



DECEMBER 2017 n° 33

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



W P O N E W S

The Packaging Community Around the World

President's Word

Packaging is important, but....

You and I know that already, much more than the average person.



In most of my speeches, across the globe, during the last several years, I finish with the following, "We know that there is no culture on Earth that can do without packaging. But too often, packaging is viewed, by many, as a problem. So, it is up to us to educate people everywhere to respect the purpose of packaging and teach them how to incorporate this tool into the process of building an ever more sustainable society. The World Packaging Organisation is truly dedicated to 'Better Quality of Life Through Better Packaging For More People.' "

As most of you may know, this "Message" is my last as President of WPO. My term ends in December. The WPO board of directors have elected a capable new leader, who will take charge in January 2018. I hope that Pierre Pienaar, from Australia, is as fortunate as I was. I am excited for the new leadership coming on board and I wish WPO great success for years and years to come.

The experiences that I have had over the last 14 years, as a WPO board member and last 6 years as President, are without equal. I am delighted to say that my wife and I have friends in more than 40 countries; we have walked on the

Great Wall, walked through the Kremlin and the Acropolis, stood on the Areopagus in Athens where Plato and St. Paul both spoke to thousands of people; toured the Blue Mosque in Istanbul and visited more cathedrals in Europe than I can remember. We have been on photo safaris in South Africa and Kenya; visited Prague Castle and the Gateway of India in Mumbai and the Temple of the Tooth Relic in Kandy, Sri Lanka, and the Tower of London too. I've even skied in Dubai, indoors of course.

I am grateful to the WPO Board and to all of my packaging colleagues for allowing me to have these amazing experiences and for allowing me to give something back to the packaging community that has given me and my family so much.

This has been one of the greatest honors of my life. Thank you, from my heart.

Thomas L Schneider, CPP

President

World Packaging Organisation

Pierre Pienaar - President-elect 2018 -2020

What a way to begin my term as WPO President!



A great opportunity of networking with other like-minded packaging people took place in Rio de Janeiro, in November 2017. This was the place for the 99th Board meeting of the WPO. It was also the venue of my inauguration as the next President of our organisation. After our wonderful time in Rio, I travelled to São Paulo and had the opportunity to meet with key stakeholders in the industry.

First up on Monday morning was a visit to Instituto Mauá de Technology where Prof. Cabral hosted Liliam Benzi and me. I learnt from this wise scholar who runs the first post graduate Packaging Technology degree in Brazil. The purpose of the visit was to forge a relationship with the University so that they can assist the WPO in providing packaging education into other sectors of South America. Thereafter, en route to Informa we had to stop off at the open Food Market, which was an education and introduction for me to Brazilian way of life on the streets.

Next was a meeting with Informa, the 3rd largest global fair/exhibition organisers where they briefed me on their excellent relationship that they enjoy with ABRE. The purpose of this visit was to gain a better understanding of their business, which markets they are in and in which countries they operate trade fairs. I am ultimately trying to create alliances with the major Fair Organisers globally.

The next day, Liliam drove me to CETEA Brazil based 2-3 hrs north of São Paulo in Campinas. Here I wanted to visit the key staff members at this research, innovation and testing facility, which has state of the art equipment and lacks nothing in technology. I also wanted to see their testing facilities so that ultimately the WPO can create a database of key stakeholders of such facilities globally. The in-depth tour was most informative realising the vastness and scope of what is possible. A great facility on the doorstep to all of Brazil.

In the afternoon, I visited the ABRE offices. Here I had the privilege and opportunity to meet ABRE's educational training team. This was a real bonus because it allowed me to exchange ideas and offer WPO training material to the Brazilian Education team. The time at the ABRE offices was special. Really wonderful to meet those that support Luciana and for

me to spend focused time with them as we mapped out the coming year. We covered a substantial amount of areas and was productive to the point where we both looked forward to a wonderful Brazilian dinner.

I flew home for a few days before leaving for India on the invitation of UBM, amongst others to attend the CPhI Pharma Week, in Mumbai. This is a very important event on the south Asia calendar. A big annual occurrence where UBM gave WPO significant exposure. Something that we need in this pharmaceutical sector.

I also had the opportunity to meet and interface in a CEO Forum with the top 30 pharmaceutical companies in India. This can only be beneficial for the WPO into the future.

May I take this opportunity to wish you all a wonderful Christmas, hopefully taking some time off to also spend with your loved ones. I wish you all the best for the New Year and look forward to my new role in WPO as I take the reins at the beginning of 2018 for the betterment of Packaging.

