



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



## INSIDE WPO

The Packaging Community Around the World

### President's word

#### A promising year for WPO



From January 28th to 31st, I had the distinct pleasure and honor of attending and participating in an outstanding packaging conference in Mumbai, organized by the Indian Institute of Packaging, a WPO member. The conference, called International Summit for Packaging Industry had a theme of *Emerging Trends in New Generation Packaging*. Attendance was in the range of 500 people, mostly from India, but some from as far away as western Europe, Saudi Arabia and even North America.

This was a first-class conference that was full of fresh ideas, discussions about new technology and some very interesting discussions about the philosophy of packaging. In particular, the presentation from Suresh Gupta, Chairman and Managing Director of Huhtamaki – PPL (India) was very thought provoking; the subject was "Packaging with Responsibility". I wish that all of our members could have heard what he had to say.

On the technical side, Joe Hotchkiss, Director, School of Packaging, MIT (Michigan State University), gave an informative dissertation on "Nano Composites in Flexible Packaging". Sanjay Kr. Chattopadhyay, Head of the Laboratories Division for IIP, gave an interesting case study on the "Importance of Packaging Quality and Reliability" from a package development and testing perspective.

While I recognize how tough it is to organise such a great conference, it is unfortunate that this one only occurs every two years. I recommend that when the next one is offered in 2015, WPO members consider attending. Our colleague, Professor N.C. Saha, has proven to be quite capable of creating a truly meaningful conference. I congratulate him and all of his IIP colleagues for their outstanding effort.

I also had the opportunity of visiting ACG Worldwide in Mumbai. They are the second largest manufacturer of empty hard capsules in the world and have been serving the pharmaceutical industry for five decades. Their attention to high quality and vertical integration gave me a new perspective on the level of manufacturing sophistication in India. Many thanks for my host in this visit, Ajit Singh, Chairman of ACG.

Well, it's the beginning of another interesting and, I hope, exciting year for WPO. Our first meeting of 2013 will be in Sydney, May 7-10. The WorldStar ceremony will take place on the evening of May 9. Our hosts, the Australian Institute of Packaging (AIP), partnered with Australian Packaging and Processing Machinery Association, are working hard to produce an excellent program, including a technical forum. I hope all WPO members will be able to attend. Our second meeting of the year will take place in Barcelona during the week of November 4, hosted by Graphispack.

Finally, I have been watching emails fly around over the last few days among several WPO members. Our colleague and member, Soha Atallah, Director of LibanPack in Beirut, put out a request for more information about best practices or guidelines on packaging for fresh agricultural products. She has received several helpful replies from all over the world, including Brazil, Austria and the USA.

This kind of cooperation and free exchange of information is what WPO is about and it is great to see it in action. Let's talk more in Sydney about how we can nurture this kind of information sharing on a regular basis.

See you in Sydney!

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



*Conference on Emerging Trends*



*Professor N. Saha with Dr. Purandeswari, Minister of State for Commerce & Industry, Government of India*

## Events

### Image & Print Congress in Spain

Asociación Graphispack, a WPO member, and Fira de Barcelona are organizing Image & Print World Congress together with graphispag.digital and Sonimagfoto & Multimedia trade shows. The congress will be held from April 17th to 20th in Fira de Barcelona and will present trends, innovative techniques and ideas, image solutions and printing, etc.



The event aims to inspire ideas and emerging businesses based on the revolution of graphic and visual communication. It will also help sectors affected by the technological change, economic crisis and the obligation to provide a response to new users who demand customized graphic products. 30 global experts will identify the areas in which printing and imaging have a great potential to grow. More information visit [www.graphispack.org](http://www.graphispack.org).

## Global Packaging Trends in Australia

The Australian Institute of Packaging (AIP), a member of WPO, will organize its biennial National Technical Forum alongside AUSPACK PLUS 2013, on May 9th, in Sydney. With the theme 'Global Packaging Trends', the event will count with international speakers from the World Packaging Organisation (WPO), including its President, Thomas Schneider. Other relevant speakers are Patrick Farrey (USA), Keith Pearson (South Africa), Luciana Pellegrino (Brazil), Johannes Bergmair (Austria), Ariana Susanti (Indonesia) and Narayan Saha (India).

For more information visit [www.aipack.com.au](http://www.aipack.com.au) or send an e-mail to [info@aipack.com.au](mailto:info@aipack.com.au).



## Luxe Pack Shanghai with record of exhibitors



From April 23rd to 24th, Luxe Pack Shanghai will be held at Shanghai International Convention Center. This sixth edition will host a record number of exhibitors: 32% more than the previous edition in 2012. 120 of the most creative packaging manufacturers will be presenting their innovations and expertise to a targeted audience of brand decision-makers. 70% of these manufacturers are from Asia and 30% are from Europe and the USA.

They have all been selected for their creative packaging concepts: boxes, raw materials, bottles, design agencies, labels, samples, design, bags, ribbons, pumps, racks....

A wide range of glass, plastic, paper, cardboard, metal and cloth packaging expertise and applications will be offered to visitors, proposing solutions for all sectors of activity: perfumes and cosmetics, liquors and spirits, fine food, watches and jewellery, teas, fashion and accessories and tobacco. For more information, visit [www.luxepackshanghai.com](http://www.luxepackshanghai.com).

## Symposium on sealing technologies and materials

International Packaging Institute, from Switzerland, will accomplish on April 10th and 11th the symposium Advanced Sealing Technologies & Materials in the University of Dresden. The event will explore topics around innovative sealing technologies and solutions as well as new developments and solutions in the field of sealants and materials adapted for sealing processes ensuring high quality and reliability in sealing processes.

