Sustainable Packaging Guidelines are the 'toolbox' of processes to select the most appropriate packaging materials and formats of the product they are required to protect.
4. Understanding these principles will enable packaging technologists and their work colleagues to select the most suitable packaging for the Australian and New Zealand markets.

LECTURER:



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

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NOVEMBER 2021

Certified Compostable Packaging: Now & Into the Future: VIRTUAL NEW COURSE

WHEN: 10 November 2021

WHERE: Via Zoom

WHAT: How do you select the right package to brand and protect your product, deliver it right through to your consumer, and then enable the package to be beneficially recovered? Increasingly your choice here might include a compostable pack.

Compostable packaging is a potential solution to meet aspects of the Australian 2025 National Packaging Targets, so it is vital that it is considered together with the other desirable outcomes – reusability and recyclability, as our overall aim is to achieve greater circularity for packaging. Selecting the wrong pack, or not considering all aspects, can cause major issues downstream at the package recovery phase.

This course will provide some insights to explore the decision-making process, to firstly confirm that compostable packaging is the right format for the product and if so, assist in the appropriate selection. Then we will gain an understanding of the necessary consumer actions and infrastructure, that is essential to ensure compostable packaging can be recovered once discarded, so that it has a positive environmental impact in its various end uses.

OBJECTIVES:

- Let's start with 'why'? Have we firstly taken steps to reduce the packaging, then considered re-use options? Can recycling provide circularity? Compostable packaging needs to be assessed as part of the whole waste hierarchy.
- Gain an understanding of how to define compostable packaging and the importance of the Australasian Bioplastics Association (ABA) verification program for certifications - AS4736 and AS5810, for plastic packaging.
- Learn why terms like degradable and biodegradable, without reference to certifications, are meaningless and must be avoided.
- Consider that all components of a compostable package need to be compostable, e.g. inks/coatings.
- Get the background on why oxy-degradable/fragmentable plastics will be phased out.
- Understand the importance of ABA logos on-pack to guide consumer awareness of the correct disposal method.
- Gain awareness of why not all bioplastics, e.g. plastics from renewable resources are compostable.
- Explore what happens to compostable packaging and the processes used in Commercial Composting, whether it arrives via a kerbside Food Organics/Garden Organics (FOGO) bin, or from food service.
- Get a snap shot of some of the certified compostable packaging available today and ways that it may shape the future.

LECTURER:



Dr Carol Kilcullen-Lawrence FAIP, CPP
Education Team
Australian Institute of Packaging (AIP)

SUPPORTED BY



NOVEMBER 2021

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ANNOUNCES ITS
NEW DATES
THIS 2021

WITH A HYBRID EVENT MODEL
11-13 NOV 2021

Organised by



www.propakphilippines.com

MOVED TO 2023

Interpack

WHEN: May 2023

WHERE: Dusseldorf, Germany

WHAT: Interpack is far more than just a packaging show. As the world's leading trade fair, it is the major inspiration for the packaging industry and all related process technologies.

2,700 exhibitors from more than 60 countries will present their latest ideas, innovate concepts and technological visions at interpack - not only in equipment and machinery for packaging and processing, but also in production tools for packaging materials, materials themselves, and services for the entire industry.





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International Day of Awareness of Food Loss and Waste

29 September 2021

The 2nd Observance of the International Day of Awareness of Food Loss and Waste taking place on 29 September 2021 will make a clear call to action for both the public (national or local authorities) and the private sector (businesses and individuals), to prioritise actions and move ahead with innovation to reduce food loss and waste towards restoring and building back better and resilient-ready, food systems.

This year, the International Day of Awareness of Food Loss and Waste is linked to the International Year of Fruits and Vegetables 2021.

Respect food from farm to table

Fruits and vegetables are worth more than their price. Maintaining their quality and assuring their safety across the supply chain, from production to consumption, reduces loss and waste and increases their availability for consumption.