Best regards,

Pierre Pienaar

President-elect 2018 -2020

Around the World

Follow the last edition of 2017 of Croatian packaging magazine

Institute of Packaging and Graphic Arts, WPO member in Croatia, announced that the last issue of 2017 of its official journal Ambalaža/REGprint, includes various topics from packaging and graphic arts' industry in Croatia and worldwide. The readers have the chance to find out all the details from the WPO meeting in Brazil and who won the prestigious WorldStar awards for the best packaging solutions. This issue also features interesting interviews with Croatian, European and American experts from these industries, which describes future trends for the next years as well as a resume of 2017.



Brazil discusses new behavior and consumption trends



WPO member in Brazil, ABRE (Brazilian Packaging Association) is very active in promoting content events for its members. Recently, two big ones were accomplished. In one of them, the Packaging Observatory, speakers from Occhi brought up a

new consumers' concept: the sustainable natives. In other words it means people that feel naturally comfortable in a sustainable world. They are the result of a process that involves: change, trend, new behavior and creation of new values.

In this context, there are four big behavior trends: optimization, authenticity, socialization and ethic. Translated to the packaging industry, these trends turn into how packaging can help to organize food; can help to offer relevant information to consumers; can be more practical to be adapted to different routines; can be a tool for social connection and can create opportunities to connect people with common interests.

In another event, the Innovation Forum, ABRE discussed disruptive innovation. Basically it means "a product or service that creates a new market and change the competition that used to dominate it". Normally it is something simpler and cheaper than what exists or something able to satisfy people that had no access to the market before.

The expert Gil Giardelli pointed that it is important to be ready to destroy, in a creative way, what we have today and that the company must have its own strategy or will be part of someone's strategy. Besides this, the industry is dealing with a connected consumer that always does more things on line. For this reason, brands must generate interaction (talk with consumer), be focused on social media and talk (answer to possible questions and doubts).

NVC promotes a night at the Planetarium

Augmented Reality, Virtual Reality and Interactivity are rapidly advancing in the packaging world. Consumer behaviour is influenced via smartphone-apps, packaged product design is exploring totally new dimensions and even the remotest packaging equipment can now be supervised with help of VR by the central, highly qualified and 24/7 operational service and maintenance department. These and other amazing developments in packaging were shared on the 30 November 2017 at the unique 'NVC Night at the Planetarium' in Amsterdam, promoted by WPO member Netherlands Packaging Centre (NVC).

Striking solid Gold with packaging innovation, the evening was concluded with a kick-off presentation of packaging innovation contest De Gouden Noot 2018. De Gouden Noot is arguably the world's most competitive packaging innovation contest, famous for the solid gold walnut in its winner's trophy as a symbol of unsurpassed holistic packaging innovation. Registration for this 29th edition of the contest closes on 1 May 2018 or when the maximum number of 40 entries is reached. The Award Ceremony will take place on Thursday evening 22 November 2018 in the iconic A'DAM Tower in Amsterdam. The Award Ceremony is presented by the Belgian actress and TV personality, Francesca Vanthielen.

A program dedicated to women in packaging

WPO member, Australian Institute of Packaging (AIP), is pleased to advise that registrations are now open for the 2018 AIP Influential Women Mentoring Program. This is a new and improved AIP mentoring program for women in the industry using Gallup Strengths to discover your talents & how best to increase performance, productivity and passion at work. The Program will connect women in the packaging industry, using the latest technology no matter where they are located.



Participants will learn how to:

- develop their talents and find a leadership style that is authentic to them;
- surround themselves with a tribe of like-minded people wanting to amplify influence;
- have the right mindset for amplifying influence and regulating limiting self-talk;
- get clear on their values and how they impact decision making, relationships and the ability to get things done;
- position themselves as a leader in the industry that has influence and impact;
- improve their presence and ability to gain the buy-in of peers, leaders and stakeholders;
- diversify their networks and sure up their ability to 'future-proof' their career;
- have the confidence to speak up at the table and be heard.

For further information visit <http://aipack.com.au/education/mentoring-program/>

http://aipack.com.au/wp-content/uploads/2018_Influential_Women_Mentoring_Program_Flyer.pdf.

Foreign visitors breaking a record at Eurasia Packaging 2017



One of the most prestigious packaging fairs - Eurasia Packaging Exhibition - took place for the 23rd time in October 25-28, 2017, in TÜYAP Fair and Congress Center, in Istanbul (Turkey). The trade show, organized by local WPO member, The Turkish Packaging Manufacturers Association (ASD), and REED TÜYAP Fair Organization, attracted nearly 60,000 visitors, from 108 countries, and nearly 7,500 foreign visitors. The show had the support of 1,122 companies and company representatives, from 43 countries.

