

TOPIC:

WHEN:

**OVERVIEW OF
THE COURSE :**

**COURSE
OBJECTIVES:**

PRESENTER:



TIME:

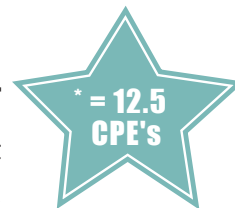
WHERE:

**WHO SHOULD
ATTEND?**

INTRODUCTION TO ACCESSIBLE PACKAGING DESIGN HALF-DAY TRAINING COURSE

Thursday 14th of April

Grow your market share by meeting changing consumer demand...Are Accessible Design and Ease of Use critical design elements of all of your packaging? If they are not standard packaging design guidelines of your business then you are already losing customers as their needs and abilities are not being met. It is not only the ageing population that have issues with difficult to open packaging; it is also people with disabilities, arthritis sufferers and even children.



Ease of Use design should be an integral part of your packaging. This half-day training course, which has been developed in conjunction with Arthritis Australia and Georgia Tech Research Institute, USA, will improve your understanding of Accessible Design guidelines that are available as tools here and overseas, that can help you to design successful Ease of Use packaging and more.

This half-day training course will allow attendees to become aware of the required design requirements and understanding the Ease of Use packaging design tools which including examples from around the world. It will also provide information on changing household demographics, meal preparation requirements and case studies from users. Attendees will learn measuring techniques, injuries caused by packaging and current consumer satisfaction levels with packaging accessibility.

The course offers an activities based approach, hands-on team exercises letting participants understand the constraints on current packaging designs for people with disabilities, arthritis sufferers, children and the ageing population. This will include simulation gloves that have been developed by Georgia Tech Research University in the US and reading glasses from a UK researcher. Attendees are sure to leave the course with a different approach to design, an approach that includes all sectors of our community.

Pierre Pienaar, MSc, FAIP, CPP

Pierre Pienaar's interest in packaging started in 1984 after having studied pharmacy. Shortly after joining a large pharmaceutical company, Pierre became concerned about a number of packaging-related issues in the pharmaceutical world. Hence Pierre began his studies in packaging and his move within the same company to Packaging Research and Development. This combined field has taken him to the far corners of the world, always involving one or other aspects of research in packaging.

He has lectured in the technology and science of packaging at various universities and institutions for the past twenty-six years and is currently a tutor for the correspondence course being offered through the Australian Institute of Packaging, namely the Diploma in Packaging IoP UK. He has his own packaging consulting business, PackTech Solutions and has extensive experience in the pharmaceutical and food packaging industries. Pierre is the current National Education Director and Past National President of the AIP and the Vice President of the World Packaging Organisation (WPO) responsible for education.

10.00 am arrival for a 10.30 am commencement
Training will conclude at approx. 3.30 pm
Morning tea, lunch and afternoon tea will be provided

Oatlands Golf Course Club House
Bettington Road, Oatlands NSW 2117
(between Pennant Hills & Kissing Point Roads)
Club House entry opposite Ellis Street (not Oatlands House)

People likely to benefit from this course are packaging technologists, packaging designers, people involved in packaging sales. Marketing Departments who have an influence in the design development of packaging.

*CPE points are used to maintain your Certified Packaging Professional (CPP) credential.

NEW COURSE

BOOK ON-LINE, EMAIL, SCAN OR FAX BACK

NB: To reserve your place simply book on-line, email your booking, or fax back this form.

HOW TO BOOK ?

ON-LINE

To reserve your place **CLICK HERE** to book on-line.

EMAIL : AIP MEMBERS ONLY

AIP Members: Email your confirmation to mark@aipack.com.au
Please indicate in your email if you have any additional guests.

SCAN & EMAIL BACK

To reserve your place fill in your details, scan and email back to mark@aipack.com.au or fax back to + 61 7 3009 9916. If you are an AIP Member simply fill in your name, contact number and dietary requirements.

Mr/Ms: _____ Given Name: _____ Surname: _____
Position: _____ Company: _____
Address: _____
Suburb: _____ State: _____ Post Code: _____
Ph: (____) _____ Mob: _____
Email address: PRINT CLEARLY _____
Please indicate if you have any allergies or dietary requirements: _____

ADDITIONAL GUESTS

First Name: _____ Surname: _____
Email Address: PRINT CLEARLY _____ Company: _____
Please indicate if you have allergies or dietary requirements: _____

First Name: _____ Surname: _____
Email Address: PRINT CLEARLY _____ Company: _____
Please indicate if any of your guests have allergies or dietary requirements: _____

REGISTRATION FEES

| | |
|--|-------------------------------------|
| <input type="checkbox"/> AIP MEMBERS | \$350 inc GST QTY: x _____ \$ _____ |
| <input type="checkbox"/> ABA <input type="checkbox"/> AEROSOL ASSOCN <input type="checkbox"/> AFGC <input type="checkbox"/> APPMA <input type="checkbox"/> FIAL <input type="checkbox"/> LATMA <input type="checkbox"/> MLA <input type="checkbox"/> SPE | \$400 inc GST QTY: x _____ \$ _____ |
| <input type="checkbox"/> Non-Members | \$450 inc GST QTY: x _____ \$ _____ |

NB: A Tax Invoice will be sent upon receipt of your booking. The attendance fee includes catering for morning tea, lunch and afternoon tea. Please note, a workbook will be provided to each participant for future reference and use. Due to catering and venue requirements **NO CANCELLATIONS will be accepted after **Friday the 8th of April**. Replacements will however be accepted.**

Mark Kelton
AIP National Office
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