Innovate, cultivate, reduce food loss and waste

Innovation, improved technologies and infrastructure are critical to increase efficiency and productivity in fruit and vegetable supply chains to reduce loss and waste.

Why is it important to reduce food loss and waste?

Globally, around 14 percent of food produced is lost between harvest and retail, while an estimated 17 percent of total global food production is wasted (11 percent in households, 5 percent in the food service and 2 percent in retail).

Food loss and waste **undermine the sustainability of our food systems**. 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. Food loss and waste can also negatively impact food security and food availability, and contribute to increasing the cost of food.

Our food systems **cannot be resilient if they are not sustainable**. Hence the need to focus on the adoption of integrated approaches designed to reduce food loss and waste. 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.

With **nine years left to reach SDG goal 12, target 12.3**; there is an urgent need to accelerate action to reduce food loss and waste.

Stop food loss and waste.

For the people.

For the planet.

#FLWDay #fightfoodwastecrc

#stopfoodwasteaustralia #savefoodpackaging



Collective Impact Summit & APCO Annual Awards

18 November 2021

The inaugural
Collective Impact Summit
will assess the current
progress towards the
2025 Targets and explore
the opportunities and
barriers on the pathway
towards achieving a
circular economy
for packaging.





IN PARTNERSHIP WITH



Master of Food & Packaging Innovation (MFPI)

INTERNSHIP PROGRAM



The Master of Food and Packaging Innovation (MFPI) is an inter-disciplinary degree which was developed as a joint University of Melbourne and Australian Institute of Packaging (AIP) initiative. Students learn various subjects in food science, entrepreneurship and innovation in product and packaging design.

MFPI students are required to undertake approx. 200 hours of work as part of their internship and the AIP is calling on all industry to become involved in the program. These hours can be taken over weeks or months, depending on the needs of the company. Some of the students have had work experience with the food industry here and overseas, prior to commencing their Masters degree.

MFPI students have knowledge, skills, drive and enthusiasm to be highly successful employees. Hosting an intern would provide companies some extra help with projects that have not been conducted due to competing priorities and/or resources. Feedback from previous and current hosts also tells us the interns bring with them a fresh pair of eyes that can inspire new ideas and help to problem solve. Hosting an intern not only supports new development and innovation of the food industry, but also develops the future workforce for our industry. Be a part of a student's career journey by giving them invaluable practical experience in their chosen field. **If your company is interested in having an Intern, please email info@aipack.com.au for more information.**



Tetra Pak release Sustainability Report 2021

Despite the challenging business environment of last year, Tetra Pak made good progress in advancing the company's commitment to food, people and the planet, the three pillars of its brand promise to protect what's good. An annual tradition since 1999, Tetra Pak has published its 2021 Sustainability Report showcasing the company's ambitions and commitments under each of the brand pillars.

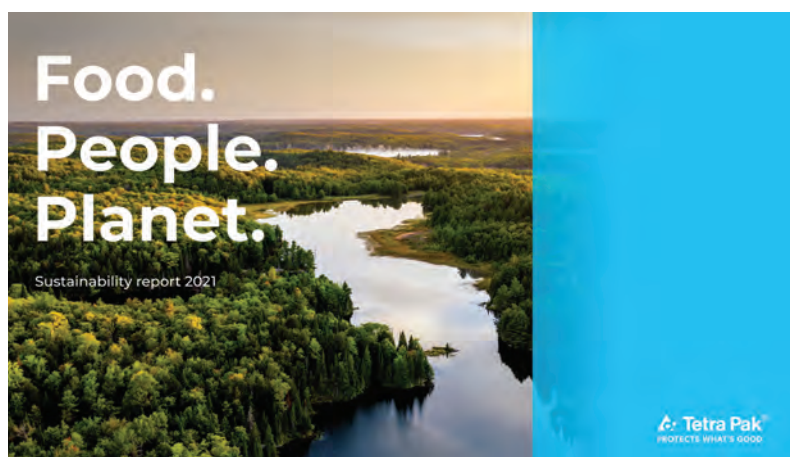
This year's report brings an overview of the progress the company has made in 2020. Last year saw the organisation working in partnership with their customers to guarantee continued supply of safe food throughout the COVID-19 pandemic, and continued innovation in sustainable solutions for processing and packaging. The company also achieved its 2020 climate goal, decoupling economic growth from GHG emissions across the full value chain, and furthermore, announced a net-zero climate goal.

