



**AUSTRALIAN INSTITUTE  
OF PACKAGING**

## HALF-DAY TRAINING COURSES



ARE **YOU** LOOKING FOR **BITE-SIZED** TRAINING COURSES?

DO **YOU** OR **YOUR STAFF** NEED SOME **ADDITIONAL TECHNICAL KNOWLEDGE?**

THE **AIP CAN HELP** YOU AND YOUR TEAM WITH **TAILORED PACKAGING TRAINING**



**AIP: PEAK PROFESSIONAL BODY FOR PACKAGING EDUCATION & TRAINING IN AUSTRALASIA**

# HALF-DAY TRAINING COURSES



AUSTRALIAN INSTITUTE  
OF PACKAGING

## 1. THE ROLE OF PACKAGING IN MINIMISING FOOD WASTE

NEW  
COURSE

### OVERVIEW OF THE COURSE

Over one third of the food grown for human consumption is lost or wasted between farm and fork. In Australia it is estimated to be valued at \$20 billion per year, with half of this occurring in households. There are many reasons why this loss is occurring. There are also many opportunities to be more efficient with resources.

This course will provide participants with an introduction to the seriousness of food waste in this country and globally and how we can all make a difference as team members of the product-packaging design process to this issue. It will cover packaging design criteria for Best-Practice Save Food Packaging Design developments that should be considered. With hands-on and practical case studies participants will learn how designing packaging to save food actually saves food.

### OBJECTIVES

1. Understanding of where and why food loss and waste occurs.
2. Understanding the role of packaging in minimising loss through the supply chain and at the household level.
3. Understanding of key packaging design criteria to minimise food loss/waste.
4. Appreciation of the environmental life cycle profile of food, packaging and food waste.

### WHO SHOULD ATTEND?

This course is ideally suited to packaging technologists, designers, engineers, marketers, production and procurement managers and for industries across the food supply chain (farm to fork).



**Course Presenter:**  
Karli Verghese PhD, FAIP

## 2. INTRODUCTION TO SUSTAINABLE PACKAGING DESIGN

NEW  
COURSE

### OVERVIEW OF THE COURSE

How do you work your way through the maze of demands to change packaging to meet environmental challenges? This course is designed to assist anyone who is responsible in their business to make packaging changes to meet 'War on Waste' questions, changes to retailer and consumer trends and behaviours; while not spending any more money at the end.

The course will provide attendees a better understanding of the practical guidelines and criteria needed to design and develop sustainable packaging including the Sustainability Hierarchy of Reduce, Reuse then Recycle and the Circular Economy approach to packaging and the environment.

Discussions will also cover Plastic, Glass and Metal packaging and their impact on the environment and whether the use of non-renewable resources, plant based bioplastics, compostable and recycled materials and various tools can assist their business to understand the full life of packaging. This will involve the impact of 'Food or Product Waste'.

Participants will be invited to bring with them a sample of their company's packaging materials to use as a case study.

As part of the course, attendees will visit a Material Recovery Facility (MRF) to expose participants to the realities of a working MRF facilities, their equipment, limitation and material handling issues. The participants will get an understanding of what is and is not separated out for possible recycling, and why. This is followed by understanding the next stage of the recycling process after the MRF (i.e., the current five material beneficiation processes).

### OBJECTIVES

1. To provide participants an understanding of the current environmental issues that are impacting the producers of packaging and the manufacturers and retailers of packaged product.
2. To provide participants an understanding of sustainable packaging design and the practical design guidelines and approaches required in the packaging design process including End of Life (EoL) thinking.
3. To provide participants with a better view of Best Practice Examples and Case Studies of award-winning Sustainable Packaging and Save Food Packaging innovations.

### WHO SHOULD ATTEND?

If you are responsible for your business's packaging design, performance or purchase specification, then you should attend. Packaging Designers, Technologists and Engineers, anyone responsible for Environmental Strategy Development, Marketing & Sales, Graphic Designers.



