



*Better quality of life
through better packaging
for more people.*



INSIDE WPO

The Packaging Community Around the World

President's word

New achievements and more projects to come



WPO's first board meeting of 2013 was held in Sydney, NSW, Australia on May 8, 2013. And what a success it was! Sixteen board members participated along with 10 other participants from affiliate members and observers. The topics were wide-ranging and very progressive. The meeting was a great success thanks to the hard work and dedication put forth by our colleagues at the Australian Institute of Packaging. National President Ralph Moyle, Past President Pierre Pienaar and Nerida Kelton, Executive Director of AIP, outdid themselves. Their organisation and commitment to details made our meetings very successful. Thanks also to APPMA (Australian Packaging and Processing Machinery Association) and their leader, Mark Dingley, for their cooperation and support during the meetings. Their trade show was excellent!

Minutes will be out soon, but I want to make special note of the announcement made at the meeting regarding the **WPO** website upgrade. The new site was launched just before the meeting and was well received by the full board. It is up-to-date, full of fresh information, easier to navigate and provides a much more progressive and interesting view of **WPO** activities. There is even a place for sponsorships to be recognized.

Our thanks to Luciana Pellegrino and Pierre Pienaar for their hard work. And a special thanks to Kellen Company for

providing, at a very affordable cost, the software platform and development time used to make this launch a great success. Visit the new website at www.worldpackaging.org. Yes, it's the same address as the old site, but much better content.

And after a visit or two, if you see the need for corrections, additions, enhancements or more information, please contact Pierre Pienaar at PPIENAAR@sunrice.com.au. Pierre has agreed to be the primary contact for changes to the website. Thanks Pierre.

In addition to the website launch, here are some more highlights of the Board meeting:

- support for packaging training to be held in China, Indonesia and through the African Packaging Organization;
- a Packaging Residential Training Program will be run in Mumbai, India, towards the end of October 2013. This program will be hosted by the Indian Institute of Packaging in partnership with IoPP USA and will be sponsored by WPO;
- the Brazilian Packaging Association (ABRE) will host the WorldStar Student Awards program 2014 and 2015;
- the board commissioned the investigation into updating a global packaging statistical review;
- the offer made by Graphispack Association, in Spain, to host the WPO meetings, from November 4-8, was accepted.

We continue to receive inquiries from corporations and other regarding corporate memberships or sponsorships. I hope to have a program put together before the board meeting in Barcelona that will widen world-wide interest in **WPO** activities and education programs. As I have said before, the momentum we are developing is getting stronger and stronger. I hope that we will see many more members attending the meeting in Barcelona.

Our host, Graphispack, is planning a full program for us that will allow us ample time to tend to our business and to have a little fun too. Please mark your calendar with the following dates: **November 4-8, 2013**. See you in Barcelona!

Thomas L. Schneider, CPP
President of WPO (World Packaging Organisation)



Events

Smart Packaging Conference in Africa

It will be held from September 24 and 25 at Sheraton Hotel in Lagos, Nigeria. It will be the first event in the country in this area and the main theme will be: Transforming Nigeria's consumer economy with innovative packaging solutions. The aim of the conference is to showcase and explore the development in West Africa's plastic industry and to focus on the promotion of packaging excellence and sustainable advances in the packaging supply chain by debating and discussing material sourcing challenges, determine cost effective packaging solutions, packaging design and the role of packaging as a brand extension.



The General Secretary of **WPO**, Keith Pearson, will be a speaker in the event. He will participate in the panel Creating a first class packaging sector in West Africa together with Joseph Hotchkiss, Director of Center of Packaging Innovation and Sustainability (USA) and Kofi Manso Essuman, Senior Advisor International Trade Center (ITC), a **WPO** member. More information www.smarpackagingwestafrica.com.

PharmaProcess in Spain



From October 29th to 30th Fira Barcelona will launch PharmaProcess, an international forum which aims supporting the pharmaceutical industry; it will happen at Fira Barcelona Congress Hall, in Barcelona, Spain. The President and CEO of Azbil Telstar, Ton Capella, recently appointed President of the PharmaProcess Organizing Committee, explains "the Forum is the outcome of an agreement between the sector's leading companies and associations and Fira de Barcelona to organize the European Union's first independent congress event covering pharmaceutical processes".

He adds that top level experts from the industry will participate at the first ever PharmaProcess to reveal the sector's latest technical advances in a programme consisting of two plenary sessions and various conferences covering process optimization to improve profitability in drug production. The clear vocation of the forum is to create a debating space which enables the exchange of know-how and expertise on organizational and technological innovation in pharmaceutical processes in order to achieve maximum optimization of resources. More information visit www.firabarcelona.com or e-mail to **Eduard Pérez Moya** eperezm@firabarcelona.com.

Chinese packaging summit in Europe

June 19 and 20, China Packaging Federation (CPF), a **WPO** member, and IPI (International Packaging Institute) will organize the China Packaging Summit, described as "an opportunity for industry leaders and decision makers from the packaging, food and pharmaceutical industries, to exchange knowledge, make new business contacts and generate ideas for future business in Europe or China".



For two days leading representatives from the CPF will visit Steinam Rhein, in Switzerland, together with more than a dozen business leaders and experts from China. They will give an overview about the Chinese Packaging Market, the Chinese Consumers and their lifestyle. There will be also the presentation of packaging technologies and discussions about the differences between packaging in China and Europe.

The Chinese Packaging Summit is targeted at people who are working for companies in the packaging industry (Management, Sales but also Technical Positions), planning or already doing business in China. The main target of this

summit is to establish a successful network between the European and the Chinese packaging industries.

Technical seminar on corrugated board

The 17th Fefco Technical Seminar will take place on October 22 to 24 at the Bella Center in Copenhagen, Denmark. Over the years, the event has become one of the best platforms for networking within the corrugated board Industry. It is the only dedicated conference and trade show for the sector in Europe. This year the theme of the conference is "The Corrugated Board Factory of 2025" and will cover: raw materials, zero defect technology and efficiency in production and logistics. The Preliminary programme can be found at <http://www.fefco.org/technical-seminar-2013/conference-programme>. Just to remind Fefco is the European Federation of Corrugated Board Manufacturers.

Around the world

Packaging standards and practices in the East Africa region



In order to answer the emerging questions about the role of packaging as a key factor in the development and growth of industries in Africa, the East Africa Community (EAC) secretariat, the Ministry of Industrialization and Enterprise Development of Kenya, the United Nations Industrial Development Organization (UNIDO) and Ipack-Ima S.p.A. organized an international conference on "Sustainable packaging for competitiveness and development of SMEs in the EAC Region" in Kigali, Rwanda on June 3-4. The conference was supported by the Italian Trade Commission (ICE) and the Italian Ministry of Economic Development (MISE).

The purpose of the conference was uplifting the packaging standards and practices in the EAC countries to enhance the competitiveness of small and medium sized enterprises, while complying with world trends in sustainability. A recent field study, the first of this kind, commissioned by Ipack-Ima and carried out by UNIDO, shows that small medium enterprises in the EAC region have a strong propensity to foster packaging improvement and to invest in innovative and sustainable packaging technologies.

