



AUSTRALIAN INSTITUTE
OF PACKAGING

FUTURE OF SUSTAINABLE LABELLING ON-LINE TRAINING COURSE

21 JULY 2020



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OVERVIEW OF THE COURSE :

How do you select the right type of label to suit the package to carry the product branding from the filling and labelling line, right through to the consumer, and then enable the package to be effectively recycled? Self-adhesive labelling is the most versatile method of product decoration, being innovative and eye catching for such a wide variety of packages. However, selecting the wrong label can cause major issues downstream when the package is sorted at a material recovery facility (MRF) for recycling. This training course is designed to give a comprehensive guide to navigate through the myriad of sustainable labelling options, combined with the PREP Design (prep.org.au) aspects that are key to selecting the right Australasian Recycling Label (arl.org.au) helping consumers keep package recyclability at the forefront.

COURSE OBJECTIVES:

The course will provide attendees with an understanding of the types of self-adhesive labels and their properties, which have been designed with specific selection criteria in mind, and are key to the selection of the right label. Permanent, removable, repositionable and wash-off adhesives, combined with the optimum chemical composition to comply with regulations for safe use on foods/pharmaceuticals, are among the considerations that must be made. Then, having selected the adhesive, how do you combine the adhesive and label face to achieve optimum performance? To make the right selection requires answers to many complex questions, so the performance of the label is tailored to the specific conditions that the package must withstand. All of these questions will be discussed in detail together with case studies to illustrate the importance of considering all the key attributes of the product being labelled, including: Packaging substrate – cardboard, glass, rigid/flexible plastics; labelling and in-service temperature considerations; moisture or condensation whilst labelling; label printing method and the need for the addition of variable information or tamper-evident features.

WHO SHOULD ATTEND?

This course will be beneficial to Packaging Technologists who are involved in designing and sourcing both primary brand labels and labels used throughout the supply chain of a product, Brand Owners who need to be familiar with the key selection criteria for product labels that are compatible with a variety of container types, where the prime label is key to the products identity, Designers wanting to become familiar with labelling options that can be tailored to specific product marketing campaigns, Process and Production Managers involved in automated product labelling applications.

WHERE:

On-Line Via Zoom

TIME:

9.00 am to 1.00 pm

PRESENTER:

Dr Carol Kilcullen-Lawrence PhD, FAIP, CPP

Carol has nearly 30 years' experience in the packaging industry, specifically in the field of labelling, holding various roles including technical, marketing and sustainability. With a background in Polymer Chemistry and her PhD gained at Loughborough University of Technology, UK, Carol has a good understanding of the science of the vast array of packaging materials and how label adhesives bond to the various surfaces.

Her current consultancy role revolves around ensuring the label is suitably matched with the packaging substrate to ensure optimum recyclability once discarded by the consumer, as well as researching innovative RafCycle schemes for the recycling of self-adhesive label liners, with UPM Raflatac, part of UPM Biofore – Beyond Fossils, and leading in sustainable labelling. Carol is a Fellow of the Australian Institute of Packaging, and the Immediate Past President, as well as holding the internationally accredited Certified Packaging Professional (CPP) in over 60 countries.





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BOOK ON-LINE, EMAIL, SCAN BACK

NB: To reserve your place simply book on-line or scan and email 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 registration request to mark@aipack.com.au
Please indicate in your email if you have any additional guests.**

SCAN BACK

**To reserve your place fill in details below, scan and email back to mark@aipack.com.au
If you are an AIP Member simply fill in your name and contact number.**

Mr/Ms: Given Name: Surname:

Position: Company:

Street Address:

Suburb: Country:

Ph: Mob:

Email address: PRINT CLEARLY

Mr/Ms: Given Name: Surname:

Position: Company:

Email address: PRINT CLEARLY

Mr/Ms: Given Name: Surname:

Position: Company:

Email address: PRINT CLEARLY

REGISTRATION FEES

<input type="checkbox"/> AIP Members	\$250 + GST	QTY: x _____	\$ _____
<input type="checkbox"/> AFGC <input type="checkbox"/> AIFST <input type="checkbox"/> APCO <input type="checkbox"/> FIAL <input type="checkbox"/> FPLMA <input type="checkbox"/> SPE	\$300 + GST	QTY: x _____	\$ _____
<input type="checkbox"/> Non-Members	\$350 + GST	QTY: x _____	\$ _____

*NB: A Tax Invoice will be sent upon receipt of your booking. Printed Training Course notes will be provided to each participant for future reference and use. Should you wish to cancel your registration after the printed training notes have been mailed, you will be required to return the notes, at your expense, to the AIP. The notes are not to be copied or distributed. **NO CANCELLATIONS** will be accepted after Friday the 17 July 2020. Replacements will however be accepted.*

***All AIP training courses are internationally recognised and approved to attain Certified Packaging Professional (CPP) points.**

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