**Course Presenter:**  
Ralph Moyle FAIP, CPP

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

# HALF-DAY TRAINING COURSES

## 3. FOOD SAFETY-PACKAGING STANDARDS AND REGULATIONS

### OVERVIEW OF THE COURSE

This Food Safety-Packaging Standards and Regulations half-day training course will help suppliers and packaging businesses as well as retailers become fully familiar with the requirements of the Standard.

Attendees can expect to take away a clear understanding of the importance of knowing, understanding and being able to applying the Standards and Regulations effectively and correctly. It will help them apply what they have learned to their own production and distribution situation - saving waste, improving delivery and increasing profits.

All of the course content has been based on extensive consultation with industry specialists, and delivered by tutors who are leading experts in their field.

### OBJECTIVES

The purpose of attending this course in Food Safety-Packaging Standards and Regulations is to ensure that for those involved meet the needs of industry, enterprises and develop individuals in expertise and knowledge ensuring that they update, maintain and develop their skills in standards and regulations within the packaging industry.

### WHO SHOULD ATTEND?

All those involved in technical, engineering, procurement, design, quality assurance, technical sales and marketing and packaging development.



#### Course Presenter:

Prof Pierre Pienaar MSc, FAIP, CPP

## 4. PACKAGING FOR PRODUCT LIFE EXTENSION

### OVERVIEW OF THE COURSE

The extension of the shelf-life of foodstuffs is a critical factor not only in the production, distribution of food products but also in the expectations of the consumer. Packaging plays a vital role in the chain from the producer to the consumer.

### OBJECTIVES

This half-day training course will examine the essential factors influencing shelf life, the requirements and assessment of procedures for its extension. It will examine the changes that take place in food during processing and storage their impact on shelf life. The current technologies for the extension of shelf life and the packaging requirements will be covered and will include refrigeration and freezing; Modified Atmosphere Packaging, canning and retort pouches; aseptic and clean room packaging; active and smart packaging; the use of adjuncts to extend shelf life etc. The course will examine the key factors in the packaging process i.e. closing and sealing, together with the use of shelf life indicators.

### WHO SHOULD ATTEND?

The extension of shelf life requires a basic understanding of the mechanisms which bring about:

- changes following harvesting of fresh unprocessed foods.
- changes occurring in packaged processed foods.

The course will focus on explaining these processes relative to the packaging systems directed at extending shelf life. It will examine the merits and applications of the available systems and the assessment of shelf life. The course will be of interest to newcomers to this area of packaging, either from a packaging aspect or food science/technology.



#### Course Presenter:

Prof Pierre Pienaar MSc, FAIP, CPP

## 5. INTRODUCTION TO FLEXIBLE PACKAGING AND BIOPLASTICS

### OVERVIEW OF THE COURSE

Flexible packaging is a complex and dynamic area of packaging. Flexible packaging utilises a wide variety of materials, a broad range of processes for manufacturing, producing films and laminates all of very different properties and applications. Today we find ourselves in a time where renewable based materials are emerging, with properties and end of life opportunities, quite different from traditional polymers and films.

### OBJECTIVES

- The aim of the course is to provide attendee's with an introduction to the following:-
- Polymers used in flexible packaging;
- Flexible packaging manufacturing processes;
- Films and their properties;
- Market applications for flexible packaging – structures, properties and pack formats;
- Emerging materials for flexible packaging;
- Compostable and degradable flexible films;
- Sustainable packaging – opportunities for flexible packaging

The aim of the presenter is to give attendees a thorough introduction to flexibles, an ability to understand flexible film applications and to more confidently define or select flexible packaging.

### WHO SHOULD ATTEND?

People likely to benefit from this course are packaging technologists, packaging designers and those in a role that might specify flexible packaging.



#### Course Presenter:

Ken Lakeman



## 6. INTRODUCTION TO ACCESSIBLE PACKAGING DESIGN

### 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.

### 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 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.

### 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.



#### Course Presenter:

Prof Pierre Pienaar MSc, FAIP, CPP

## 7. MODIFIED ATMOSPHERE PACKAGING AND BARRIER MATERIALS

### OVERVIEW OF THE COURSE

The ability to create a specific atmospheric environment to suit specific products e.g. foods, as well as provide protection through packaging is not new. However the increased understanding of the biochemical pathways coupled to the advances in plastics has opened new opportunities for product protection and shelf life extension. The retention of organoleptic characteristics, e.g. flavour, colour, texture are important factors in the selection and purchase of food by the consumer.