According to the organizers: "the target this year was North Africa". ASD President, Zeki Saribekir, stated: "We need new markets. That's why we have brought exclusive procurement committees from Morocco and Nigeria; our target was North Africa. We are going to continue to increase the market share that we have gained from gaining new markets from the world in the following years."

Saribekir also emphasized the importance of the Eurasia Packaging Exhibition for Turkey. "We continue in our aim becoming the package center of Eurasia. In Eurasia Packaging Fair this year we combined flexible and rigid plastic, glass, metal packaging, paper, cardboard, corrugated cardboard, wood packaging, packaging machines, label and other auxiliary packaging materials manufacturers and packaging designers. We hosted more than 1,000 procurement committees from Germany, Azerbaijan, Bosnia Herzegovina, Bulgaria, Algeria, France, Iraq, England, Iran, Israel, Italy, Lebanon, Macedonia, Egypt, Tunisia, Russia, Jordan and Greece. We foresee that Turkish packaging exports will surpass US\$ 4 billion in 2018."

Eurasia Packaging was also the occasion to announce the results of the 13th National Packaging Design Student Competition. Students from Istanbul Medipol University, Başkent University, Bahçeşehir University, Middle East Technical

University, Bilgi University and Erciyes University were considered worthy of awards from the 10 universities throughout Turkey; there were 18 finalists.

For more information, visit www.packagingfair.com.

Christmas' good action in Australia



WPO member, the Australian Institute of Packaging (AIP), in partnership with the Australian Packaging and Processing Machinery Association (APPMA) and the Supply Chain & Logistics Association of Australia (SCLAA), have spent their Christmas Party every year for the last seven years with a twist. The Members pack Foodbank hampers for people who need some assistance from their community at Christmas time.

In 2017 over 150 people packed 1100 hampers for Foodbank to provide to those in need during the holiday season. The hampers included 800 family hampers and 300 ladies packs. A total value of over \$73,000 worth of items were either donated, or the funds raised, by the Associations and the wider industry. Over the last seven years, the team has packed 6500 hampers to the value of close to \$730,000 for people in need who look forward to packing even more hampers in 2018. All of industry is invited to donate items to the hampers, funds or attend and participate in the day in 2018.

For further information on how you can be involved please email info@aipack.com.au

Good results for Liderpack Awards in Spain



The Liderpack Awards – the most prestigious awards for packaging and point-of-purchase (PoP) displays in Spain-organized by Asociación Graphispac, a WPO member, honoured 27 innovative products manufactured in 2017, plus two projects designed by students. Among all the winning proposals, the jury also awarded the Best in Show distinction to two projects; the sleeve for dressing Mojito Karibeño bottles and the cardboard lorry for PoP use for Carlsberg beer.

Participation in Liderpack continues to grow. This year, a total of 142 projects were submitted from companies and design schools in 17 Spanish provinces, an increase of 25% compared to 2016. The categories with the largest number of entrants were once again packaging for food and beverages.

The jury awarded 22 awards in the packaging category, five in the PoP segment and two for "Young Design", the category reserved for design students. Among the winners in the packaging category, the jury chose-according to criteria

of innovation and their relevance to the categories for the Worldstar competition- eleven works to represent Spain at the 2018 Worldstar Packaging Awards, the packaging industry's most important event.

IV sectorial meeting of the Institute of Packaging in Spain

On the 4th October, the IV Sectorial Meeting of the Spanish Institute of Packaging was held in the Press Hall of Fira de Barcelona. There was a presentation at the conference on "Corporate Social Responsibility in packaging as a value proposal" by Mr. Luis A. García Giralt, General Manager of Zekogram Innova, S.L. CSR is a management concept, the way through which a company achieves a balance of economic, environmental and social imperatives, while at the same time addressing expectations of shareholders and stakeholders. According to the definition given by the United Nations, we understand a management concept through which a company achieves a balance between economic, social and environmental imperatives while pursuing the expectations of both shareholders and interest groups.

There was also the presentation of Hispack 2018 – the most important packaging trade show of the Mediterranean area- by the Director of Hispack. Hispack 2018 will be held from 8th to 11th May 2018 in Barcelona.

Entries are open for PIDA awards in Australia and New Zealand

Entries are open for the 2018 Packaging & Processing Innovation & Design Awards (PIDA) which is designed to recognise companies and individuals who are making a significant difference in their field in Australia and New Zealand. The PIDA Award program is the exclusive entry point for Australia and New Zealand for the international WorldStar Packaging Awards, from WPO.