Participants will gain a thorough insight into current technologies and solutions provided by seal equipment and sealing materials. The symposium is targeted at people working in companies packaging food, pharmaceuticals or commodities - R&D, quality management, production as well as project managers at machine manufacturers and R&D and application engineers from manufacturers of packaging materials. More details on [www.ipi.eu](http://www.ipi.eu).

## Cropak 2013 in Croatia

# CROPAK

The Institute of Packaging and Graphic Arts Tectus, a WPO member, is organizing the Fest. A Cropak from June 13-14 in Donji Kraljevac in Croatia.

The event will include a conference, consisting of two modules: Trends in Packaging Industry and EU Legislation - taking into consideration accession of Croatia to the European Union- and Packaging and Sustainability. Award ceremony of Cropak and Regpak for best packaging on Croatian and regional markets will also take place at the festival. This year marks the 10th jubilee of the Award. More information on [www.ambalaza.com](http://www.ambalaza.com).

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## Around the world

### Entries for Liderpack Award, in Spain, are open

Asociación Graphispack, a member of WPO, and Hispack Exhibition have just launched their new Liderpack Awards to find the most innovative Spanish packaging, packing and advertising elements of sale during 2012. With a new image, which contributes to internationalize the quality of packaging and point of purchase (POP) made in Spain, the improvements introduced by Liderpack in the registration process facilitate the participation of a greater number of projects.

Packaging and packing manufacturers, label printers and coding elements manufacturers, POP companies, designers, advertising agencies and branding, as well as brands that have implemented improvements in packaging and in the POP of their products, participate in this competition. Students and schools compete in the category "Young Design", and all projects must have been manufactured in 2012 and first quarter of 2013.

The jury is composed by professionals and experts in different areas of the packaging industry, design, logistic, marketing and advertising; judgment procedure will take place in April. The winners will represent Spain in WorldStar, organized by WPO and the winners of "Young Design" will be able to participate in the WorldStars Student. For more information visit [www.graphispack.org](http://www.graphispack.org).



### 2012 results of packaging industry in Brazil

According to the recent study accomplished by Fundação Getúlio Vargas (FGV) to ABRE, the production value of the Brazilian packaging industry in 2012 achieved almost US\$ 25 billion. However, the physical production decreased 1.19% in spite of the expansion of 1.6% in the second semester in relation to equal period of 2011. The results of the sector reflect the widespread fall in the five packaging sectors analyzed. Wood packaging sector registered loss of -



10.20%, followed by glass with -5.69%. Metal and paper, paperboard and cardboard registered smaller losses of, respectively, 1.13% and 0.97%. The plastic packaging sector ended 2012 with an increase of 0.44% recovering the negative performance of the previous year.

In terms of production value, plastics also continue to have the largest participation (37.08%), followed by cellulosic sector with 34.47% added the sectors corrugated paperboard with 18.75%, cardboard and paperboard with 9.50% and paper with 6.22%. Metal sector ended 2012 with 16.79% and glass with 4.65%.

The number of jobs practically tied in the comparative 2011 and 2012, closing the year with 224,811 jobs. The trade balance of the sector keeps with deficit: US\$ 498 million exported against US\$ 853 million imported.

The main customer of the industry, the food sector, registered a fall of 2.09%. Among the other sectors, soaps, detergents and house cleaning products registered the best performance: +3.32%. Beverage and pharmaceuticals were also positive with, respectively, +1.32% and +0.52%.

Salomão Quadros, coordinator of the study from FGV, suggests an "optimism with caution and a moderate expansion in the next 3 to 6 months". He foresees a growth of 2% for the sector in 2013 in case the uncertainty of the directions of local police for economy is reduced. "But if the inflation does not reduce, we can close with an increase of 1.5%."



## **IoPP licenses online course in Kenya**



The Institute of Packaging Professionals (IoPP), a member of WPO in USA, has signed an agreement with the Institute of Packaging Professionals-Kenya, another WPO member, to license its new *Fundamentals of Packaging Technology* online course and make the comprehensive packaging training program available to IoPP members in Kenya, and other countries in the region.

Program funding will begin immediately and will be provided by corporate sponsors to offset costs for participating Kenyan students. Among the first sponsors to contribute will be IPACK-IMA Spa. This funding will cover the program costs for the first 10 student enrollments.

IoPP-Kenya will offer online packaging education to its local members using IoPP's existing e-learning platform. The online course, available at [www.iopp.org/elearning](http://www.iopp.org/elearning), consists of 41 downloadable, prerecorded modules and 27 hours of learning on all the major areas of packaging. The online course can lead to the Certified Packaging Professional (CPP) designation through the Institute.

Additional program support is also coming from the Staples Foundation. Companies interested in supporting the sponsorship program should inquire at [info@iopp.org](mailto:info@iopp.org).

## **The Netherlands discusses packaging paradox**

On March 5th, the world's leading scientists and business leaders joined to discuss the packaging paradox during the 2nd World Seminar on Accessible and Inclusive Design in Packaging. By paradox it means that packaging must protect and secure the product during its travel towards the end user (consumer), but should also allow the safe and easy use of the product at the point of use (consumption).

There were speakers from Japan, Korea, USA, Germany, the Netherlands, UK, France and Sweden that covered accessible and inclusive design for packaged products like soft drinks, pharmaceuticals, medical devices, food and dairy products and consumer electronics. The aim of this unique seminar was to create new pathways for more inclusive and accessible products by innovative thinking, to the benefit of mankind.