The report emphasises how a collaborative, value chain approach to sustainability can make a difference, and showcases the initiatives we are driving to support you, as you strive to meet your own sustainability goals.

Here are just a few examples:

- Tetra Pak worked in partnership with food and beverage manufacturers to guarantee continuity of safe food supplies and improve the food system resilience throughout the COVID-19 pandemic.
- Joined forces with customers and other stakeholders to ensure 64 million children in 45 countries received milk or other nutritious beverages in Tetra Pak packages through school milk programs, despite the pandemic.
- With over 170 recycling operations around the world recycling carton packages, Tetra Pak continued to collaborate with stakeholders across the recycling value chain on a wide range of activities, contributing to an increased global carton package recycling rate of 27% in 2020.
- Stepped up innovation, providing their customers with sustainable solutions in processing and packaging:
 - In New Zealand, Tetra Pak developed a solution that treats wastewater at manufacturing plants, meeting high wastewater quality targets and minimising the impact of discharges into the environment.
 - Breakthrough low-energy processing line for juice, nectar and still drinks, using a unique combination of pasteurisation, filtration and UV light technology.
 - Launched carbon neutral Tetra Rex® plant-based packaging, labelled by the Carbon Trust

To understand how the company is driving the sustainability agenda across all areas of their business, read the Tetra Pak 2021 Sustainability Report [here](#).



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The Australasian Recycling Label turns three!

This month, the Australasian Recycling Label marks its third birthday with the label now a common sight on packaging across Australia. In the last few weeks, the ARL Program has reached a number of other important milestones as it goes from strength to strength.

In August, the Program welcomed its 600th Member, with more and more businesses continuing to join every day.

The Program also recently celebrated a milestone centred on the Packaging Recyclability Evaluation Portal (PREP), the online tool which underpins the ARL, assessing packaging recyclability in the Australian and New Zealand kerbside systems. Last month, PREP celebrated the 100,000th item to undergo an assessment, an incredible achievement as we work towards our ultimate goal of seeing the ARL on every item of packaging sold in the Australian market.

One tangible step towards this goal will be to increase the number of grocery and everyday products featuring the label. To support this objective, the Australian government, National Plastics Plan included a requirement for the ARL to feature on 80% of all supermarket products by December 2023.

Over the coming months, APCO will be launching a new recycled content labelling program. Initially the program will engage industry with a focus on responsible tracing and verification of recycled content for packaging.

Thank you to all ARL Program Members for an incredibly successful first three years – we look forward to continued expansion and growth in the years to come!

There has never been a better time to be part of the ARL Program. If you have any questions or would like to find out more about the Program, please contact the Member Services Team on memberservices@packagingcovenant.org.au



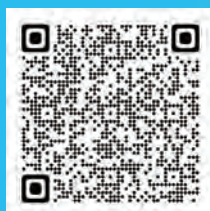
Thinking of carbon footprint reduction?

The world's food system accounts for 26% of global green-house gas emissions.

Can food packaging do better by nature?

First-ever life cycle assessment for beverage and food packaging formats in Australia and New Zealand.

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New PET recycling facility to be built by industry partnership



In a breakthrough for Australia's circular economy, the country is set to house a new recycling facility which will process the equivalent of around 1 billion bottles each year to produce over 20,000 tonnes of new recycled PET bottles and food packaging.