Speakers from African, Italian and international organizations and from leading food and retail companies presented an integrated vision of packaging from technical to marketing and regulatory issues, especially focusing on environmental and economical sustainability.

The conference was the first step towards East Afripack 2014, the Processing, Packaging, and Converting Exhibition scheduled to take place in Nairobi, Kenya, on September 9-12, 2014; other conferences and events are planned in Uganda, Burundi and Tanzania in 2014 in preparation for the show. More information visit eastafripak.com.

Auspack Plus 2013 breaks records

The Australian Packaging show, Auspack Plus, held in May, achieved 5,922 visitors over the four days event; the second highest number in history of the Sydney show. It also registered the largest number of exhibitors: 308 companies, including 112 international exhibitors (including co-exhibitors) from 18 countries. They occupied the largest space in history of the show: 7,100 square meters.



During Auspack, the 2013 APPMA Awards of Excellence were presented. These recognize outstanding innovation in packaging and processing from design to production. During the show, Australian Institute of Packaging (AIP), a WPO member, ran their biennial National Technical Forum. The theme was Global Packaging Trends and the speakers came

from China, Indonesia, United States, South Africa, India, Austria and Brazil.

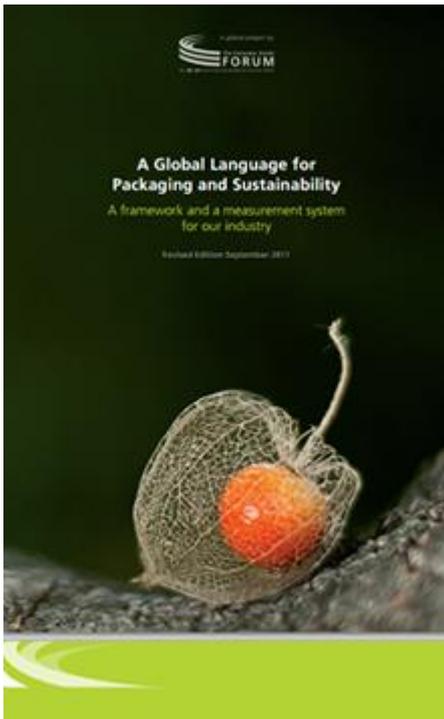
Auspack Plus is owned and presented by the Australian Packaging and Processing Machinery Association (APPMA), Australia's only national packaging and processing machinery organisation. The 2015 edition is scheduled to March 24th to 27th at the Melbourne Convention & Exhibition Centre.

NVC completes 60 years of packaging activity

NVC (Netherlands Packaging Centre), a **WPO** member, celebrated its 60th anniversary last April. Within the association, over 550 companies addressing the activity of packaging throughout the supply chain of packaged products are represented. The NVC membership, projects, information services and education programme stimulate the continuous improvement of packaging.

For more information, visit www.nvc.nl.

ABRE launches Global Language for Packaging and Sustainability



The document that ABRE, **WPO** member in Brazil, launched at the end of May, through its Environment and Sustainability Committee, is a global platform to the development of sustainable packaging. It joins systems and metrics for all the production chains of packaging and consumer goods, aiming to orientate and base decisions for the sustainable development of the sector. For its content, the document is considered an important international reference to the industry, government and society.

ABRE was responsible for the translation of the document in Portuguese, with the purpose of aligning the local industry to the concepts that are being worked around the world. The original document was developed as part of the Global Packaging Project (GPP), sponsored by the Consumer Goods Forum. According to Luciana Pellegrino, Executive Director of the Association and **WPO** Vice President, the document also opens an important way to a significant cooperation among all Brazilian packaging industries, creating harmony with the global parameters of Life Cycle Analyses. "It is an important moment in Brazil to strength the programs that are being conducted." And adds: "The translation of the document offers the sector a common language that allows an intelligent and clear discussion and in an international process, companies will have a global reference to take more consistent decisions."

Luciana remembers that in May ABRE had a meeting with the Brazilian Environment Minister which pointed the amazing contribution of the Packaging Association to the society, industry and government. With its work, ABRE made more than 1,000 products to adopt the recycling symbol that indicates the proper discharge of packaging. More information visit www.abre.org.br.

IoPP announces AmeriStar 2013 award winners

The Institute of Packaging Professional's AmeriStar Package Awards Competition evaluated and analyzed packages from 15 categories at IoPP Headquarters in Naperville, Illinois, on April 23, 2013. For the first time, Student AmeriStar

entries were judged virtually by another panel of judges from across the country and abroad.

Top AmeriStar winners included the Best of Show Award, Sustainability Award and Design Excellence Award for high quality structural & graphic design. Judging was based on package innovation, sustainability, protection, economics, performance, and marketing.

Winning packages will be honored at the *AmeriStar and Visionary Awards Ceremony*, taking place Wednesday, June 19, 2013, at EastPack in Philadelphia, Pennsylvania. For more information, visit www.iopp.org/ameristar. Images of each package are available upon request. E-mail dgriffin@iopp.org. IoPP is a member of **WPO**.

ABRE webpage in Spanish and English



WPO member in Brazil, ABRE, has just launched the Spanish and English versions of its new webpage. The site brings information about the Association, as well as all its Committee's activities, list of members and market information. Visit www.abre.org.br.

Liderpack 2013 jury took place in Spain

Last May the Awards Jury of Liderpack 2013 took place in Spain. There were 85 entries in this edition, that represents an increase of 30% compared to the previous year. A corrugated cardboard packaging that protects wine and champagne bottles against bumps and falls, a bottle of perfume shaped as a photo-camera and a display case of children's tablets are examples of the 28 works that have been selected to receive the Award that is considered the most important in the country in packaging and point of purchase advertising.

Liderpack is organized by Graphispack Association, through the Spanish Institute of Packaging, a WPO member, in collaboration with Hispack (International Trade Show that will be held on 2015). The award recognizes innovation, creativity, quality and sustainability of packaging and point of purchase advertising manufactured; all packages must be produced in Spain. In this edition, food and beverages specialties have been the most awarded categories with 42% of the prizes.

The entries are classified according to different categories. One of them is Young Designing which participants are students from universities or design schools. The awarded projects will be able to participate in WorldStar Awards and WorldStar Student Awards, both organized by WPO. The Liderpack Awards Ceremony will take place during the week of the 2nd meeting of WPO in 2013 (November 4-8) that's being organized by the local member, Graphispack. More information on Liderpack visit www.graphispack.org.



Entries for Singapore Packaging Star Award 2013

The entries for the Singapore Packaging Star Award 2013 is now open for manufacturers, designers and students; entry and product sample submission goes until 28 August and judging and results will be announced by 06 Sept. It is a prestigious national award honoring companies with innovative and creative packaging designs for their products. It recognizes and rewards excellence in packaging, in areas of construction and materials usage, design, innovation technology and environmental consciousness.



The Award is presented to companies/students as part of the efforts from packaging industry to promote local designs and increases the standards of packaging production.