The development of new and sophisticated barrier materials has also resulted in broader applications as well as supporting new processing techniques. Arising from the development of MODIFIED ATMOSPHERE PACKAGING has been the extension into ACTIVE PACKAGING which has provided the opportunity to 'manage' the atmosphere of a pack by absorbing or releasing gaseous components and maintaining quality with the extension of shelf life. Whilst developments in barrier materials have provided significant benefits through MAP for foods this has also extended in to other major areas such as cut flowers etc.

### OBJECTIVES

This half-day course will cover MAP and its application to fruit, vegetables, meat and fish, followed by the functional attributes of MAP films. The important role of Active Packaging (antimicrobials, antioxidants etc.) including recent developments and future projections will be examined. The important area of nanotechnology and its applications covering film inclusions e.g. nanofibres and nanoclays and their use in MAP will be covered.

Advances in polymeric films including sustainability together with the technical assessment and monitoring of Modified Atmosphere packs will be outlined. The recent scientific opinion from EFSA on the risk assessment of the application of nanoscience and nanotechnologies in the food and feed chain will be addressed in respect to packaging materials.

### WHO SHOULD ATTEND?

The half-day training course is designed for anyone who has an interest or involvement in the use of MAP and Barrier Materials. The aim is to provide a comprehensive overview of techniques and materials and recent developments. It will include a recent project dealing with whole meals for the catering sector.



#### Course Presenter:

Prof Pierre Pienaar MSc, FAIP, CPP

## 8. LABELLING AND MATCHING THE LABEL WITH THE PACKAGE

### OVERVIEW OF THE COURSE

How do you select the right type of label to suit the package and carry the product branding from the filling and labelling line right through to the consumer? Self-adhesive labelling has evolved as the most widely used method of product decoration, being innovative and versatile for such a wide variety of packages. This half-day training course is designed to give a comprehensive guide to labelling and how to navigate through the myriad of options available for each style of packaging.

### OBJECTIVES

The course will provide attendees with an understanding of the types of adhesives and their properties, which have been designed with specific selection criteria in mind, is key to the selection of the right label: Permanent, removable, repositionable and wash-off adhesives and chemical composition of adhesives and approvals for use on foods/pharmaceuticals. 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 has to 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, Sustainable label criteria and waste management, Impact of the label on package recyclability, Compostable labels and Tamperproof labels.

### 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.



#### Course Presenter:

Dr Carol Kilcullen-Lawrence PhD, FAIP, CPP

## 9. PACKAGING FOR TRANSPORT

### OVERVIEW OF THE COURSE

The Packaging for Transport half-day training course will focus on the protection of products during transportation from the producer to the consumer. It will examine the various systems of transportation in terms of the potential hazards and the protection to be afforded by packaging. It will also examine the question of fragility its determination and its role in the selection of protective mechanisms.

Within the distribution chain, the course will identify the hazards and those steps which are necessary in order to provide adequate protection. It will look at methods of hazard assessment and how these can be addressed in practical terms. The different forms of transportation will be examined and the protection which is required. Examples will be drawn from a wide range of products ranging from small unit packs to bulk containers.

### OBJECTIVES

At the completion of this half-day training course, participants should be able to:

- Understand the basic technical requirements of packaging for transportation;
- Identify the hazards within various distribution systems and recommend appropriate methods of assessment;
- Advise on recognised procedures associated with evaluating packaging for transportation.

### WHO SHOULD ATTEND?

The course will be of interest to those concerned with product distribution, packaging design, transportation and materials handling etc.