The seminar was hosted by Netherlands Packaging Centre (NVC), a WPO member. For more information visit [www.nvc.nl](http://www.nvc.nl).

## **Packaging award in Argentina**

The Argentine Packaging Institute (IAE), a member of WPO, acknowledged the best designs in the Argentine packaging industry through the Estrella del Sur Awards, which were given away during its annual dinner. Olibó olive oil received the Golden Estrella del Sur Award in the Food category as well as the people's choice award, determined by vote during the latest Envase/Alimentek show.

There were 69 packaging items submitted by 17 participating companies. Candidates were sorted into eight categories: food, beverages, personal care, medicines, cleaning and household items, promotional packaging, secondary packaging and bulk packaging. The prizes totaled 17 awards and 20 special mentions. All winners are enabled to represent Argentina at the WorldStar Awards, organized by the World Packaging Organisation (WPO).

The Packaging sector in Argentina grew by 6% in 2012 due to a global sustained consumption, since the packaging industry tends to grow on a par with consumption. This sector joins around 3,500 companies, 80% of which are SMEs and currently uses 80% of its capacity. Turnover in 2011 was estimated in about US\$ 6 billion (roughly 1.5% of GNP).

To view all the winners please visit [www.packaging.com.ar/estrelladelsur2012](http://www.packaging.com.ar/estrelladelsur2012).



INSTITUTO ARGENTINO DEL ENVASE



## **AmeriStar winners at EastPack**

The Institute of Packaging Professionals (IoPP), WPO member from USA, announced that the winners of the AmeriStar Package Awards Competition will be honored during a ceremony at the June 18-20 EastPack conference and exposition in Philadelphia. Since 1945, this annual competition has recognized the most innovative packaging in frozen, refrigerated, and shelf stable foods; alcoholic and non-alcoholic beverages; drug & pharmaceutical; cosmetics; electronics; health & beauty aids; household products; industrial/commercial products; medical devices; promotional/display; private label; and other categories.

Launched in 1985 and now produced by UBM Canon, EastPack is the most comprehensive packaging trade show on the East Coast, and a core component of a comprehensive integrated manufacturing event that includes Medical Design & Manufacturing (MD&M) East, Automation Technology Expo (ATX) East, Atlantic Design & Manufacturing, PLASTECH East, Pharmapack North America, and Sustainability in Manufacturing.

AmeriStar winners are able to participate in WorldStar Award, the major global packaging competition, organized by WPO. For information on the IoPP competition visit [www.iopp.org](http://www.iopp.org).



## Croatia focus packaging on marketing mix

Institute of Packaging and Graphic Arts Tectus, WPO member in Croatia, organized the one day conference "Packaging as the 5th Element in Marketing Mix", last December in Zagreb. The event demonstrated that the 4P marketing model (Product, Price, Place, Promotion) has become a 5P model, with packaging officially becoming an inevitable link in achieving market success.



The goal was to show packaging as an efficient marketing tool from all the aspects through important topics, which included lectures by numerous specialists. They presented important factors for creating successful packaging – reason versus emotion while deciding on buying a product, packaging design as an emotional trigger while choosing a certain product, how packaging determines price of a product and how to use this fact to increase your profit, digital printing contribution to marketing of leading world brands. More information on [www.ambalaza.com](http://www.ambalaza.com).

## Packaging dresses exhibitions

Tectus, from Croatia, also accomplished the educational project "Packaging-Product-Consumer-Environment" through an exhibition of dresses made from packaging materials named "Buttoned-up by Scotch Tape". It took place in June 2012 at the most visited Croatian shopping center in Zagreb. There were featured 13 dresses, made from different packaging materials; all produced by well-known Croatian fashion designers.

The same project was presented during January and February at the atrium of a shopping center in Belgrade, Serbia. This occasion, dresses were made from packaging materials of Serbian packaging and were designed by famous Serbian fashion designers. Each dress was accompanied by a text about the product and its packaging material, packaging labels, environmental protection, designer. The purpose of the text was to educate and inform consumers about the packaging material which the dress is made of, as well as promote the brand. It also emphasized the importance of packaging as an inseparable part of a product. More information on [www.ambalaza.com](http://www.ambalaza.com).



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## Country Report

### The performance of Hungarian packaging industry in numbers

The Hungarian Association of Packaging and Materials Handling (HAPHM), a new member of WPO, prepared the statistical analysis of the Hungarian packaging industry in 2012.



According to the data of Hungarian Central Statistical Office (HCSO), in 2011 the packaging industry has grown by 4.4% in value. This pace of growth is far less than we have experienced during 2010 (16.3%) and also smaller than the average Hungarian industrial growth of 5.4%.

In volume, the Hungarian packaging industry has decreased by 4.7% in 2011 but this data is based only on expert estimation because HCSO database does not contains data reflecting to this point.

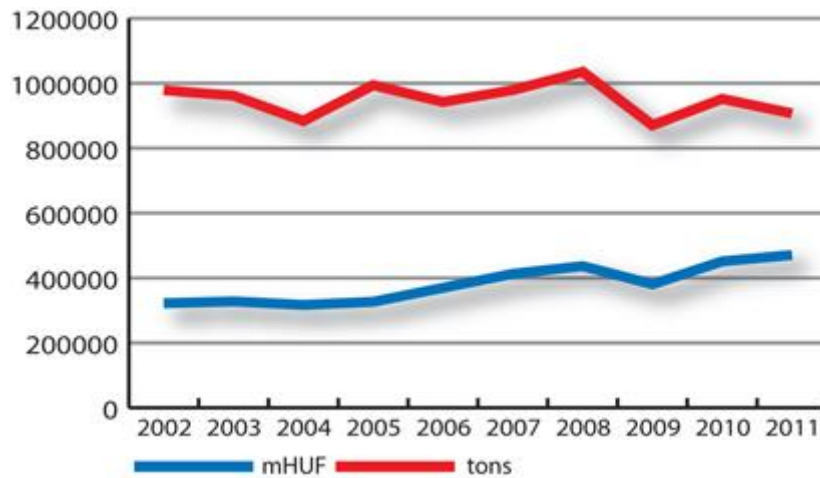


Figure 1. Total packaging materials consumption in Hungary between 2002 and 2011 in value and in volume

The packaging materials consumption of different packaging materials is shown by Figure 2 in value and Figure 3 in volume. The highlighted period of time is 2002-2011 which allows to overview the evolution of ten years.