The Award gives recipients the right to use the logo of the Singapore Packaging Star Award 2013 in any of their advertising collaterals and entitles the company to enter the AsiaStar 2013 and WorldStar Award 2013.

The Singapore Packaging Star Award 2013 is organized by the Packaging Council of Singapore (PCS), an industry group under Singapore Manufacturing Federation (SMF). PCS is a member of the Asian Packaging Federation (APF) with affiliation to the World Packaging Organization (WPO).

For any enquiry, please contact Feliz Ong (Ms) at DID: 6826 3083 or Veron Koh (Ms) at DID 6826 3045. Please refer to the attached documents for Terms & Conditions and entry forms to register and participate for the award.

Call for global cooperation in food packaging safety

An international expert in packaging and food safety is calling for global collaboration when it comes to regulations that relate to the safety of food and beverage packaging. The chemical interactions that can occur between food and its packaging is a delicate issue for the industry and the subject of much research, the head of life science, Food Packaging, Pharmaceutical and Medical Products from ofi, one of Austria's largest research and testing institutes for packaging and food safety, Johannes Bergmair, told the Australian Institute of Packaging's (AIP) National Technical Forum in May. Ofi is a WPO member.

He told attendees at the the forum, held alongside Ausoack Plus 2013 in Sydney, that hormone active substances in particular needed to be tackled on an international level, yet the safety regulations relating to this type of problem

varied greatly from country to country. "The chemicals all over the world are the same, but they are regulated differently", said. "This is a big problem but one that we are trying to solve."

According to Bergmair, the first step toward international cooperation on this issue had been taken during the first board meeting of WPO, also in Sydney. At that meeting the WPO members agreed to form a working group in the next month to look at the issue, to collaborate and to raise awareness in the industry. But Bergmair insists that regulatory harmonisation would not be easy. "These are big, traditional systems that are not too easy to change." Researchers in this area, meanwhile, were now focused on creating models that could more accurately calculate the risks.

Education

New packaging courses in The Netherlands

Innovative and sustainable packaging requires companies to invest in the competences of their employees and NVC (Netherlands Packaging Centre), a **WPO** member, helps with their advanced NVC Course Programmes in Packaging.

In the end of May, 19 students have qualified for the Diploma NVC Packaging Manager or NVC Packaging Technologist (NVC Verpakkingskundige). This is a 90% success score for the NVC Education and Training department.

The Diploma Ceremony will take place in Gouda on June 25th, 2013. This meeting is open for anyone interested in the development of competences for professionals in packaging in the (intern)national knowledge economy, however notification on beforehand is required, please send an email to i.walstra@nvc.nl.

More than 500 NVC Packaging Managers and NVC Packaging Technologists (NVC Verpakkingskundigen) have obtained their highly-valued degree over the past twenty years. They hold a wide range of positions in the industry, for example (senior) purchaser, packaging technologist, sales manager, quality assurance manager, R&D manager or supply chain manager. Application areas of the packaging knowledge at this advanced level range from food to non-food and from industrial goods to (mass) consumer products.

The new groups of the NVC Course Programme in Packaging I – middle management (in Dutch) and NVC Course Programme in Packaging II - upper management (in Dutch) start in September 2013. Students have access to all educational material, the study planning and the study guide via the new online application www.learningatNVC.nl for 24 hours/day and 7 days/week. All materials are provided in printed syllabi, but are also accessible via PC, iPad and Galaxy Tab. This implies that students can prepare the lessons and tasks very elegantly at their own location and with their own timing. Both highly successful course programmes also include company visits and group work to be done. In this way, students increase their personal and their personal professional network and grow their expertise in the field of packaging.

For questions or to register for one of the course programmes in September, please contact Charissa Koolen, c.koolen@nvc.nl.

The IOPP USA online Training Programme in Kenya

This programme was introduced to IOPP Kenya and APO (African Packaging Organization), both **WPO** members, through the WPO Global Education network. It is partially sponsored by IPACK IMA, from Italy and offered by IOPP USA, another **WPO** member, via e-learning programme. Eleven students enrolled on the programme and so far six of them have completed it. The students came from the following organizations: Simiyu Wamalwa - Kenya Tea Packers Industry(KETEPA), Weldon Mutai - Kenya Tea Packers Industry(KETEPA), Sarah Gikonyo - Nestle East Africa, Shiyoya Zippy - TetraPak Kenya, Mutisya Paul - Kenya Bureau of Standards, Betsy Bowen – KIRDI (Kenya Industrial Research and Development Institute), Daniel Lemtukei – KIRDI, Esther Kyuvi – KIRDI, Michael Cheloti – KIRDI, Ronald Kemboi –

KIRDI and Racheal Nanjala - Competitive Options Ltd.



Demand for daily packaging training programs increases in Turkey

ASD (Turkish Packaging Manufacturers Association), a member of **WPO**, organized 7 different daily training programs regarding flexible packaging, regulation on food packaging materials, packaging and food safety, GMP for packaging manufacturers, printing techniques, plastic materials and ISO 10002 standard on customer relations in packaging industry from January to May 2013. One of them was Flexible Packaging Training attended by 50 people from January 17/18.

It covered technical subjects such as definition and properties of flexible packaging and the type of packaging materials used for producing them and the properties and classification of these materials. Then examples were given about the structures and printing properties of flexible packaging materials, how these materials are used in packaging, which properties are critical in these phases, any problems and the solutions to these problems.

The training continued with information about tips for flexible packaging materials design and quality control tests. The training also included properties and structures of auxiliary materials including inks, glues, foils and lacquers used for making flexible packaging materials and any problems that may be associated with these materials and related solutions. After the questions and answers session where sector participants presented their questions and recommendations, training participants were given their certificates and the training ended.

Other important training programs were "Packaging and Food Safety", given on February and aimed to explain the importance of packaging in terms of food safety and the significant developments in food packaging, and "Packaging and Good Manufacturing Practices Training" given in 12 April that discussed Product Reliability Program, Prerequisites for Personnel, Foreign Substance Follow-up Prerequisites, Operational Prerequisites and Regulatory Prerequisites. It was attended by 22 people including managers, manager candidates and employees working in Production and Quality Departments, current problems of companies were discussed as well and answered by the trainer.

ASD also promoted training programs on the following subjects: "Regulation on Food Contact Substances and Materials" and "Registration Procedure for the Businesses that Produce Food Contact Substances and Materials and Regulation about Good Manufacturing Practices" in cooperation with Istanbul Provincial Directorate of Agriculture, Food and Livestock; "Printing Techniques Training"; "Basic Training on Plastic Materials"; and "Customer Relations Training". For details on these training programs and others contact asd@ambalaj.org.tr.



Publication about Packaging and Artwork

Packaging artwork often receives attention later than it should in the creative process, which has brought on many issues that have proven costly in both time and money. A new book written by two former GlaxoSmithKline design and artwork managers describes the key capabilities required to deliver right-the-first-time packaging artwork. "Developing and Sustaining Excellent Packaging Labelling and Artwork Capabilities" is now available in IoPP (member of WPO in USA) online bookstore.