The Packaging & Processing Innovation & Design Awards will recognise companies designing innovative packaging and processing materials, packaging and processing machinery/equipment within the Food, Beverage, Health, Beauty & Wellness and Domestic & Household markets.

In addition there will be two special awards: Sustainable Packaging & Processing Design Award and Save Food Packaging Design Award. There will also be four Individual Awards:

- Young Packaging & Processing Professional of the Year.
- Industry Packaging & Processing Professional of the Year.
- The APPMA Scholarship
- The Packaging Council of New Zealand Scholarship.

The PIDA Awards are organised by WPO member, the Australian Institute of Packaging (AIP) in conjunction with the Australian Packaging & Processing Machinery Association (APPMA) and the Packaging Council of New Zealand. The 2018 PIDA Awards will be held in conjunction with the international WorldStar Packaging Awards, alongside the biennial AIP National Conference on the May 2nd at Surfers Paradise, Queensland (Australia). The applications close on February 23rd 2018.

To download the submissions forms please visit <http://aipack.com.au/education/pida/> or email pida@aipack.com.au.

IPACK-IMA certified by the US Government

Following the recent agreements with Interpack to create a reference network for companies operating in the processing and packaging sectors, the Italian trade show IPACK-IMA has received the prestigious Trade Fair Certification (TFC) from the Commercial Service of the US Department of Commerce. This recognition is granted exclusively to international exhibitions capable of offering US companies access to expanding markets with good business and export growth opportunities. Next edition of IPACK-IMA is scheduled to May 29 to June 1 June, in Milan.

"The certification granted to IPACK-IMA 2018 further strengthens the close collaboration between Fiera Milano and the US Consulate's Commercial Department", said Robert Peaslee, Principal Commercial Officer at the US Consulate in Milan. "The US Commercial Service's mission is to support American companies in creating and developing strong international relations. With partners like IPACK-IMA we can be sure that American companies will have the opportunity to expand their presence in Italy and abroad. IPACK-IMA is an ideal event for helping our companies promote processing and packaging technologies."

From the board

WPO announces new Executive Board

During the 2nd Board Meeting of 2017, on November 07th in Rio de Janeiro, Brazil, the new President of WPO, Pierre Pienaar, elected on May during Interpack, announced his new Executive Board for 2018-2020 term. The professionals chosen by Pierre are:

- **Antro Säilä** (Finland) - Vice President Sustainability
- **Aslihan Arikan** (Turkey) - Vice President Education
- **Johannes Bergmair** (Austria) – General Secretary
- **Liliam Benzi** (Brazil) - Press & Communication Officer
- **Luciana Pellegrino** (Brazil) - Vice President Marketing
- **Soha Atallah** (Lebanon) - Vice President Conferences, Exhibitions and Awards



During the meeting, Pierre also elected three WPO Ambassadors: Chakravarthi AVPS (India), Carl Oslmats (Sweden) and Kishan Singh (South Africa). "Their main goal is to help promote WPO brand and spread our main mission globally: "Better quality of life through better packaging for more people"". Most of the new WPO President's strategies is focused in packaging education and marketing & communication tools.

WPO and UNIDO signed a Memorandum of Understanding

On November 07th, during WPO week in Rio de Janeiro, Brazil, WPO and UNIDO (United Nations Industrial Development Organization) signed a Memorandum of Understanding for strategic cooperation in the field of



packaging capacity building. The purpose, according to the MOU, is “to achieve the mutually declared objectives towards the operationalization of UNIDO’s mandate for inclusive sustainable industrial development”.

The MOU was signed by WPO’s former President, Thomas Schneider and UNIDO’s representative in Brazil, Alessandro Amadio, during the opening ceremony of International Seminar.

three areas:

- development and implementation of specialized training and capacity building programs on packaging;
- setting-up national packaging centers in developing countries to provide a wide variety of services including design of packaging, labeling, technical label review and training courses on packaging;
- promotion and organization of student & industry packaging competitions.

This partnership will build on the flagship UNIDO initiative in Lebanon which resulted in the establishment of the Lebanese Packaging Center (Libanpack <http://www.libanpack.org/>) as a private-sector led center dedicated to support the Lebanese industries in the area of packaging, in addition, UNIDO and WPO intends to scale up the successful Arab Starpack Contest (<http://www.arabstarpack.org/>) which was successfully launched in May 2017.