#### Course Presenter:

Prof Pierre Pienaar MSc, FAIP, CPP

# HALF-DAY TRAINING COURSES

## 10. INTRODUCTION TO PLASTICS

### OVERVIEW OF THE COURSE

This half-day course will be clear and comprehensive, it will present a precise, non-mathematical introduction to plastics, their raw materials, syntheses, and applications, discussing the manufacture and properties of plastics as a function of the molecular properties of polymers used in the plastics industry.

The course will consist of the properties of the main classes of materials, on the principles of such processes as injection moulding, extrusion, blow moulding and thermoforming polymers. No previous experience will be assumed in the subject matter of the lectures.

Plastics are polymeric materials, a material built up from long repeating chains of molecules. Polymers such as rubber occur naturally, but it wasn't until the development of synthetic polymers that the polymers tailored to the needs of the industry first started to appear. One of the first commercial plastics developed was Bakelite and was used for the casing of early radios. During the Second World War, plastics such as nylon and polyethylene were used as a replacement material for other materials in short supply. Because the early plastics were not completely chemically stable, they gained a reputation for being cheap and unreliable. However, advances in plastic technology since then, mean that plastics are a very important and reliable class of materials for product design.

The mechanical properties of plastics tend to be inferior to most metals. Because of this, careful consideration must be given to using plastics for structural applications. Fibre reinforced plastics are extensively used where the mechanical properties of the base plastic material are not sufficient. However because of their relatively low weight, the ability to colour the plastics when manufacturing, and the ability to mould complex shapes relatively easily, plastics are extensively used for product casings and other applications where mechanical strength is not at a premium. Plastics are not cheap materials. The cost of raw plastic materials is typically higher than steel but less than aluminium. However, because processing costs over large production runs are lower, the use of plastics can result in significantly cheaper products.

We will discuss the two main families of plastics, **thermosets** and **thermoplastics** and their methods of moulding, i.e. the various methods of blow moulding as well as the various methods of injection moulding. We will conclude with plastic applications in the industry, associated problems, choosing the correct plastic for the application and which aspects of plastics to avoid.



**Course Presenter:**  
Prof Pierre Pienaar MSc, FAIP, CPP

## 11. ADVANCED PLASTIC PACKAGING

### OVERVIEW OF THE COURSE

Today there are hundreds of identified 'species' of synthetic polymers. Any of these is available in a range of molecular masses, most can be influenced by processing conditions. Therefore the choice in plastics is almost limitless. Polymer science is the subfield of materials science concerned with polymers, primarily synthetic polymers such as plastics. The field of polymer science includes researchers in multiple disciplines including chemistry, physics, and engineering.

This science comprises three main sub-disciplines: Polymer chemistry or macromolecular chemistry, concerned with the chemical synthesis and chemical properties of polymers. Polymer physics, concerned with the bulk properties of polymer materials and engineering applications. Polymer characterisation is concerned with the analysis of chemical structure and morphology and the determination of physical properties in relation to compositional and structural parameters.

### OBJECTIVES

The course will cover certain aspects of organic chemistry, revisit the raw materials, syntheses, and applications, only touching on the manufacturing and moulding aspects. It will ensure that those attending are reminded of the main classes of plastic materials as a function of the molecular properties of polymers used in the plastics industry.

It will discuss the molecular structure of plastics in relation to the two main families of plastics, namely thermosets and thermoplastics. The course will discuss and obtain an understanding of composite materials, crystallinity, melt flow index, polymeric orientation, heat shrink properties, viscoelasticity, capillary rheometry, just to mention a few aspects. The training course will conclude with applications in the industry, discussing possible industry polymer issues, and what to do about the problems.

### WHO SHOULD ATTEND?

This half-day training course is intended for those that have already attended the 'Introduction to Plastics' course, or have spent a number of years in some related plastics industry. It will extend to those attending to new levels of understanding the complex world of polymer science. Every attendee will learn new aspects of polymers, test themselves and their ability of remembering what they learnt previously.



**Course Presenter:**  
Prof Pierre Pienaar MSc, FAIP, CPP

## 12. INTRODUCTION TO PRINT TECHNOLOGY

### OVERVIEW OF THE COURSE

Have you ever gone to a press approval and struggled to make the printer understand what you wanted? Do you want a basic understanding of what problems you are likely to encounter with each print process?