Stephen McIndoe and Andrew Love write from the perspective of pharmaceutical and other healthcare companies, but their 200-page book is packed with insights and suggestions that are relevant to anyone who needs to implement sustainable packaging and labeling artwork practices as part of their company's business strategy-especially when regulatory considerations and changing global marketplaces enter the mix. More information visit www.iopp.org/bookstore.

Training program in India helps African participants

As one of the projects under the Indo-Africa Forum Summit, the Indian Institute of Packaging (IIP), a **WPO** member, facilitated a two week residential training programme on Fresh and Processed Food Products which was held between March 11-12. The training was sponsored by the Ministry of External Affairs, Government of India and implemented by the Ministry of Food Processing Industries, government of India. It counted with representation from six African countries as follows: Ghana - 9 participants, Rwanda - 4, Botswana - 3, Tanzania - 3, Kenya - 2 and Zimbabwe - 2 participants. The participants had diverse backgrounds from Food Technology, Packaging Design, Chemistry and Agriculture among others and were from both the private and public sectors.

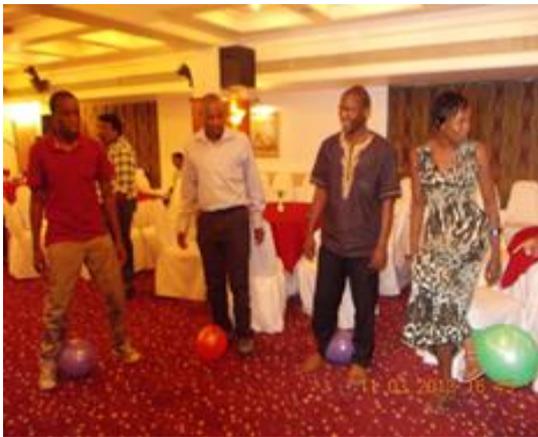
The course was structured such that participants were exposed to the various packaging technologies theoretically in class; they also visited a number of industries and had an opportunity to visit the Indian Institute of Packaging testing laboratories where they were taken through various testing methods of different packaging materials. The course also included preparation and presentation of country papers where participants were expected to give a write up on the packaging scenario in their countries and make presentations, competitive open quizzes as well as hands on projects. For the projects, the participants were grouped and tasked to develop packaging materials for various products e.g. cheese spread, cherry tomatoes and chocolate gift packs among others.



IIP lecturers at the welcoming dinner 1



Participants at the welcoming dinner 1



Fun games at the dinner 1



Fun games at the dinner 2



Class session 1



A visit to Perks Engineering 1



Perks Engineering 1



Open discussion session 1



Group project presentation 1



Group project presentation 2



Judges at the group project presentation 1



Group photo 1

From the Board

WPO decisions at Australia's meeting

Important decisions were taken during the first meeting of WPO in Sydney, Australia. The meeting was held at the same week as The Packaging Week, hosted by AIP (Australian Institute of Packaging), a WPO member, from May 6-9.

The main decisions taken during the Board Meeting were:

- support for packaging training to be held in China, Indonesia and through the African Packaging Organization;
- a Packaging Residential Training Program will be run in Mumbai, India, towards the end of October 2013. This program will be hosted by the Indian Institute of Packaging in partnership with IoPP USA and will be sponsored by WPO;
- the Brazilian Packaging Association (ABRE) will host the WorldStar Student Awards program 2014 and 2015;
- the board commissioned the investigation into updating a global packaging statistical review;
- in order to continue to make WPO a global reference on packaging, the new WPO website was launched during the Board Meeting; the offer made by Graphispack Association, in Spain, to host the WPO meetings, from November 4-8, was accepted.



Sad news from Ukraine

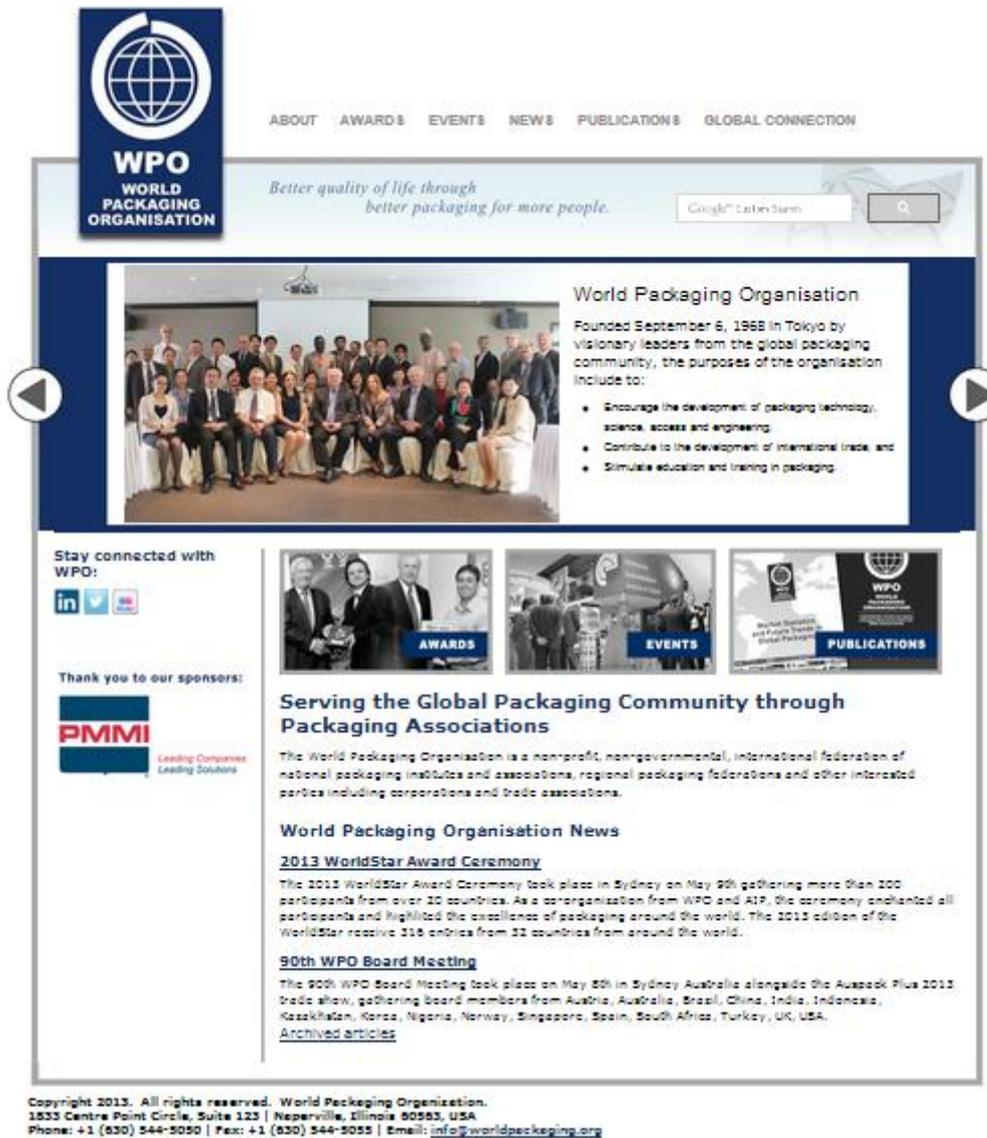
On May 10, Alexander Galkin, head of Ukrplastik, passed away. Ukrplastik is a very active member of Club Pack, **WPO** member in Ukraine; in the last years 16 packages produced by the company were WorldStar winners. In 2012 Ukrplastik was appointed as one of the 20 European leader companies in flexible packaging.