Pierre Pienaar sets the goals for WPO



Elected in May this year, during Interpack, the Australian Pierre Pienaar has announced his goals as the new President of WPO during the Board Meeting of 2017, held in Brazil in the first week of November. “We cannot ignore that some countries still face the extreme inequality of income between professionals and the masses being the biggest contributor toward the low GDP. Having this in mind, we need to contemplate how to reduce food wastage through the packaging industry. Countries like Brazil and South Africa, for example, have the infrastructure, the money, the brains and

certainly the need to feed the masses and yet millions go hungry. Packaging alone cannot fix this problem. However, before we consider any packaging design, material, innovative products, technological advancements, responsible, sustainable, reusable, environmentally-friendly packaging, we MUST understand and appreciate where the packaging industry fits in the chain that could get more food to more people that need it most”, said Pierre during his presentation in the seminar organized by local WPO member, ABRE (Brazilian Packaging Organization – www.abre.org.br) in Brazil.

The first step towards this mission was the signature of a Memorandum of Understanding for strategic cooperation in the field of packaging capacity building, between WPO and UNIDO (United Nations Industrial Development Organization), represented in the occasion by Alessandro Amadio. The purpose, according to the MOU, is “to achieve the mutually declared objectives towards the operationalization of UNIDO’s mandate for inclusive sustainable industrial development”.

In practical terms, it means WPO, with UNIDO’s support, will develop and implement specialized training and capacity building programs on packaging and will help setting-up national packaging centers, in developing countries, to provide a

wide variety of services including design of packaging, labeling, technical label review and training courses on packaging. WPO will also promote and organize student & industry packaging competitions.

"In fact these activities are already taking place in WPO. As former WPO Vice President of Education, I helped organizing, in the past 4 years, packaging technology training in over 13 countries to over 1,000 people. Over this next year, new countries will join the list, including Kazakhstan, Morocco, Lebanon and Egypt", completes Pierre.

Pierre will also continue supporting the Save Food project, an initiative of Messe Düsseldorf (Interpack organizer) and FAO (Food and Agriculture Organization), from United Nations. "Again we are talking about packaging education. Through WPO members (packaging associations and institutes), we aim to educate packaging professionals and society about the important and invaluable aspects of packaging: good packaging, cost-effective packaging, packaging that contributes to create a more sustainable society. The new President of WPO shares the same thought of his predecessor, Thomas Schneider: "The world cannot do without packaging, so we must educate people everywhere to respect the purpose of packaging and teach them how to incorporate this tool into the process of building an ever more sustainable society".

WPO week in Australia

In 2018, WPO member in Australia, AIP, will be hosting the 1st WPO Board Meeting of 2018 as well as the 2018 WorldStar Packaging Awards gala ceremony. Both events will take place at Marriott Hotel, Surfers Paradise, Queensland. The WorldStar ceremony is scheduled to the night of May 2nd and it is anticipated that over 25 countries will be represented in both events.

The previous agenda for WPO week in Australia is:

- 29th April - WPO Executive Meetings 9.00 am to 4.00 pm
- 30th April - WPO Working Groups 9.00 am to 12 noon
- 1st May - WPO Board Meeting 9.00 am to 4.00 pm
- 2nd May – AIP National Conference – WorldStar Gala Dinner
- 3rd May – AIP National Conference
- 4th May - Sightseeing

Events

3rd PRINT.Fest 2018 – Days with Mr. Print



In 2018, WPO member in Croatia, Institute of Packaging and Graphic Arts Tectus – IatT - Tectus, will organise PRINT.Fest 2018 – Days with Mr. Print, Zagreb, Croatia. The festival will gather experts from 6 countries of the region (Bosnia and Herzegovina, Croatia, Macedonia, Montenegro, Slovenia and Serbia) and will include:

- a two-day conference: "New Age of Print"
- CROprint award ceremony for the best print products on the Croatian market
- REGprint award ceremony for the best print products on the regional market
- exhibition of nominated print products and
- after party honoring you and Mr. Print!

PRINT.Fest will bring actualities of printing industry, on different printing aspects, methods and applications that meet the expectation of the modern market individually or in synergy with other communication platforms. For more information, e-mail to tectus-institut@ambalaza.hr.

