

AIP STATE OF INDUSTRY UPDATE WEBINAR: UNBOXING ACCESSIBLE PACKAGING



What is the importance of accessible product design?



WHAT:

Packaging designs that are accessible are designed to be easy to use by consumers with the widest range of abilities, which then adds value to a product for all users. When packaging does not take consumer's capabilities into account, users will resort to using their teeth or tools like knives to open it, or even forgo the product entirely due to the design's oversights. This not only results in unnecessary food waste but can also affect the user's well-being and increase their risk of injury.

Accessibility benefits many, from 'on the move' and time poor consumers, such as busy working parents, through to facilitating the independence of those with functional limitations, such as reduced strength or dexterity. Groups particularly impacted are those with a disability, chronic pain, injury or illness, including the 3.6 million Australians living with arthritis, as well as the growing ageing population. For these groups inaccessible packaging becomes a daily barrier to achieving essential everyday tasks like preparing a healthy meal and living independently.

A crucial step in developing user-friendly packaging is through thoroughly understanding your users, by avoiding decisions based on assumptions or stereotypes. This webinar will provide valuable insights from consumers living with disabilities and showcase practical resources that can aid in designing inclusive packaging solutions.

WHEN:

Tuesday 3 December 2024

MEET THE SPEAKER:

GUEST SPEAKER



Alexandra Brayshaw Dip.Pkg.Tech. MAIP
Accessible Design Manager - Accessible Design Division
Arthritis Australia

PANELLISTS



Pierre Pienaar MSc FAIP, FIPSA, CPPL
Education Director
Australasian Institute of Packaging (AIP)



Ralph Moyle FAIP, CPP
Education Coordinator
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TIME:

10.00am AEDT

WHERE:

On-Line Via Zoom

COST:

FREE to AIP Members, Friends & Industry Colleagues



CPD Accredited
1 CPP Point

BOOK YOUR PLACE TODAY

AIP STATE OF INDUSTRY UPDATE WEBINAR: UNBOXING ACCESSIBLE PACKAGING

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

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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.**

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Mr/Ms: Given Name: Surname:

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REGISTRATION FEES

FREE to AIP Members, Friends & Industry Colleagues Free to attend QTY: x _____ FREE

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