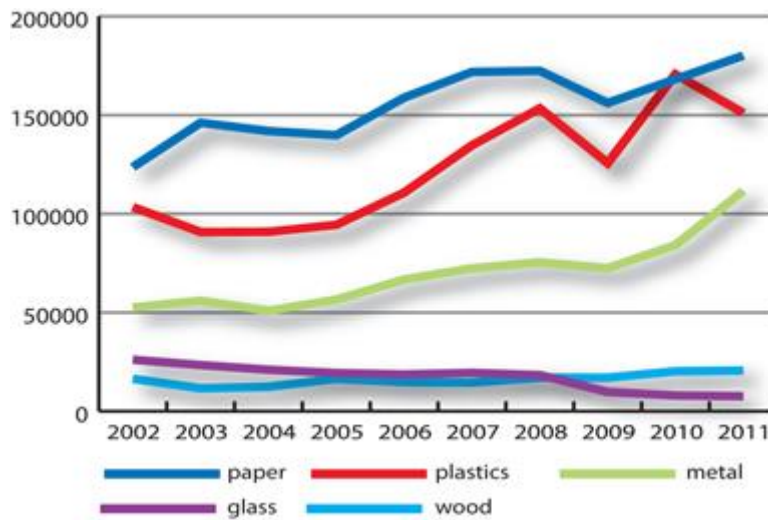


Figure 2. Hungary's packaging materials consumption of different packaging materials between 2002 and 2011, in value

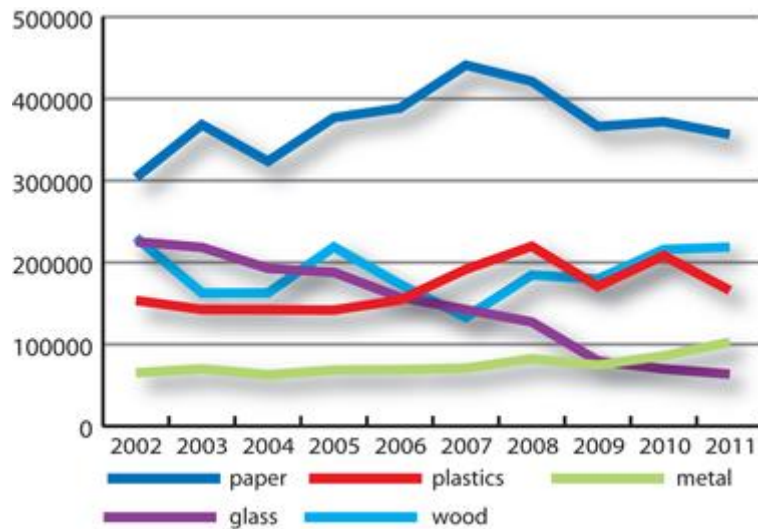


Figure 3. Hungary's packaging materials consumption of different packaging materials between 2002 and 2011, in volume

In terms of materials, paper appears as the most important packaging material, both in value and volume. In 2010 the use of plastic packaging has reached – in value – the level of paper but in 2011 the trend turned back and plastic packaging usage was similar to that in 2008. The growth pace of these two packaging materials was almost parallel in the last ten years. The leading role of paper and plastic as packaging materials correlates with the international trends.

It is important to point out the intense growth of use of metal packaging materials – also in value. Regarding the wood packaging materials the trend, in value, seems to be steady, but in volume, after a short relapse, shows a moderate growth in volume since 2007. In glass packaging there is a slow and steady decline in value and a more intense decline in volume.

In case of paper packaging materials, national production dominates and import exceeds the level of export. All the three areas (national production, import, export) are growing, and export and import show a flat tendency (Figure 4 and 5).