Pact Group, Cleanaway, Asahi Beverages and Coca-Cola Europacific Partners (CCEP) have announced they have signed a Memorandum of Understanding (MOU) to form a joint venture that will build and operate a new PET recycling facility. Under the MOU, the parties intend to come together to provide an industry model for recycling solutions in Australia. This will include the new facility as well as the PET recycling facility currently being built by Pact Group, Cleanaway and Asahi Beverages through Circular Plastics Australia (PET) in Albury-Wodonga, which is expected to be completed later this year.

The proposed facility will provide a massive boost to Australian recycling by processing raw plastic material collected via Container Deposit Schemes and kerbside recycling. It is expected to process the equivalent of around 1 billion bottles each year to produce over 20,000 tonnes of new recycled PET bottles and food packaging. The facility will use state-of-the-art sorting, washing, decontamination and extrusion technology.

The cross-industry solution combines the complementary expertise of each participant to enhance their individual sustainability goals. Cleanaway will provide available PET through its collection and sorting network, Pact will provide technical and packaging expertise and CCEP, Asahi Beverages and Pact will buy the recycled PET from the facility to use in their respective products. The plant, when fully operational, will be run by Pact.

A decision on the plant's location is anticipated in the coming months and construction is expected to be complete by 2023.

CCEP and Asahi Beverages, while competitors in the beverage market, have, for the purpose of this joint venture, joined with Pact and Cleanaway to increase the production and availability of recycled PET resin in Australia.

The parties are proud to work with one another to advance the cause of sustainability and recycling. This proposed plant is an important step forward in creating a local plastics circular economy in Australia. This new self-sustaining industry is expected to create dozens of new jobs during the construction phase and operation of the plant.

In describing the deal, Peter West, CCEP Vice President and General Manager Australia, Pacific and Indonesia said, *"This new joint venture will deliver a collaborative cross-industry solution to recycle the material that we use to produce our products. Together we can work towards creating a circular economy for PET within the beverages industry, ensuring that we are using more locally processed recycled content for the production of our bottles in Australia."*

Asahi Beverages Group CEO Robert Iervasi said, *"This will be a ground-breaking project that will massively boost PET recycling capacity. It will help transform recycling in Australia by providing a new, local source of high-quality recycled PET. The building of this large rPET plant along with the facility in Albury-Wodonga is a major step towards helping us deliver a truly circular economy for our consumers."*

Cleanaway Chief Operating Officer Brendan Gill said, *"This project supports Cleanaway's Footprint 2025 by ensuring we have the right infrastructure in place to create a domestic circular economy. This PET plastic pelletising facility is a huge win for the environment by creating a high value, recycled raw material from plastics we collect and sort through our network. At Cleanaway our mission is to make a sustainable future possible and we see waste as a resource to achieve that."*

Group CEO and Managing Director from Pact Group, Sanjay Dayal said, *"We are delighted to be able to bring a scaled cross-industry solution that solves for the local production of recycled resin. We are proud to have CCEP, Asahi Beverages and Cleanaway as partners creating a local circular economy. This partnership shows the value of a solution that works for industry and consumers. This is completely aligned to Pact's strategy which is to lead the local circular economy through reuse, recycling, and packaging solutions"*.

Applications now open for Sustainability Victoria Investment Support Grant Packaging - Round 2 (ISGP-R2)

Sustainability Victoria, on behalf of the Victorian Government, is providing grants from \$10,000 to \$50,000 to invest in Victorian small to medium sized businesses, not-for-profits and social enterprises to invest in projects that reduce, recover and reuse packaging materials.

The Investment Support Grant – Packaging (ISGP) program was designed to support SMEs, Not for Profits (NFPs) and social enterprises to pursue packaging waste reduction or recovery opportunities within Victoria.

The ISGP supports businesses that reprocess or remanufacture packaging waste to undertake or accelerate new initiatives, products, technologies, processes, and tools by overcoming short term financial barriers.

The fund supports Small and Medium businesses, Not for Profits, and social enterprises to pursue packaging waste reduction and recovery opportunities.