Plan your agenda for Australia 2018 events

For the occasion of WPO Board Meeting in Australia, May next year, the local member, Australian Institute of Packaging (AIP, is planning a series of events. Check and include in your agenda:

- **2018 AIP National Conference** - The biennial event will be held on May 2-3 at the Marriott Hotel, Surfers Paradise, Queensland. It is designed for packaging designers, technologists, engineers, sales and marketing people and is the largest packaging and processing conference of its kind in Australia and New Zealand. Run by industry for industry the AIP National Conference has been leading the way in professional and personal development for decades and is a part of the annual Packaging & Processing Week. The exhibition area for the 2018 AIP National Conference will be the direct catering area for all of the activities during the week; including the pre dinner drinks for the gala ceremony of WorldStar Packaging Awards on May 2nd.
- **2018 Packaging & Processing Innovation & Design (PIDA) Awards**
The Packaging & Processing Innovation & Design Awards is designed to recognise companies and individuals who are making a significant difference in their field. The PIDA's are the only awards program in ANZ developed to recognise materials/packaging and also machinery/equipment. The PIDA awards are also the exclusive entry point for a number of the categories for the WorldStar Packaging Awards.

Preparation for the 18th edition of FEST.A CROPAK has begun



Next year's packaging festival FEST.A CROPAK, a traditional central professional event for packaging industry in Croatia and the region, organized by the Institute of Packaging and Graphic Arts Tectus – IatT, Tectu, a WPO member, and Ambalaža/REGprint trade journal, will take place in May in the Croatian capital Zagreb.

As in previous years, FEST.A CROPAK 2018 will encompass several expert events:

- International conference "Trends in the packaging industry"
- CROPAK 2018 award ceremony for the best packaging on the Croatian market
- REGPAK 2018 award ceremony for the best packaging on the regional market.

Next year's CROPAK award ceremony will mark 15 years of continuously rewarding achievements in rethinking and developing packaging on Croatian market. During the last 14 years over 2000 products have been nominated and 166 awards distributed. For more information, e-mail to tectus-institut@ambalaza.hr.

Include in your agenda!

Eurasia Packaging Exhibition 2018, organized by WPO member in Turkey, The Turkish Packaging Manufacturers Association (ASD), and REED TÜYAP Fair Organization, is schedule to October 31 to November 3, in Istanbul (Turkey). Follow the news on www.packagingfair.com.

Get ready for Hispack 2018

WPO member, Spanish Institute of Packaging, is already working in the preparation of Hispack 2018. The economic recovery and the sharp increase in demand for packaging across all industrial and consumer sectors are boosting the number of companies participating in the nest edition of Hispack, which takes place on 8-11 May 2018. With six months to go, the trade show for packaging, processing and logistics has already confirmed the attendance of 500 direct exhibitors from 19 countries who have contracted more than 80% of the anticipated space. At this rate, the prospects for achieving a bigger Hispack are excellent, with anticipated growth of 12% in space and 15% in the commercial offering compared to 2015. For more information visit www.hispack.com.

Innovation never stops in Asia

The 2nd Shanghai World of Packaging – swop 2017, the leading processing and packaging exhibition in Asia, organized by Messe Düsseldorf, has attracted the greatest amount of attention from exhibitors since its inauguration. Just over 600 overseas and domestic exhibitors participated in the event held from November 7-10, including Multivac, HPRPC and other leading processing and packaging manufacturers. 20,053 visitors from nearly 80 countries and regions, such as China, the USA, Russia, South Korea, Japan, India, Vietnam and Malaysia, came to the SNIIEC fairgrounds, in Shanghai, to see latest innovations.

Interpack Alliance continues growing

The debut of the combined trade fairs pacprocess Tehran, as part of the Interpack Alliance, and IPAP Printing & Packaging Expo – powered by drupa, has markedly exceeded both exhibitors' and visitors' expectations and also prompted

satisfied faces among the organisers Messe Düsseldorf and Barsaz Rooydad Pars Company (BRP). Some 7,500 experts were attracted to Iran's most state-of-the-art exhibition centre Shahr-e-Aftab (Exhibiran International) from 12 to 15 October, where 167 exhibitors, from 11 countries, presented their products and services.

The ranges included exhibits from the entire value chain of the packaging industry and related process industries (pacprocess), as well as printing technologies from the areas of Prepress/Print, Premedia/Multichannel, Postpress, Converting and Packaging, Materials, Equipment, Services and Infrastructure (IPAP). The trade fairs occupied 14,575 square metres of total exhibition space. Exhibitors included national companies such as Vana Press, Shargh Sanat and Kooshesh Karan Machinery as well as international enterprises like Canon Middle East, Di Mauro and Project Engineering. pre-requisites for a positive development in these key industries."

WPO successful participation at PACK EXPO Las Vegas 2017



As part of its strategy of acting globally, WPO had an institutional booth at PACK EXPO Las Vegas (Las Vegas (USA) – September 25-27). "Due to the long term partnership with the show organizer, PMMI, The Association for Packaging and Processing Technologies, WPO also supported and helped promoting the show," states Thomas Schneider, former President of WPO. He adds: "Supporting such an important show also gives WPO the visibility we need to spread our message to the packaging community worldwide: 'Better quality of life through better packaging for more people'."