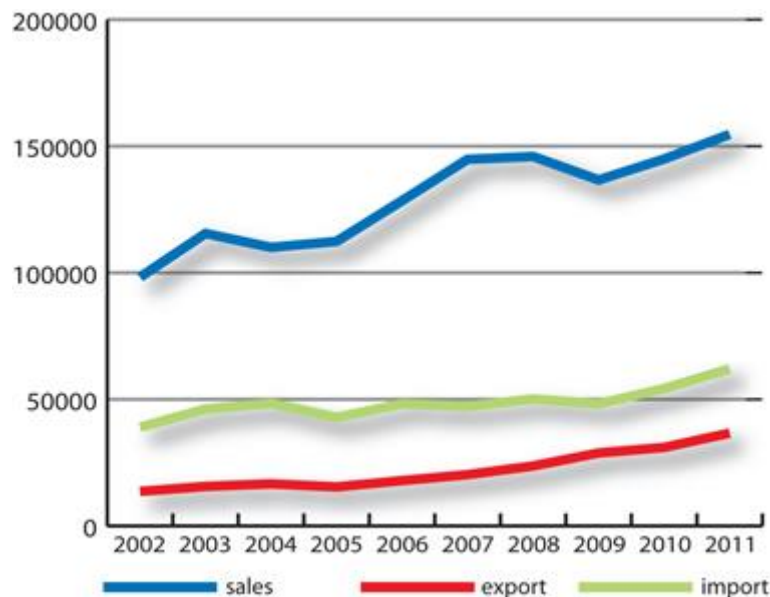


Figure 4. Turnover of paper packaging materials between 2002 and 2011, in value

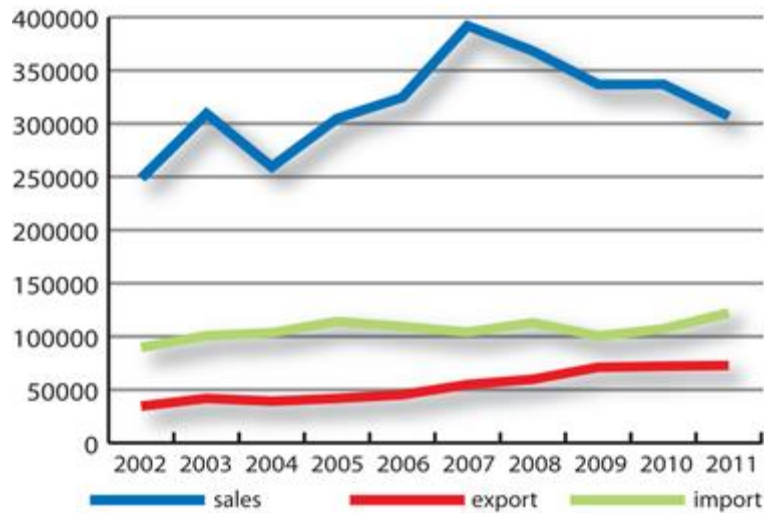


Figure 5. Turnover of paper packaging materials between 2002 and 2011, in volume

Distribution of paper packaging by types is the following according to statistics:

- corrugated board products: 55%,
- cardboard boxes: 32%,
- paper sacks, bags: 6%,
- traditional labels: 3%
- self-adhesive labels: 2%
- corrugated paper: 2%.

Differentiating labels amongst packaging materials is new in the statistical data. The leading packaging materials – corrugated board and cardboard boxes, paper sacks, bags – show similar shares as in the past years.

Plastic packaging materials have endured – both in value and volume – the largest decline in 2009. In 2010 this tendency changed, turnover data in value broke a record but those in volume show a consolidate growth. In 2011 level of usage decreased both in value and volume in comparison with 2010, however data are better than they were in the worst year, 2009. The level of export shows a steady growth in the last ten years.

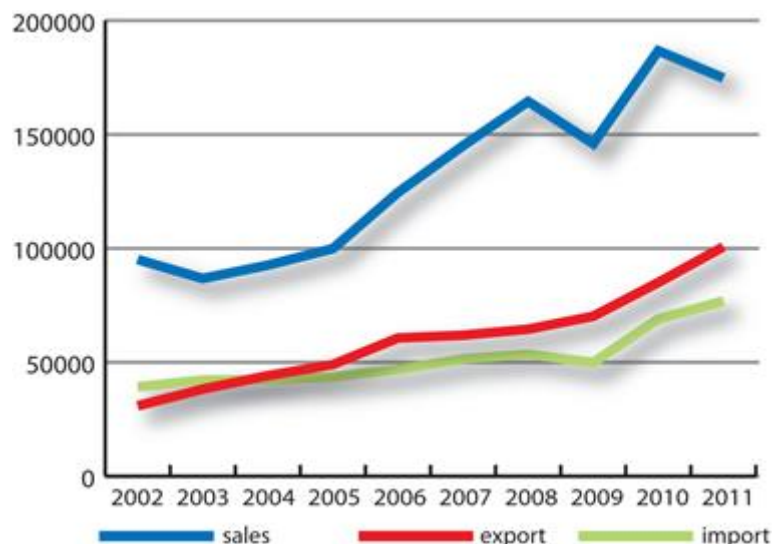


Figure 6. Turnover of plastic packaging materials between 2002 and 2011, in value



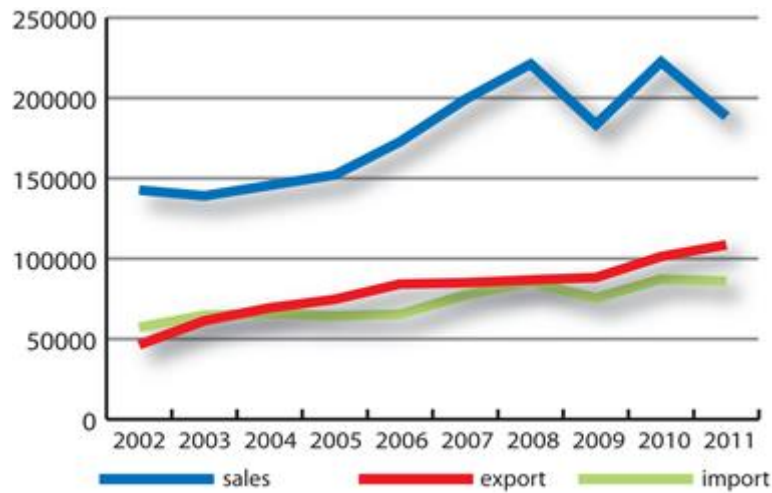


Figure 7. Turnover of plastic packaging materials between 2002 and 2011, in volume

Distribution of plastic packaging by types according to statistics is:

- bags, sacks: 30%,
- boxes, crates: 10%,
- bottles, ballons: 22%,
- other: 38%..