Eligible projects will meet one or more of the following requirements:

- manufacture new products using packaging waste
- reduce generation of packaging waste
- increase or improve recovery of packaging waste or
- manufacture packaging using recovered materials.

Grants between \$10,000 to \$50,000 (\$1:\$1 co-contribution) are available.

Application Closing Date: Thursday 30 September 2021.

<https://www.sustainability.vic.gov.au/grants-funding-and-investment/grants-and-funding/investment-support-grant-packaging-round-2>

Bath toys made with 100% recycled milk bottles.

Funding now open to support more great ideas like this.



LOOKING FOR SUSTAINABLE & FLEXIBLE PACKAGING?

ONE SOLUTION: **ZIPPMATIC**

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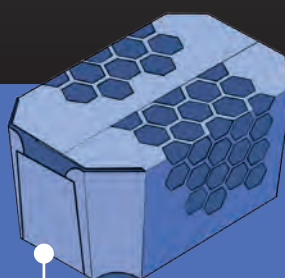
FOR FRUITS & VEGETABLES WITH DIFFERENT SIZES & FORMS



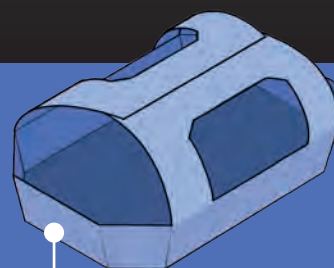
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THE 'FLAT' SOLUTION



THE 'WRAP' SOLUTION

SUSTAINABLE PACKAGING SOLUTIONS

Sustainable coffee inside and out



Coffee packaging needs to have all the necessary functional barrier properties as consumer buying behaviours change



Nerida Kelton, AIP

Australians love coffee – whether sipping it in a café, or ordering coffee pods to make their favourite blends at home. Buying behaviours have also changed, and consumers expect coffee to be sustainable inside and out, starting with the way it is grown, sourced, staffed, manufactured, and more recently how it is packaged.

Coffee packaging needs to have all the necessary functional barrier properties to maintain optimal freshness and shelf life, be airtight, protect from sunlight, be durable; all the while offering the lowest environmental impact.

1. SIPP Instant wants to be accountable for the future of the planet along with producing the best functional beverages on the market

2. SIPP Instant has created a different product to the traditional instant category which is totally organic and Fairtrade

Three innovative coffee packaging designs that stood out at the 2021 Australasian Packaging Innovation & Design (PIDA) Awards that tick all the boxes are SIPP Instant, Melbourne Coffee and PodPress Capsule System.

SIPP Instant

As a premium instant coffee company, SIPP Instant wants to be accountable for the future of the planet, along with producing the best functional beverages on the market. It has created a different product to the traditional instant category which is totally organic and Fairtrade. The products contain heat resistant probiotics, complex healthy carbohydrates for slow energy release and premium freeze-dried Columbian coffee.

The new SIPP Instant packaging was designed to elevate the functionality of the brand and features an ABA certified home compostable internal film. The principal raw material for its cellulose, is a renewable raw material from eucalyptus trees in South America.

The cardboard exterior packaging is made of 100 per cent recycled

cardboard and non-toxic inks.

The cardboard box features a window to show the product and the compostable film inside, to appeal to the customers' curiosity.

Each panel of the box has purpose; instructions/process of making the product, health benefits and ingredients, and messaging around its sustainable practices.

SIPP Instant is aware that its product is a new concept, so wanted its packaging design to be easy to understand for new customers. The new packaging colour palette is eye-catching and contrasts with the dark colour palette traditionally used for instant coffee. The new design has not only enhanced functionality but has added value to the brand, as it remains aligned with the ethos and environmental values of the business. The new packaging is sturdier and more suitable for retail shelves and now offers SIPP Instant more opportunity to expand in the wholesale and distribution sectors.