Visit WPO new website!

During the first Board Meeting of 2013, **WPO** launched its new website, produced by Kellen Company as part of the plans of the Marketing & Communication Committee, coordinated by Luciana Pellegrino, from ABRE (**WPO** member from Brazil) and one of the Organization's Vice Presidents. With a modern visual and a rich content, the webpage

proposal is to become a source of information about packaging globally. Visit www.worldpackaging.org and send your comments to luciana@abre.org.br.



The screenshot shows the homepage of the World Packaging Organisation (WPO). At the top left is the WPO logo, a globe with the text "WPO WORLD PACKAGING ORGANISATION". To the right is a navigation menu with links for "ABOUT", "AWARDS", "EVENTS", "NEWS", "PUBLICATIONS", and "GLOBAL CONNECTION". Below the navigation is a search bar with the text "Google® Custom Search". The main content area features a large group photo of WPO members and a text box titled "World Packaging Organisation" which states it was founded on September 6, 1968 in Tokyo. Below this is a list of three purposes: "Encourage the development of packaging technology, science, access and engineering", "Contribute to the development of international trade, and", and "Stimulate education and training in packaging". To the left of the main content are social media icons for LinkedIn, Twitter, and Facebook. Below that is a "Thank you to our sponsors:" section featuring the PMMI logo with the tagline "Leading Concepts. Leading Solutions." To the right of the sponsors are three smaller images labeled "AWARDS", "EVENTS", and "PUBLICATIONS". The main content area continues with the heading "Serving the Global Packaging Community through Packaging Associations" and a paragraph describing the WPO as a non-profit, non-governmental, international federation. Below this is a "World Packaging Organisation News" section with two articles: "2013 WorldStar Award Ceremony" and "90th WPO Board Meeting". At the bottom of the page is a copyright notice: "Copyright 2013. All rights reserved. World Packaging Organization. 1833 Centre Point Circle, Suite 123 | Naperville, Illinois 60563, USA. Phone: +1 (630) 544-5050 | Fax: +1 (630) 544-5055 | Email: info@worldpackaging.org".

From the Editor

An inspiration from packaging

By Liliam Benzi



The AidPod for ColaLife™ has all the right components to become the packaging system that definitively demonstrates to the world that packaging can not only add value to consumers' lives, but it can actually save lives. Recently garnering the prestigious Diamond Award at the 2013 DuPont Packaging Innovation Awards, the AidPod is paradoxically simple and complex; and simultaneously life-giving and inspiring.

And inspired is exactly what DuPont Packaging Innovation Awards Lead Juror David Luttenberger,

CPP, was when he presented the story behind the AidPod package and project to his fellow jurors.

“In my nearly 25 years in packaging, I’ve never before seen a package with such a compelling back-story and with such positive and direct forward-leaning social, economic and health implications,” said Luttenberger, VP/Packaging Strategist for consumer insights research firm CEB Iconoculture.

Simon and Jane Berry are the co-Founder’s of ColaLife and the two of the key developers behind the AidPod. But it is ColaLife’s Public Health Advisor and Principal Investigator, Rohit Ramchandani, that explains the idea: “We started with the concept of using the empty spaces between crated bottles of Coca-Cola, in order to get essential medicines to remote and underserved areas where they are most needed.”

“In Zambia, we have locally adapted the Aidpod into the Kit Yamoyo, an anti-diarrhea treatment kit that co-packages the medicines needed to address this second leading cause of global childhood mortality”, continue Ramchandani. Proved the success, the team of ColaLife is now searching for recognition and support within the packaging industry to help raise awareness, garner collaboration and help open possibilities for the multi-sectoral partnerships needed to address global health challenges.

Through the non-profit fund raising organization, Global Giving, a registered 501(c)3 organization, David Luttenberger began a campaign and is asking individual packaging professionals, packaging suppliers, CPGs and retailers, brand and package design firms, packaging and allied trade associations, packaging institutes, or anyone compelled by the concept, to make a donation to the AidPod for ColaLife project.

“At this point, I haven’t set a financial goal for donations”, explained Luttenberger, who is volunteering his time and resources to the AidPod for ColaLife project, and who also has faith that the global packaging industry will step up in a big way. “I believe the AidPod is more than an award-winning packaging system. It’s a life-saving project that uses a revolutionary package and globally recognized distribution network to save lives. My hope is that this package will help sway consumer’s opinions about the enormous value packaging delivers to people around the world.”

To make a donation to help fund the AidPod project, access www.globalgiving.org/projects/colalife-aidpods-for-african-children. To learn more about the AidPod go to www.colalife.org.

Interview

New packaging courses in The Netherlands

Innovation and providing solutions are the key for success in the blister packaging industry

Inside WPO was authorized to reproduce the interview bellow, from A V P S Chakravarthi, Managing Director Ecobliss India, published in Modern Packaging & Design magazine. He explains the various trends in high-visibility packaging segment and the challenges faced by the industry in India.

From here on the reproduction of the interview.



Brief us about the pharma packaging industry in India.

Generally, there is no line of separation for general packaging industries that they belong to pharma packaging exclusively or otherwise. However, many packaging industries maintain their exclusivity while contributing towards the pharmaceutical sector. These can be individual or a combination of two more in segments such as blister packs, vials, tubes, caps and closures, flow fill seals, bottles for suspensions, tubes, blow moulded containers, thermoforming blisters, bulk drug containers in addition to the regular printed boxes, labels, flexible laminates and so on.

Although many of the above segments cater to non-pharma industries such as fast moving consumer goods, electrical/electronics etc, the packaging industries supplying to the pharma industries maintain their uniqueness because of the high standards they need to maintain. The pharma packaging industry in India is growing at about 15 per cent against an annual growth rate of about 5 to 6 per cent in western countries.

What are the various technological innovations that you have witnessed through the years in this segment?

While there has been a tremendous improvement in developing new drugs and new molecules, the packaging industry in India is still to catch up the pace of innovations that have happened in the very products they need to contain. However, there have been significant initiatives of late in packaging too.

The use of heavy drums, which contribute to massive transport costs when they are shipped empty to the manufacture industry, is minimised abroad. Polypropylene collapsible bags with corrugated board lining have been extensively used outside India for carrying bulk drugs or intermediates. This trend is now slowly being adopted in India as well. Similarly, packaging supplied to formulation industries has seen a dramatic development in the recent past to catch up with the global requirements. Smart packaging using radio-frequency

identification technologies is set to grow in the coming years with demand from the user industry.