Schneider also explains that PACK EXPO is always a perfect platform for WPO to promote its projects, especially the educational ones, and now the most recent one, the Save Food Initiative. "With PACK EXPO's support we've been very successful in showing packaging professionals and companies the number of programs WPO has been carrying on in different parts of the world. This year we will also present in our booth some packaging projects, from WPO members around the world, related to Save Food. Basically these packages prevent food waste and spoilage, protecting it in a better way and/or extending its shelf life".

Institutionally, WPO also aims to educate packaging professionals and society, through its members (packaging associations and institutes), about the important and invaluable aspects of packaging. "We are advocates for packaging: good packaging, cost-effective packaging, packaging that contributes to creating a more sustainable society. The world cannot do without packaging, so we must educate people everywhere to respect the purpose of packaging and teach them how to incorporate this tool into the process of building an ever more sustainable society."

"Associations participating in the PACK EXPO Las Vegas, and co-located Healthcare Packaging EXPO, Partner Programs understand the significance of supporting North America's largest packaging event in 2017, for their members and the packaging industry as a whole. Partner associations are an important link between attendees and exhibitors before, during and after the show," says Jim Pittas, PMMI COO.

Training packaging program in Iran

Considering the importance of education in packaging improvement, IRIP (Iranian Institute of Packaging), a WPO member, organized some educational events from 06th to 17th October 2017, in Tehran and some cities of Iran, in cooperation of World Packaging Organization and some local scientific organizations and institutes. The objective was to raise awareness about packaging importance in economic growth, but also to improve the awareness that "packaging should not be considered as waste". "It is necessary for us, in Iran, to build a culture about the packaging role in protecting, reducing costs, increasing added value, marketing, and also its effective role in save food and food waste reduction", stated IRIP.



Besides the 2th Packaging Training program of IRIP, with WPO cooperation, there were some consulting meeting with Kishan Singh, WPO Ambassador.

IRIP accomplished two important training programs in one of the industrial province for technician and top managers, specially from packaging and food industries in cooperation with Business, Mining and industry Ministry. There was also a training program for university students in cooperation with Azad University of Iran. The content was: Introduction in Packaging, Function of Packaging, Branding as Marketing Tool, Global Packaging Statistics, Packaging and Environment Sustainability. More than 250 attendees were in both program.



As part of the program there was also meetings in factories. Once more, WPO Ambassador, Kishan Singh, gave very useful presentation in the field of branding and packaging competition.



Dr. Abidi Cosmetic Company, an IRIP member.



Golha Food Industry Complex, na IRIP member.



IRIP also arranged some official meetings with Governmental Organizations to improve IRIP's activities in field of education and training. RESpective pictures below:



Iran Technical and Vocational Training Organization.



Labour and Social Affairs Institute President, Mohammad Reza Sepehri.



Asghar Noorolahzadeh, President of Omid Entrepreneurship Fund.



Mohammad Reza Mesforoosh, Vice President of Ministry of Industry, Mine and Trade of Iran.

Another big achievement of IRIP was the cooperation with Messe Düsseldorf, through interpack alliance and drupa to hold Packaging and Printing Exhibition in Iran for the first time. It attracted more than 150 exhibitors in a 28,000 square meters area.



CPIT now available in Australasia

The Certified Packaging Professional In Training (CPIT®) recognition is now available in Australasia through the WPO member, the Australian Institute of Packaging (AIP). CPIT® designation is a registered trademark of the Institute of Packaging Professionals (IoPP), WPO member in US, and is now internationally recognised by both IoPP and AIP. More importantly, CPIT® designation is the first stage in attaining the internationally recognised Certified Packaging Professional (CPP)® designation; a credential that validates the competency as a truly qualified packaging professional at an international standard.

The main benefits of CPIT® are:

- gain a broad base of non-technical knowledge of packaging in a short amount of time;
- learn practical applications for packaging;
- learn about an extensive amount of packaging substrates and applications in everyday language;
- better understand packaging terminology, packaging functions, brand identity and design, printing, environmental issues, sustainable packaging, packaging substrates, closures, adhesives, machinery, applied packaging, law, economics of packaging and much more; all developed by industry experts working in the industry;
- first stage of attaining the internationally recognised Certified Packaging Professional (CPP)® Designation;
- those attaining the CPIT® recognition are permitted and encouraged to use the suffix CPIT® after their name, on their business cards and resumes.