**SIPP Instant was recently awarded Gold in the PIDA Awards – Beverage Design of the Year category.*



the waste stream and landfill. The used coffee grounds are readily removed from the capsules, and used for garden composting, or simply spread on the topsoil, providing an inert protective layer for home garden plants.

The system itself can be produced using recycled material to complete its participation in the circular economy.

The Podpress reusable and resealable coffee capsule system captures all the plastic packaging for capsule-based coffee usage and diverts it from landfill.

Given that Australians use more than three million coffee capsules per day, uptake of the Podpress system by even a small proportion of capsule users will make a significant reduction of spent capsules ending in landfill.

REFLO said it believes that anything that can be done to divert used capsules from landfill will make a significant difference to the environment.

**PodPress Capsule System – Reflo was recently awarded a silver in the PIDA Awards – Sustainable Packaging Design of the Year – Reuse category and a bronze in the Beverage category.*

So, when buying coffee, look out for brands that are making a sustainable difference inside and out.

Nerida Kelton is the executive director of the Australian Institute of Packaging (AIP) and vice-president – sustainability and save food of the World Packaging Organisation (WPO).

Melbourne Coffee (Cyclpac)

The Melbourne Coffee concept evolved from a desire to challenge the space of flexible packaging and create a mono structure material for coffee. The innovative solution is a recyclable, sustainable solution for coffee that also offers barrier to oxygen and vapour. Cyclpac has developed a packaging solution that could change traditional approaches in the coffee industry for good, replacing 'mixed' laminate packaging materials.

The packaging is 90 per cent LDPE, has a technical barrier to gas and vapour, a mono-structure lamination, BOPE, seven-layer high barrier coextrusion with EVOH, and is reverse or surface printed.

Developing the sealant layer to hold the release valve internally was essential to the development and required some variant testing.

When producing a 90 per cent PE mono structure, the resistance to heat offered by the BOPE was critical to product performance and success.

The material (Mono structure PE with barrier to Vapour and Oxygen) is recyclable and complies with the Australasian Recycling Labelling Program in A/NZ and the sister-program called OPRL in the UK.

The Melbourne Coffee packaging encourages consumers to 'Make a

Difference' and to 'Recycle Me'.

To Melbourne Coffee, the packaging is as important as the coffee.

**Melbourne Coffee (Cyclpac) was recently awarded Gold in the PIDA Awards – Sustainable Packaging Design of the Year – Recycle category.*

PodPress Capsule System (REFLO)

The lightweight, compact PodPress Capsule System has been designed as a sustainable alternative for those who drink their coffee from in-home machines that use pods. The PodPress offers sealed packaging of ground coffee in the form of completely re-usable capsules and 100 per cent recyclable foil seals. Podpress gives customers freedom to choose the capsule contents, as they can refill any number of capsules and coffee types, install a new cover and store capsules for future use.

The aluminium foil closure is 100 per cent recyclable and if balled up to sufficient size – approximately 30mm diameter – will be captured by recycling streams. The PP capsule bodies that carry the ground coffee are easily cleaned and reusable indefinitely.

If desired, the capsules can be packed together and in packs of nine are easily captured in the recycling systems of cities, once again diverting them from

3. The lightweight, compact PodPress Capsule System has been designed as a sustainable alternative for those who drink their coffee from in-home machines that use pods

4. The Melbourne Coffee solution is a recyclable, sustainable solution for coffee that also offers barrier to oxygen and vapour



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GOVERNMENT FUNDING CHANGES

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

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

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



Rebecca Xuereb
0452 282 814

rebecca@choiceenergy.com.au

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- Compare different sustainability strategies to reduce impact
- Perform tradeoff analysis between environmental and performance requirements
- Calculate the Material Circularity Index for your packaging
- Create data for your Corporate Sustainability Reports (CSR)s

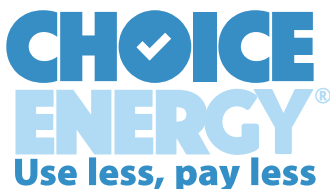




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