The AIP have enlisted the help of Andrew Readman to provide a half day training session on the introduction to print technology.

### OBJECTIVES

- The print processes
- Print and other related problems you may encounter
- A simulated press approval process
- Further associated 'production quality' factors including Print technology advances

As part of the session Andrew will show you how to use a linen tester (Eyeglass) which you will get to take away with you. He will also introduce you to the use of pantone charts books, colour densitometers and more.

This half-day training course will provide delegates with adequate information to be able to have an informed discussion with a printer on your requirements and needs.

### WHO SHOULD ATTEND?

People likely to benefit from this course are packaging technologists, packaging designers, people involved in print sales and marketers.



**Course Presenter:**  
Andrew Readman

## 13. INTRODUCTION TO PRODUCT IDENTIFICATION

### OVERVIEW OF THE COURSE

This course will provide an insight into product identification requirements through the supply chain and the technology needed to achieve compliance, as well as process improvements. The course will also incorporate where product identification is heading, including trends such as serialisation and product identification technology for reducing waste and improving profitability.

The course will include some hands-on training on a wide range of identification and inspection equipment such as label print & apply and vision systems.

### OBJECTIVES

- Understanding barcoding requirements on all levels of product packaging.
- An overview of other product identification applications.
- Where the industry is heading - Trends in identification standards.
- Product Inspection technologies- options, benefits, implementation tips.
- An understanding of the technology available-including hands-on training.

### WHO SHOULD ATTEND?

This course is ideally suited to anyone in the packaging industry who wants to understand an Introduction to Product Identification including packaging technologists, designers, engineers, production and operations personnel.



**Course Presenter:**  
Mark Dingley

## 14. INTELLECTUAL PROPERTY, PACKAGING AND LABELLING (LEGAL)

### OVERVIEW OF THE COURSE

This half-day training course will provide attendees an overview of important considerations relating to packaging, labelling and Intellectual property laws. It will be an interactive session that will also provide an opportunity for attendees to discuss legal packaging and IP concerns that arise in their own businesses. 'Do not judge a book by its cover' is the well-known proverb. But when consumers cannot actually see the product, they often make purchasing decisions based on what is on the packet. In addition, the detailed and complex regulations of labelling in Australia need to be met. Some laws are mandatory and some are voluntary. There are also voluntary codes and best practice guidelines in place. While it can all get a bit confusing this session will 'unravel' and 'unwrap' it all to make it easier to understand. We will also consider how to best protect your business's Intellectual Property including the way packaging looks, brand names, instructions and so on. The packaging of a product can also make the product 'defective' if warnings are not adequate – this of course will also be discussed.

### OBJECTIVES

At this half-day training course, attendees will workshop the issues that they need to be aware of when designing packaging and labelling, protecting it from a legal perspective and, at the same time, staying within the boundaries of the law, especially when making packaging claims. Attendees will also consider the laws that affect packaging, labelling, advertising, design and promotion of products and how they interact with one another including:

- Mandatory product-specific labelling standards.
- Protecting the visual appearance of your packing including shape and configuration.
- Trade mark and brand protection.
- Copyright: how close is too close?
- Misleading and deceptive labelling and how to avoid it.
- 'Green' and recyclable claims.

### OVERVIEWS ON:

- Food Labelling.
- Cosmetic Goods labelling.
- Clothes labelling.
- Care labelling.
- Country of Origin claims.
- Weights and measurements labelling.
- Name and address labelling.
- Warnings required on packaging.
- Proposals for plain packaging laws for cigarettes and the potential implications for other items such as alcohol, junk food and so on.
- Parallel imported items and how those might be labelled.

The half-day training course will also cover recent case studies based on real life scenarios. These will serve to indicate the potential legal complications that can arise from inadvertently breaching the law. The half-day training course will be of a general nature as tailored legal advice cannot be given, however participants will be given plenty of opportunities to share stories and ask questions.

