

TOPIC:

ACCESSIBLE PACKAGING DESIGN: EASY TO OPEN & EASY TO USE HALF-DAY TRAINING COURSE

WHEN:

Wednesday 12th of October

**OVERVIEW OF
THE COURSE :**

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.

**COURSE
OBJECTIVES:**

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 includes 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.

**WHO SHOULD
ATTEND?**

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.

PRESENTER:



Michael Grima MAIP, Founder, QDesign Enterprises

Michael Grima is a packaging design specialist with +20 year's industry experience. His employment career has taken in senior roles at leading brand owners, packaging manufacturers and design agencies. The highlights include setting successful offshore packaging manufacturing Joint Venture, a dedicated Packaging Design division at a leading Industrial Design firm and commissioning a 3D printing & Industrial Design Centre at the Mondelez Food Innovation Centre. He currently runs his own Design and Innovation firm – QDesign Enterprises – based in Melbourne, Sydney and Auckland, NZ.

TIME:

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

WHERE:

The Boardroom
Level 1
ASB Showgrounds
217 Greenlane West
Epsom, Auckland

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	\$320 AUD QTY: x _____ \$ _____
<input type="checkbox"/> Packaging Council of NZ <input type="checkbox"/> NZIFST <input type="checkbox"/> Packaging Forum	\$370 AUD QTY: x _____ \$ _____
<input type="checkbox"/> Non-Members	\$410 AUD 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 **Wednesday 5th of October**. Replacements will however be accepted.**

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