Last year's data were based on value share. That is why we cannot compare 2010 and 2011. However the tendencies are similar. This year data of closures is missing.

Looking at the turnover of metal packaging materials we can see diverse tendencies. According to value data, since 2004 import exceeds the national production, however, during the analysed ten years, in volume, homeland production always dominated the import. In 2011 both export and import increased intensely. This packaging material was the less affected by the crisis started in 2008, which is probably caused by its role in packaging final consumer goods.

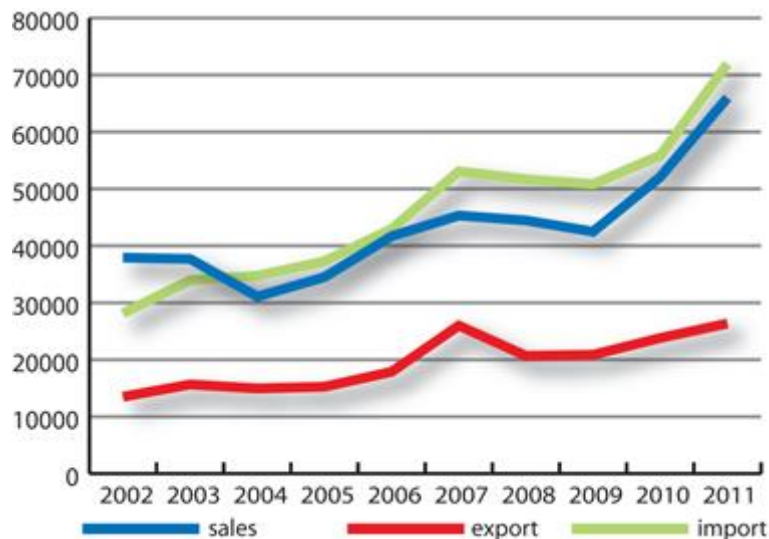


Figure 8. Turnover of metal packaging materials between 2002 and 2011, in value

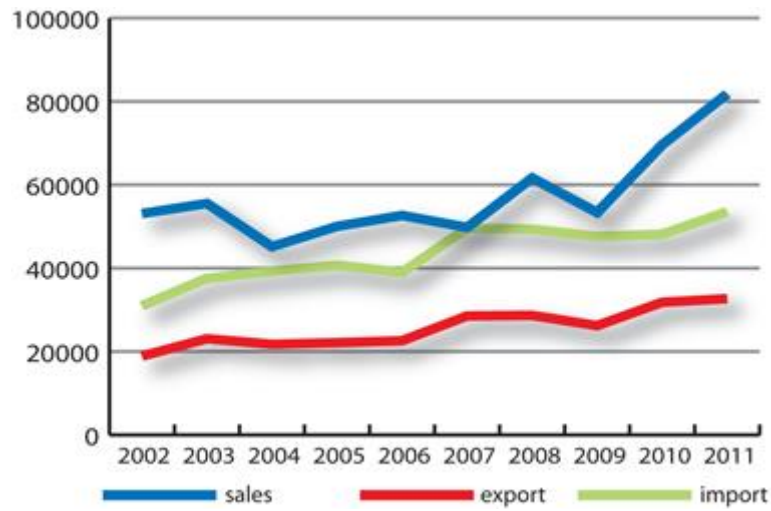


Figure 9. Turnover of metal packaging materials between 2002 and 2011, in volume

Distribution of metal packaging by types according to statistics is:

- steel barrels, drums: 19%,
- steel cans: 54%,
- aluminium packaging means (including aerosol bottles): 21%,
- crown corks: 6%.

In case of glass packaging materials, 2011 is a turn point regarding value data. Export, import and national production also have grown but not in the same pace that is why the total national consumption of glass packaging materials has decreased.

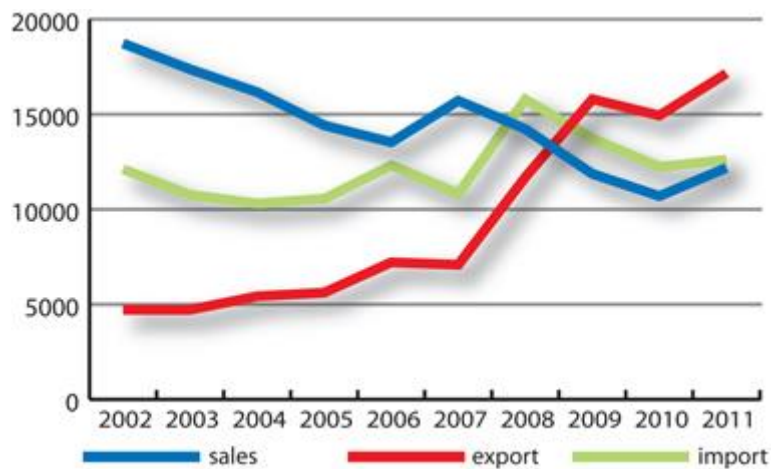


Figure 10. Turnover of glass packaging materials between 2002 and 2011, in value

A similar growth tendency can be seen in the volume data as well, while import has moderately decreased.