### BENEFITS FROM ATTENDING THE COURSE

Attendees will:

- Gain an understating of how you can protect your intellectual property rights.
- Learn about updates in the law through interesting case studies.
- Gain practical tips.
- Increase your knowledge and awareness of your legal obligations with respect to packaging and labelling.
- Understand what you need to be vigilant about and when to seek legal advice in this complex multi-faceted area of the law.
- Comprehend the consequences of 'getting it wrong'.
- Discover legal opportunities that give you the competitive edge.
- Find out how to turn your brand into an 'asset'.
- Know when to seek legal advice.

### WHO SHOULD ATTEND?

The half-day training course will be in plain English and straight-forward language involving visual aids and interactive case studies. Legal packaging, labelling and 'IP' issues affect all stages of the production process from the initial 'brainstorming' process through to the retailer. Anyone in the packaging industry ranging from manufacturers of packages, brand managers, retailers, product developers and even businesses that market products would benefit from attending this course. The issues will also be relevant to importers and retailers.



**Course Presenter:**  
Sharon Givoni



## 15. INTRODUCTION TO CORRUGATED BOXES

### OVERVIEW OF THE COURSE

This half-day training course will present the humble corrugated box, as probably the most diverse single-form packaging medium in use throughout the world, today and in the future.

The course will cover the basics of papermaking for the box industry, will then progress through the conversion of paper and other materials, into the finished package that is so necessary for the marketing, safe storage and transportation of virtually every type of product that we buy on a daily basis.

### OBJECTIVES

The corrugated box industry contains many mysteries. There is a maze of board grades/flutes and box styles. Customer requirements are extensive. The terminology used in the industry can be very confusing.

On completion of this half-day training course, participants should be able to:

- Understand board grades and how they are established.
- Understand the differences in flute types and their applications.
- Be able to determine suitable styles, dependent on process capability.
- Gain a basic, but substantial understanding of the technical aspects of box making.

### WHO SHOULD ATTEND?

This half-day training course is focussed towards people from all aspects of packaging, including students, technologists, designers (graphical and structural), QA/QC, purchasing, marketing and logistics.



**Course Presenter:**  
Ron Mines, FAIP

## 16. INTRODUCTION TO PACKAGING MATERIALS

### OVERVIEW OF THE COURSE

This half-day course is clear and comprehensive, it presents a precise, non-mathematical introduction to Packaging Materials, their raw materials and applications, as well as discussing the manufacture and properties of the various Packaging Materials used in the packaging industry.

### PACKAGING MATERIALS

The course will consist of the most common types of materials used for packaging where the various aspects of these packaging materials will be explained.

### OBJECTIVES

At the completion of this half-day training course, participants should be able to:

- Understand the basics of packaging materials;
- State the elements of packaging materials;
- The classification of certain materials;
- Be able to choose correctly the material for the purpose;
- Be able to prevent unnecessary materials being used in the supply chain;
- Identify the factors required for successful packaging from a materials perspective;
- Acquire an appreciation of future trends and developments in relation to packaging materials.

### WHO SHOULD ATTEND?

This course is intended for people who have a direct involvement in packaging operations within all packaging associated industries. This includes the production, development, technology, purchasing, sales, QA/QC, marketing, regulatory and development functions.

The course will conclude with applications in the industry, associated problems, choosing the correct material for the application and which aspects and materials to avoid.



**Course Presenter:**  
Prof Pierre Pienaar MSc, FAIP, CPP

## 17. INTRODUCTION TO PACKAGING ECONOMICS

### OVERVIEW OF THE COURSE

Packaging represents a significant investment in any brand with innovation & design driving improved consumer utility and function. Packaging protects & preserves its valuable contents through the supply chain delivering the product to the consumer in the state that its brand owners intended. However, packaging also represents a major cost to its brand owners and users of packaging remain under constant pressure from rising costs due to raw materials, energy and on-costs. Understanding what is 'cost effective packaging' and how to achieve it – remains the key to ensuring that your company remains competitive in today's tough trading environment where margins are being squeezed from both ends. Maximising sales while minimising the total distribution costs reflects the techno-economic function of the packaging technologist – a function that is important for all segments of your organisation to understand. This half-day Professional Development session provides a comprehensive and non-mathematical introduction to the economics of packaging – reviewing the main drivers of packaging costs including material selection and importantly, how and what to look out for in achieving cost savings. Covering primary and secondary packaging, this course will assist you not only with driving efficiencies across existing packaging formats but will assist in new product development.