India has also witnessed a radical change in the past one decade that is nothing but a dramatic improvement in consumer awareness and the quest to know more about the product. This has paved a new era in the primary packaging industry for pharmaceuticals to produce a better patient interactive packaging, unlike in the past.

As a prominent player in this field, what research and development initiatives have you undertaken over the years?

We understand that packaging is essential to capture that 'first moment of truth'. It only takes seconds for a consumer to notice a product on the store shelf. That moment presents an incredible marketing and selling opportunity. Nearly 70 per cent of all purchase decisions are made at the shelf. Nearly half of all packaged goods are sold without any additional marketing support. Although this statement may not be exactly true when it comes to pharmaceuticals, looking at the way the traditional medical shops have transformed into organised pharmacies, the above statement holds true for pharma packaging as well.

Innovation and providing solutions are the key for success in the blister packaging industry as well as to stay successful in the demanding and ever-changing market of blister and high-visibility packaging. It is our mission to stay up-to-date on key packaging developments related to blister and high-visibility packaging and share this knowledge with our customers in order to achieve breakthrough packaging solutions. Keeping in view the demand from the industry, Ecobliss has made considerable steps in developing senior-friendly, child-resistant, tamper-evident, patient-interactive packs and so on. All of these are at par with global standard requirements.

What are the key challenges faced by you in India?

Cost has always been the main

challenge for Indian pharma packaging producers. While the standards must not be compromised below global levels, pharma industries in general are not really prepared to spend at the same level in India. So it is always a regular challenge to balance both the factors. Second, like in the very industry (pharma) it is catering to, packaging is also witnessing imitations popping up.

The pharmaceutical field is highly demanding as compared to other sectors. One needs to be on his toes to constantly meet customer satisfaction. We need to update technologies on a real-time basis. In addition, we need to supply packaging for a highly complex US and regulatory market sales at affordable prices, not compromising on quality.

What is your idea of staying ahead in the pharma packaging market?

The development of new pharmaceutical products requires huge efforts and large investments. Therefore, it is of the utmost importance that the right packaging is designed around the product or drug in order to achieve sales targets, create brand awareness, improve patient compliance, defeat counterfeiting and make the packaging interesting so as to engage patients. We are a specialist in this field and offer a large variety of secondary consumer packaging.

What is your message to young entrepreneurs?

The initial stepping stone of success is always generating a great idea and having confidence and passion to transform the same into a reality. The current generation of entrepreneurs are far more clever and innovative than their predecessors. What we need is not to lose confidence in any kind of difficulty, and success will follow automatically. Initiating a new desire and working on it will always lead to success. However, being happy and having satisfaction in a position can be attributed to being successful. ■

World Star Ecology

WorldStar, Envase Estelar, Ecology, and Sustainability A View from Mexico

With great vision and enormous sense of responsibility, the World Packaging Organization, founded in 1968, celebrated its first award at the WorldStar Contest in 1970. Their love for ecology was already in their roots and consequently, so was the sustainability principle.

With low weight, low volume and low cost principles, they were already making an important contribution to the functions of containing and packaging which are to conserve, to preserve, and protect all kinds of products.

These principles continue to be vital to the philosophy of Sustainability by emphasizing the use of less natural resources to manufacture containers and packagings.

The story doesn't end here. We must add that for the past 20 years, we have been using the Sustainable and Ecological concepts of:

- Re-circulating: In the production plant recovering and reprocessing raw materials.
- Reusing: When the product is in the market and is used in different ways or applications.
- Recycling: Where the container is transformed into a different product.

For example, consider a bottle made of PET where the residues are crushed and are reprocessed at the plant. This bottle is reused if it is filled with other liquids and crushed and turned into polyester to produce clothing.

Evidently, not all material used as containers or packaging can benefit from this process but fortunately, there is the process of incineration which generates electric power and some monomers to produce polypropylene and polyethylene resins.

It is important to emphasize that lower weight, lower volume, lower cost, re-circulating, reusing, recycling, less energy consumption, and electric power generation make a great contribution to Ecology and Sustainability. In addition, the study of Life Cycle Analysis foresees the secondhand effects which must be considered when producing these containers and packages. Add simplicity and standardization to these basic principles which should be applied to every operation or production process and we have a more complete solution.

WPO, as well as other federations and associations, have promoted the worldwide Packaging Industry through The WorldStar competition which works as the ultimate goal for all the other packaging contests that have their own names in different countries. For example, "Envase Estelar" in México, sponsored by the WPO member, Mexican Packaging and Containing Association (AMEE), recognizes its industrial products and sends its entries to the WorldStar competition with the approval of its associates.

The impact of these national and international contests on managers' ecological conscience and responsibility has been enormous. Every year, since 1970, the WPO evaluates more than 300 participating products coming from countries all over the world, from developed and developing nations alike.

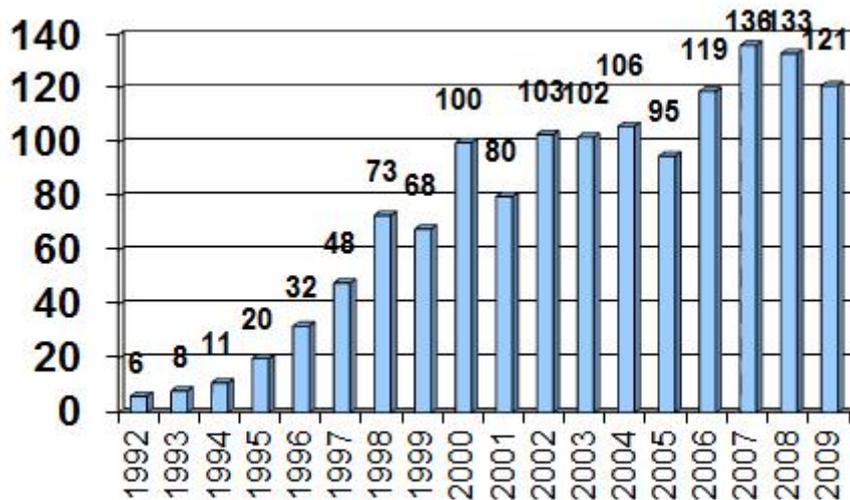
WorldStar results in other countries are important. For example: Argentina launched its "Estrella del Sur", similar to WorldStar, in the 70's. It was created by Dr. Henry Scholnik. Brasil has its own contest too. The "Envase Estelar prize" launched in Mexico in 1986 was highly successful and still has a close relationship with WorldStar from which they adopted the basic principles.

In just a few years, the container and packaging participants of AMEE's, Envase Estelar rose from 6 during the first year to 87 in 1989. In fact, a Mexican container produced by Celloprint (a vacuum multi laminated aluminum)

participated in 1987 in the Argentina Estrella del Sur and in the World Star contests during the same year and was rewarded by both.

In 1990, AMEE left WPO and the contest went down until the AMEE went back to WPO in 1996 and it resurged.

Envase Estelar Packaging Chart



The Sustainable Package Contest launched in 2009 by AMEE has had little growth because of being a complement to the Envase Estelar but is still indispensable.