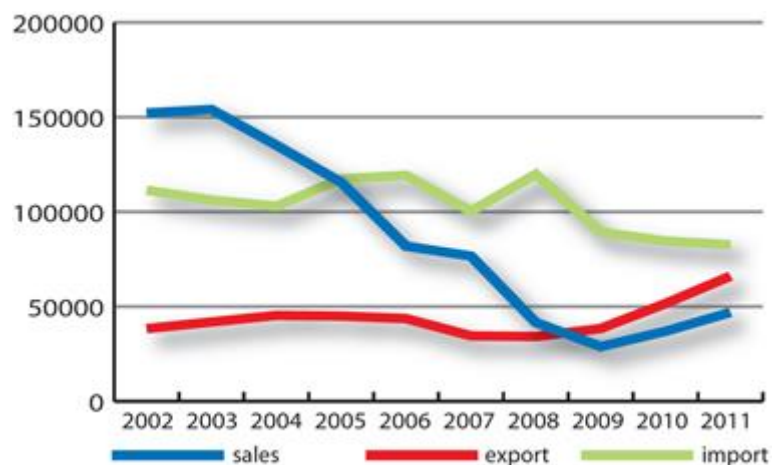


Figure 11. Turnover of glass packaging materials between 2002 and 2011, in volume

In case of glass packaging materials, due to the low number of manufacturers, HCSO does not publish detailed data for confidentiality reasons.

Analysing the turnover of wood packaging materials - both in value and volume – all sales directions show growth since 2009.

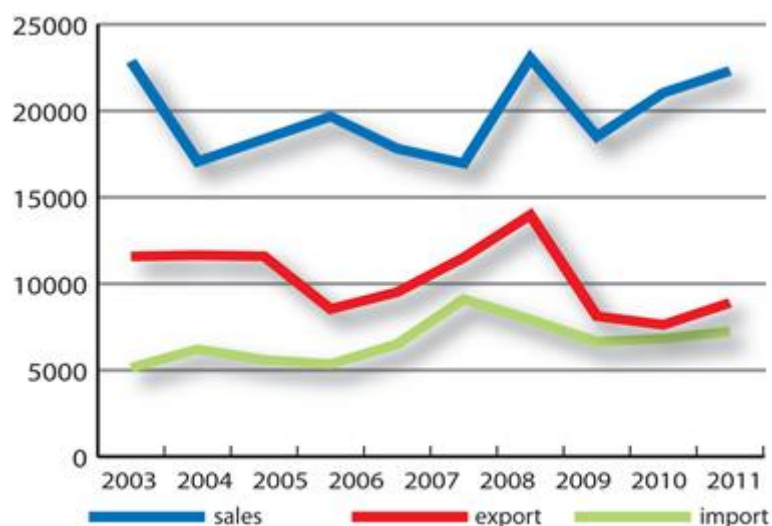


Figure 13. Turnover of wood packaging materials between 2002 and 2011, in volume

Distribution of wood packaging by types according to statistics is:

- pallets: 67%
- barrels: 12%,
- boxes, drums: 18%
- cable box: 3%.

Similarly to the previous year, in 2011 the share of pallets is almost the same while the share of boxes and cable boxes increased by 3% (last year these two packaging categories were not distinguished). The national packaging means consumption depends on the performance of the national economy, moves together with it but usually with time delay.

**More information on this study contact Miklós Nagy, Secretary General of Hungarian Association of Packaging and Materials Handling (HAPMH) at [nagym@csaosz.hu](mailto:nagym@csaosz.hu) or visit [www.csaosz.hu](http://www.csaosz.hu).**



## **From the Board**

### **Meetings in 2013**

WPO's first meeting of 2013 will be in Sydney (Australia) from May 7-10. The WorldStar ceremony will take place on the evening of May 9. Our hosts, the Australian Institute of Packaging (AIP), partnered with Australian Packaging and Processing Machinery Association, are working hard to produce an excellent program, including a technical forum. The second meeting of the year is scheduled to Barcelona (Spain) during the week of November 4, hosted by Graphispack. Members will soon receive more information about both.

### **Global study on packaging statistics**

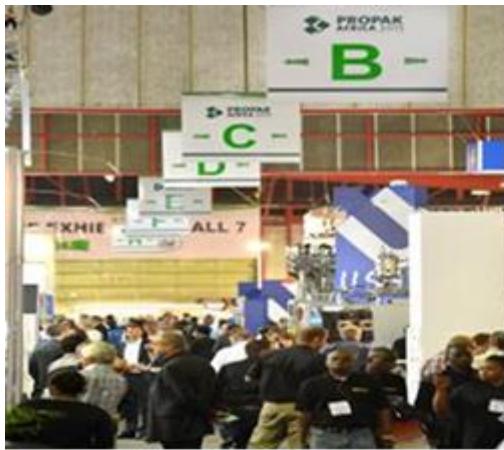
Johannes Bergmair, Director of the packaging institute in Austria - Österreichisches Forschungsinstitut für Chemie und Technik – a very active member of WPO, will be in charge of a Global Study on Packaging Statistics. The idea is to join the most important statistics on the packaging industry worldwide to be used by WPO and its members as a reference in their daily activities. The numbers will be also valuable to the press. Suggestions on this topic can be sent to Johannes by e-mail [Johannes.Bergmair@ofi.at](mailto:Johannes.Bergmair@ofi.at).

### **Exhibitions and publications on the webpage**

As part of the Marketing & Communications activities, the new WPO webpage, that is being created by Kellen Company, will count with two very important instruments to its members: a complete list of packaging exhibitions and packaging magazines around the world. The lists are responsibility of Soha Atallah, Director of Liban Pack, a WPO member, and Liliam Benzi, PR of WPO and editor of Inside WPO. Members are welcome to send suggestions to both lists. For the exhibitions list, please send information to Soha at [soha@libanpack.org](mailto:soha@libanpack.org) and for the magazines list to Liliam at [ldbcom@uol.com.br](mailto:ldbcom@uol.com.br).