### OBJECTIVES

At the completion of this half-day course, the student should be able to:

- Discuss the packaging costs.
- Discuss the elements of packaging costs.
- Classify the costs.
- Discuss the guidelines for Cost Effective Packaging.
- Describe how to prevent unnecessary costs creeping into the supply chain.
- Identify the factors required for successful packaging from a cost perspective.
- Understand the basics of packaging economics.
- Acquire an appreciation of future trends and developments with the cost confines of packaging.

### WHO SHOULD ATTEND?

This course is intended for people who have a direct involvement in packaging operations within all packaging associated industries. This includes the production, development, technology, purchasing, sales, QA/QC, marketing, regulatory and development functions. We will conclude with applications in the industry, associated problems, choosing the correct packaging for the application and which aspects of packaging to avoid with cost in mind.



#### Course Presenter:

Prof Pierre Pienaar MSc, FAIP, CPP

## 18. OWNING IT: COPYRIGHT, CONTRACTS AND THE LAW

### OVERVIEW OF THE COURSE

Following on from the recent publication 'Owning It: A Creative's Guide to Copyright, Contracts and the Law' by renowned Melbourne intellectual property lawyer Sharon Givoni the half-day training course aims to demystify copyright, contracts and intellectual property law for Australians working in creative industries and running their own businesses.

### OBJECTIVES

The half-day training course will be extracting key elements of the 560 page book including:

- Expert insight and explanation of intellectual property law in 'plain English'
- Key legal concepts through enlightening and entertaining real-life case studies.
- User-friendly flowcharts and tables that simplify legal terms, processes and procedures that creatives regularly encounter.

The half-day training course will aim to point attendees in the right direction regarding:

- The protection of their designs, trademarks, copyright, reputation, confidential information and other intellectual property (IP);
- How to reduce the risk of inadvertently infringing someone else's rights;
- Contract basics and licensing;
- How the law applies on-line and to certain aspects of social media;
- How to better achieve positive legal outcomes and much more.

The Owning It: Copyright, Contracts and the Law Half-Day Training Course will provide attendees with a broader understanding of how Intellectual Property Laws impact on packaging, food, beverage and manufacturing businesses. The focus will be on how to be proactive rather than reactive and preventing problems for arising and also how to protect what YOU OWN.

### WHO SHOULD ATTEND?

Food and Packaging designers, technologists and engineers, Brand Managers, PR, Marketing and Graphic Designers, Business Managers and Owners and Quality Control Teams.



#### Course Presenter:

Sharon Givoni

## 19. PACKAGING SPECIFICATIONS

### OVERVIEW OF THE COURSE

The AIP are presenting a half-day training course dealing with the role and preparation of specifications across a range of packaging materials. Specifications detail not only the physical details but also those aspects concerned with the performance of packaging materials. It is important that specifications are written in clear unambiguous language and identify the key requirements in recognised units and acknowledgement of established standards. A specification is a legal document between supplier and user and is necessarily comprehensive in terms of detail, physical characteristics, material composition but also performance in the packaging process and subsequently to the final point of receipt (i.e. the end user). Key factors in the preparation of specifications are the use of language and appropriate technical terminology and mensuration. Appropriate reference should also be made to recognised procedures (e.g. ISO) standards for the assessment and performance of packaging materials.

### OBJECTIVES

The course will cover basic specifications to the more complex requirements associated with the performance of packaging within the packaging line.

### WHO SHOULD ATTEND?

The course is designed for those persons charged with the responsibility of the preparation (or monitoring) of specifications e.g. purchasing officers, technologists, production personnel etc. It will address the clear and correct use of language and terminology in the preparation of specifications.