Sustainable Package	2009	2010	2011	2012
Participants	9	7	5	

It's important to mention that Mexican business participation in Envase Estelar is significant and varied, having a great number of participants including Vitro, which has earned several WorldStar awards. They, along with other leading Mexican businesses, have dedicated themselves to keenly and effectively satisfy the Packaging Industry's Objectives for Ecology and Sustainability.

*By: Eduardo Cruz Prado
AMEE
México*

WorldStar

WPO announces WorldStar winners 2013

The ceremony to announce the winners of the WorldStar Awards 2013 was held on May 9th, during Auspack, in Sydney (Australia). The 2013 round of the WorldStars, the most important packaging award in the world, organized by **WPO (World Packaging Organization)**, brought in 316 entries from 32 countries from around the world. More than 227 people attended the awards ceremony.

Ralph Moyle, National President of the Australian Institute of Packaging (AIP), a **WPO** member, and host for the evening welcomed everyone to the event and Tom Schneider, WPO President congratulated not only the winners but

all those who had entered the awards, judging for which had taken place at the WPO's previous meeting in Singapore in November 2012.

During the ceremony, besides the winners in all the seven categories – Beverage, Electronic, Food, Health & Beauty, Household, Pharmaceutical & Medical and Other, **WPO**'s President, Tom Schneider, selected the President's Award winners. They were:

Gold - TalkPack (Wepak Walsrode GmbH & Co. KG - Germany)
Silver - MossPack (BossPack Co Ltd – South Korea)
Bronze - Folding returnable pallet for Drums (Sankyu INC. – Japan)

In the Sustainability Award category the winners were:

Gold - Loop Pallet (IPG Intelligent Packaging Group – Sweden)
Silver - Infini Bottle (Nampak Plastics Europe)
Bronze - Mount Franklin Easy Crush (Coca-Cola Amatil – Australia)

Marketing Award is a new category for 2013 and was given in memory of Dogan Erberk, an active member and vice president of **WPO**, from Turkey, who passed away in 2012. The winners were:

Gold - J & B Twister (**MW Creative - UK**)
Silver - Ice Pack (**DS Smith Polska – Poland**)
Bronze - Packaging for sunflower seeds (**Ukrplastic – Ukraine**)

High resolution pictures of the winners as well as the ceremony can be downloaded at www.worldstar.org. The next **WorldStar** judging is due to take place in November 2013 in Barcelona, Spain. For further information on WorldStar contact Rachel Books at rachel.brooks@iom3.org



WorldStar Student Awards

Entries are open until September 30th!

WPO's WorldStar Student Awards is an international packaging design competition for students from countries around the world to develop projects in the field of packaging design. Through publicity of WPO's global publications, student winners are provided the opportunity to gain professional acknowledgement and entrance



into a career as a packaging professional.

The coordination of the next edition of the Award is responsibility of IoPP, **WPO** member from USA, and entries will be accepted until September 30; the entry fee is US\$ 15. To ensure the project is able to participate in the competition, all items below must be submitted into the online system:

- One completed entry form for each entry, including "Detailed Description" and acknowledgement of the "Declaration of Originality".
- Payment of entry fees online with a Credit Card (MasterCard, Visa, American Express) by September 30, 2013.
- Uploaded PDF copy of the official notification of the entry's success in a registered national/multi-national competition for students. Full details of the competition category in which the award was achieved.
- Uploaded PDF copy of the Student ID or a confirmation letter signed by the School/University stating that the applicants have graduated within 2013, or fulfilling the conditions of the National Competition for Student.
- Uploaded two - three digital photographs of the entry- (PC, tif, tiff, jpg, jpeg, 300 dpi) showing a good representation of the package.
- Uploaded PDF of a 3D scaled model or computer aided design (CAD) picture of the package/prototype. Other supporting portfolio evidence showing the development of ideas and concepts.

This year WorldStar Student Award will test an exclusive virtual judging system that will take place from October 14th to 28th. The judging is based on degree of innovation (including conceptual and technical aspect); sales appeal/graphics in the target country; sustainability aspects relative to the target country; ease of processing/manufacturing; the extent to which to pack is fit for purpose and complies with the functions of packaging; overall impression.

The top three highest scoring entries will be named a *WorldStar Student Winner*. The next ten highest scores will receive *WorldStar Student Certificate of Merit*. A *WorldStar Student Certificate of Recognition* will be given to the remaining entries with a minimum score of 50% of the overall marks.

For more information contact IoPP at +1 630-544-5050 or e-mail dgriffin@iopp.org ou visit www.iopp.org. The organization of 2014 and 2015 WorldStar Student Awards editions will be a responsibility of ABRE, **WPO** member in Brazil.

Special Articles

Global Packaging Trends, an important achievement in Australia

*Ralph Moyle**

At Auspack Plus 2013, the AIP conducted the National Technical Forum with the theme 'Global Packaging Trends'. The seven international speakers, part of **WPO**, were leaders in their fields from USA, Austria, Indonesia, India, Brazil and South Africa.

The world cannot do without packaging was the core message from Tom Schneider (USA), President of WPO. Aligned with the Organization slogan - "Better Quality of Life Through Better Packaging for More People" - Tom reminded the audience that "as packaging professions we are making a difference, but it starts with education".

Jin Zhe (Jack) from the World Packaging Centre (China) spoke on the scale of the changes and future of the Chinese Packaging Industry. The value of the Chinese packaging industry was \$248 Billion in 2012 or 50% of the world's output and growing.

Dr. Johannes Bergmair of the Austrian Packaging Institute presented Packaging and Food Safety on a global level. This presentation was full of alerts to packaging and food technologists about the risks to Food Safety with the core being

“the problem is already out there”. There is relevant legislation in many parts of the world but there is little cohesion between them and they are not complimentary.

“Global Trends in Packaging in Indonesia and within the region” was the presentation from Ariana Susanti of the Indonesian Packaging Federation. Our nearest neighbour has geographical challenges of 17,500 islands and 250 million people, which affect the required packaging formats to serve its culturally diverse people with the limited supply chain resources. The radically changing retail environment provides another dimension.

Professor Narayan C. Saha represented the Indian Institute of Packaging and spoke on “Economical, Social and Ecological Aspect of Packaging and Indian Market Potential”. With a population 55 times Australia, diverse food habits, economic growth rates of 6.9%, an emerging middle class and booming retail market, India has addressed its ecological aspects across the country. Government controls on certain packaging formats are being applied. Rural India where 74% of the people reside is the “Challenge of Distribution – The market for the future”.

Luciana Pellegrino represented the Brazilian Packaging Association on the topic of “Packaging as a Marketing Tool – Global Approach”. The marketing strategy of a brand has to be materialised to consumers through its packages was the core message. For consumers, packaging and product are one single element that cannot be disassociated. Luciana’s last and most telling comment was about on-line references through the various media that has the most telling influence on buying decisions. Be online; be connected with the real world.