### **WPO visits Propak Africa**

Keith Pearson, General Secretary of WPO, attended Propak Africa to view the latest the industry has to offer in new equipment, machinery, products and services. Together with co-located shows FoodPro, Pro-Plas Africa, Print Expo and Pro-Label Africa, the show took place at the Expo Centre, Nasrec in Johannesburg, from 12-15 March. There were over 525 exhibitors and international representation has increased substantially over the previous show in 2009, demonstrating the confidence the international market has in South Africa. In addition to the Turkey, French, Italian and Taiwan Pavilions, exhibitors are from the UK, USA, India, China, Argentina, Mexico, Korea, Australia, Spain, Belgium, German, Switzerland and individual companies from Turkey, France Italy and Taiwan.



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## Education

### Online packaging leadership course

The Institute of Packaging Professionals (IoPP), a member of WPO from USA, is offering a new online packaging leadership course through its Packaging Learning Center through a partnership agreement with Fastracq Corp., an educational management consultancy.

Packaging360Leadership will become the latest offering in IoPP's expanding suite of online packaging education courses, joining IoPP's Fundamentals of Packaging Technology course at [www.iopp.org](http://www.iopp.org). These online training programs recognize the value of packaging professionals' time. The courses are designed so people can select only the content they need and then complete the lessons whenever and wherever it's convenient for them, from the convenience of their computer screen. The new course will be available for download in six prerecorded modules, each approximately 90 minutes in length. The modules are:

- Mastering Packaging Convergence
- Mastering Supply Chains
- Mastering Your Customer's World
- Mastering Your Internal Value Chain
- Mastering Sustainability
- Transforming Your Packaging in 360 Days—A Structured Approach

Participants may purchase either the entire course or the first five modules individually. The sixth module, "Transform Your Packaging in 360 Days," applies all the principles learned in the first five modules. It will be sold only when purchasing the complete course.

Certificates of Completion will be available upon completing either individual modules or the entire course, and also passing an exam. The course also will award points toward a Certified Packaging Professional designation. The discussions are led by Dan Balan, global leader in supply chain innovation and a published author who has advised global companies such as PepsiCo, Frito-Lay, Tropicana, Motorola, Wm. Wrigley Jr. Co. and Pregis. As no extra charge, Balan will hold a twice-monthly online "packaging excellence hour," when he will lead live discussions about the Packaging360Leadership course content. These discussions will be available only to participants who have completed the entire course. More details on Packaging360Leadership visit [www.iopp.org](http://www.iopp.org).

## Student creative workshop in Croatia

**CROPAK** The Student creative workshop Cropak 2013, organized by Institute of Packaging and Graphic Arts Tectus, a WPO member, is a project currently underway, which will culminate, in May, at the Vetropack Straža glass factory d.d. Hum na Sutli where the best student work will be announced. This year's workshop will gather over 80 students from four higher educational institutions from Croatia and one from Bosnia and Herzegovina.

The topic of this year's workshop is redesigning labels and glass bottles for Vitinka mineral water from Vitinka A.D. Kozluk, a BiH company, which is one of the biggest and most important producers of mineral and spring water, juices and refreshment drinks in Bosnia and Herzegovina. The winning work will be nominated for WorldStar Student Award, from WPO.

## Special Article

### Opportunities for China – focus on Yangtze River Delta region

*By Jack Jin\**



Yangtze River Delta Economic Circle, including Shanghai, Jiangsu Province and Zhejiang Province, covers an area of 210,700 square kilometers. The Chinese Packaging Industry has grown from scratch and developed gradually for more than 30 years, which has resulted in China been the second biggest packaging nation in the world with the annually industrial output has been more than 1200 Billion Yuan (around US\$ 192.61 billion).

Shanghai is speeding up to be one of the centers of International Economic, Finance and Trade, and forming the Shanghai-centered Yangtze River Delta region with rapid economic development .

Packaging industry of Zhejiang Province has developed into an integrated packaging industrial system consisting of packaging equipment, packaging materials (plastic, paper, etc), printing and other packaging categories. In Wenzhou city there has been several great packaging industrial blocks with obvious advantages .

The Chinese packaging industry has developed quickly, but there are still gaps between China and developed countries in a variety of ways, quality, capacity of research and development. . At present, the local packaging industry is mainly small-scale enterprises, low-level development, low industrial concentration, lack of packaging products,



low quality and technology, low key product structure, import-dependent on the high-quality packaging equipment and raw materials.

Funding for packaging technology and R&D is very low, and this includes innovation and rate of packaging waste recycling as well. There are many private packaging companies which are small-scale and scattered all over China. This results in a weakened packaging industry in the rural areas. ”.

Thus, the next step in the development of the whole industry and developing packaging professionals. We need to walk the path of conformity development so as to solve the problem of the lack of professionals and scattered nature of the rural packaging companies. Green packaging will be the goal for the packaging industry in the 21st century. The development of e-commercial of packaging is overwhelming and companies are exploring suitable e-commerce models.

As the peoples' living standards are increasing, consumers require more products in the packaging. ; they ask for more elegant packaging which provides safety. According to packaging professionals' analysis, the packaging market will subject to increased competition in the future.

But packaging is a sunrise industry, so its rapid increase in output offers great prospects for the future. In the future, the demand for packaging will continually increase and will be in line with the strong economic growth of the country.

*\*Jack Jin is Director of World Packaging Center (APC/WPC), a member of WPO.*

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## Special Article

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

*By Eduardo Cruz Prado\**

With great vision and enormous sense of responsibility, the World Packaging Organization, founded in 1968, celebrated its first award at the World Star 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 World Star 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.

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.

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