#### Course Presenter:

Prof Pierre Pienaar MSc, FAIP, CPP

## 20. INTRODUCTION TO PHARMACEUTICAL AND COSMETIC PACKAGING

### OVERVIEW OF THE COURSE

This half-day course is clear and comprehensive, it presents a precise introduction to the packaging of pharmaceuticals and cosmetics, their methods, materials and packaging applications. This course will provide delegates with the knowledge of packaging of cosmetics and pharmaceuticals in general, ethical and OTC which will also include QA, supply chain and engineering as well as what to be aware of when packaging designing, the pitfalls and potential areas of packaging savings. Good packaging protects and preserves the product along the supply chain from the plant to the patient. This course offers a broad packaging portfolio and expertise in development and production of packaging, so as to make sure that your products reach the patient safely. Furthermore, it will support you with innovative packaging concepts to enhance the product compliance and attractiveness. Good packaging protects and preserves the product along the supply chain from the plant to the patient. This course offers a broad packaging portfolio and expertise in development and production of packaging, so as to make sure that your products reach the patient safely. Furthermore, it will support you with innovative packaging concepts to enhance the product compliance and attractiveness.

### OBJECTIVES

At the completion of this half-day course, the student should be able to:

- Itemise the general packaging requirements for these products
- Describe how packaging is utilised to prevent diverse types of spoilage
- Identify the factors required for successful packaging
- Stability testing – shelf life
- Regulatory needs
- Specifications & testing
- Quality – from design to audits
- Understand the basics of artwork control allied to the printing processes
- Design for pack security – tamper evidence, child resistance and anti-counterfeiting
- Understand line layout to avoid rogues and optimise production
- An appreciation of future trends and developments

### WHO SHOULD ATTEND?

This course is intended for people who have a direct involvement in packaging operations within the cosmetic and/or pharmaceutical industry. This includes the production, development, technology, purchasing, QA/QC, marketing, regulatory and auditing functions.



#### Course Presenter:

Prof Pierre Pienaar MSc, FAIP, CPP





# ARE YOU INTERESTED IN ATTAINING THE INTERNATIONALLY RECOGNISED AND HIGHLY-VALUED CERTIFIED PACKAGING PROFESSIONAL (CPP)<sup>®</sup> CREDENTIAL?



## ISN'T IT TIME THAT YOU JOINED RECOGNISED PACKAGING EXPERTS FROM AROUND THE WORLD WITH THE INDUSTRY'S LEADING PROFESSIONAL DESIGNATION?

Attaining the CPP<sup>®</sup> designation is an excellent investment in your professional development and the credential defines the packaging professional and allows organisations to seek out and hire the right professional based on verified knowledge, skills and industry contributions. Using the CPP<sup>®</sup> program to assess and evaluate one's professional competency validates you as internationally proficient as a packaging professional; a cut above your peers. The Certified Packaging Professional (CPP)<sup>®</sup> designation is a registered trademark of the Institute of Packaging Professionals (IoPP) and is now internationally recognised by both IoPP and AIP.

### WHO IS ELIGIBLE?

Peer reviews of each individual in multiple dimensions:

- Educational background.
- Industry experience.
- Professional accomplishments.
- Specific and relevant training.
- Practical experience.
- Professional contributions.

### WHAT ARE THE BENEFITS?

- International and public recognition for the qualification.
- CPP<sup>®</sup> post nominal that is globally recognised.
- CPP<sup>®</sup> recognises the designation as a commitment to excellence in the packaging profession.
- CPP<sup>®</sup> credential demonstrates that a packaging practitioner possesses packaging knowledge, experience and skills to the degree that they deserve recognition as a true packaging professional.

## MAKE HISTORY BY BEING ONE OF THE FIRST CERTIFIED PACKAGING PROFESSIONALS (CPP)<sup>®</sup> IN AUSTRALASIA...



TO FIND OUT MORE ABOUT THE CPP<sup>®</sup> PROGRAM, COSTS AND ELIGIBILITY CRITERIA  
PLEASE CONTACT THE AIP ON [INFO@AIPACK.COM.AU](mailto:INFO@AIPACK.COM.AU) OR PH: +61 7 3278 4490