Keith Pearson provided the closing presentation on “Discovering the missing link – sustainable advances in the packaging supply chain” which was directed at all parties in the packaging to change the way we think and act. Food Waste due to buying more than we need or is not packaged appropriately is the real problem of sustainability with one third of global food production is lost or wasted annually. When coupled with the rising obesity rates underlie this problem. Good packaging saves food. Recycling is not waste but a resource of value. A fine end to a global review of packaging.

The AIP strives to be relevant to its members and the demands of the Australian Packaging Industry.

**Ralph Moyle is National President of Australian Institute of Packaging (AIP, a member of WPO).*

Innovation in packaging design

*By Pierre Pienaar**



Reaching consumers these days is difficult. No longer do traditional methods of advertising and marketing warrant the attention of consumers or their dollars. Business owners and advertisers alike, struggle to come up with creative ways to grab even the smallest bit of attention for their products. Creating an effective package design is one of the simplest and most cost effective ways to do this but requires ingenuity, creativity and the ability to connect with consumers.

Ingenuity

Let’s face it: consumers are not particularly open to changing their purchasing habits or experimenting with new products. Why fix it, if it isn’t broken? When introducing your product to consumers you have to display ingenuity in your packaging design. Consumers look for packaging that is visually pleasing and representative of the actual product. Your package should demonstrate your company’s ability to uniquely display your product through color, size or logos.

Creativity

Just as with people, packages that are different tend to stand out. Using unusual colours, containers, and catch phrases are all effective ways to catch consumer’s attention. You can reap huge rewards by using packaging design to market the same product to multiple target groups. Product packaging can give new meaning to the same product for

different consumers. It is important to note however, that creative packaging is no substitute for a great product. You don't want to be known for being all action and no satisfaction.

Connecting with consumers

Consumers will purchase products because of a perceived need for them. Therefore, your package design must demonstrate a fulfillment of a need of some sort, as well as the benefits of choosing your particular product. Your package should elicit emotion from your consumer, whether it is happiness, serenity, or even hunger. If there isn't a feeling of excitement or necessity, you can bet your product will remain on the shelf. Consumers like to feel that a company is in touch with their specific needs and offers them something special. You must connect with your target audience.

Your package design is your product's business card. For better or for worse your packaging design will be a significant deciding factor in whether or not your product is purchased.

Sustainability

Sustainability continues to be a **buzz word** and has become a major **factor affecting operations in packaging**. Considerations in this area are now a fact of life with **bioplastics and renewable resources** such as sugar cane being serious participants in the event. But, it seems consumers still require greater clarity around what sustainable really is.

We are increasingly interested in their personal impact on the environment and are demanding more from manufacturers; more from you and from me.

Australia's packaging industry needs to participate seriously in coordinated and cooperative efforts around global packaging sustainability and to develop some honest measurement tools for the manufacturing industry to consider.

While we wait for strong leadership in this field to come to the fore, **I challenge individuals** to make sustainability a serious consideration; no matter the area of packaging in which you're involved. I challenge you to ask your company what its stance is on sustainability and what its policy on this matter may be.

In the meantime we need to continue designing with the **3-R's in mind**, namely reduce, re-use and recycle:

Reduction ought to be considered in terms of light weighting and down gauging. Reduce the ullage in packs as well as reduce the flap area of the pack. This will reduce the amount of packaging material used.

Packaging designers should take into consideration potential changes in the distribution chain in order to balance package designs with the distribution environment. This will often result in good pallet utilisation.

Re-use refers mainly to domestic re-use for a range of purposes. Re-used by the consumer for the same or a similar purpose, e.g. woven polypropylene bags with handle can be used as a carry bag. These bags can also be used as building material especially in third world countries.

Recycle in terms of using both recycled materials for packaging end products and regularly using materials that are recyclable. The packaging is to be designed to assist recycling. Where recycling facilities exist it should incorporate the appropriate recycling logo to encourage consumers to recycle the package e.g. look alike packaging in different materials should be avoided.

If the packaging is designed for recycling it should be designed to be **easily compressed** to minimise the volume where possible. Where practicable **recycled material should be incorporated** in the packaging material. If and where practical, the packaging should use only **one material** or material which can be sorted, separated and reprocessed, using best economically appropriate technology. Plastic packaging should be clearly identified with the Plastics Coding System.

I found it interesting that at 2010 **Soccer World Cup** in South Africa that Brazil, Portugal and The Netherlands wore jerseys made entirely from recycled polyester, each jersey produced from 8 recycled PET bottles. Nike sourced discarded PET bottles from Japanese and Taiwanese landfill sites and then melted them down to produce new yarn that was used for the jerseys. This process saves raw materials and reduces energy consumption by up to 30% when compared to virgin material. Nike prevented nearly 13 million plastic bottles from going into landfill sites. This is just one example of what companies and individuals are doing out there in assisting our environment.

I would like to add another R: that of **re-filling**. Supermarkets are trialing machines that allow consumers to fill reusable pouches with fabric conditioner pumped from a 1000-litre container directly to the laundry aisle. What about cooking oil, fruit juice, shampoo? This could cascade to flour, sugar, cereals, etc. I look forward to watching this aspect.

**Pierre Pienaar MSc, FAIP is AIP (Australian Institute of Packaging) Education Coordinator. AIP is a WPO member. Contact him at educate@aipack.com.au or visit www.aipack.com.au.*

WPO: ready to become a platform on packaging references for the global community

*By Luciana Pellegrino**



For 5 years now WPO has been working on its marketing strategy on more consistent bases. The Marketing Plan of the Organisation established two main goals: i. build WPO's brand and values within its members, and ii. Build a strong relationship between WPO and the worldwide packaging community, aiming to be a global reference on packaging.

According to the marketing review presented during the Board Meeting in Sydney, a lot has been done so far to structure the Organisation profile, making it possible to launch the World Packaging Organisation as a substantial network to the packaging industry worldwide.

In the first case, WPO established the guidelines of usage of its logo and brand and launched a trimestral communication tool among its members – Packaging Institutes and Associations - and their own members – the Inside WPO Newsletter.

At the same time, WPO started to have a more regular communication with the global packaging press, through a PR service and through the social network LinkedIn. This group, that on May 2011 gathered 143 followers, has now-a-days around 2,000 packaging related executives from all over the globe.

WPO worked on its new institutional folder and in October 2012 participated at Pack Expo International – in Chicago, with its own booth, welcoming the visitants of the show to get to know better the Organisation, and welcoming its members that were visiting the show.

Step by step WPO is enhancing its communication with the packaging community. And finally, by launching its new website during the Board Meeting in Sydney, WPO is ready to achieve its greater goal: to become a platform of references on packaging for the international packaging community.

Our goal is to host key information that may support packaging professionals and business around the world, aiming to promote the industry growth's and the development of packages worldwide for better quality of life.

Everything we have accomplished so far is thanks to all members efforts, and to our partners on an effective collaboration atmosphere. And we expect to move on together for this great objective.

We invite everyone to visit our site www.worldpackaging.org and make use of WPO's network and information available. And to give us your opinion so we can keep on assisting the global packaging community.

**Luciana Pellegrino is Vice President of Marketing of WPO and Executive Director of ABRE (Brazilian Packaging Association), a WPO member.*

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