To find out more about the CPIT® program, costs and eligibility please contact the AIP on educate@aipack.com.au or visit <http://aipack.com.au/education/certified-packaging-professional-in-training-cpit/>.

Berlin Packaging extends license of IoPP's Fundamentals of Packaging

The Institute of Packaging Professionals (IoPP), WPO member in US, and Berlin Packaging announce that Berlin Packaging has extended its license of IoPP's Fundamentals of Packaging Technology online course for a fifth consecutive year in 2018. IoPP is providing Berlin Packaging with a secure, co-branded online portal that contains the company's customized course catalog.

The individual courses Berlin has selected are available through its portal to preapproved employees at both Berlin Packaging and Berlin's customer companies. Upon gaining access, these employees complete the packaging training on their computer screen. The courses in Berlin's customized "packaging university" are accessible whenever and from wherever they wish.

Jeremy Lagomarsino, Executive Vice President of Business Development & Strategy at Berlin Packaging, says the Fundamentals online course has been an important component of the company's ongoing effort to ensure its employees are fully trained to provide real-life packaging solutions and demonstrate value quickly for Berlin's customers.

"At Berlin Packaging, we have a commitment to train our employees and give them a chance to grow. IoPP's elearning platform has helped us excel at this commitment with great modules on the fundamentals of packaging," Lagomarsino says. "Since first partnering with the IoPP on this program in 2013, hundreds of our employees have benefitted. For our teammates, our customers and the IoPP, it's been a win-win-win proposition."

Adds Jim George, IoPP Director of Education: "Berlin Packaging and other companies that have licensed the Fundamentals online course have found that training their teams the same way develops a common understanding of packaging terminology and processes that makes them flexible to be moved from assignment to assignment as objectives evolve within a company. Just as important, the information contained in the course is developed with the assistance of actual working packaging professionals, so it's peer-to-peer education."

To date, thousands of professionals from companies in approximately 50 countries have benefited from Fundamentals online. The course catalog, at www.iopp.org/elearning, comprises 42 prerecorded, self-directed lessons and 27 hours of learning covering all the major areas of packaging. Besides the complete course, the lessons may be purchased one at a time, in topic bundles and also in bulk through corporate licensing options. For details, contact Jim George, Director of Education, jimg@iopp.org.

Entries are open to Packaging Scholarship of Packaging Council of New Zealand

The Packaging Council of New Zealand announced the launch of a new annual Scholarship program, in conjunction with WPO member Australian Institute of Packaging (AIP). The program will enable one lucky packaging technologist, designer or engineer in New Zealand the opportunity to complete a Diploma in Packaging Technology to the value of \$9,000.

According to Harry Burkhardt, President of the Packaging Council of New Zealand, "The association is extremely proud to be able to offer the scholarship to a New Zealand packaging professional each year. The packaging industry is dynamic and diverse, offering career opportunities across a wide scope of disciplines. PAC.NZ has been representing businesses in the packaging industry in New Zealand since 1992 and recognises that investment in the packaging industry starts with investment in its people. We strongly encourage everyone in the industry to apply for this scholarship."

"The Diploma in Packaging Technology is a Level 5 qualification which is internationally recognised for those wishing to pursue a career in the packaging industry or for those who are already in the industry and who wish to extend their knowledge and expertise. The Diploma in Packaging Technology prepares students to take responsibility for packaging operations at any level through the supply chain. The qualification is comprehensive, and provides an opportunity to study the principles of packaging, packaging materials and packaging processes," he said.

Entries are now open for the 2018 Packaging Council of New Zealand Scholarship with submissions closing on the 23rd of February. The winner of the inaugural Packaging Council of New Zealand Scholarship will be announced at the 2018 Packaging & Processing Innovation & Design Awards; which will be held alongside of the prestigious international WorldStar Packaging Awards on the 2 May. To find out more about the scholarship criteria and entry forms please email pida@aipack.com.au.

WPO training programs in Africa

After three years, WPO was back in Lagos, Nigeria, supporting a training program in Packaging Technology given by President Pierre Pienaar. It was a 3 days residential training program (RTP) in Food and Beverage Packaging Technology. Students were predominantly from Nigeria and more than ever before it was evident that there is a need, as well as a desire for some, to learn more in the science and technology of packaging. Besides Pierre Pienaar, Kishan Singh, from South Africa, also conducted the program. Ahmed Omah, from Nigeria Packaging Institute, another active WPO member, hosted the event.

Pienaar and Singh were also responsible for another WPO packaging technology training program given in Nairobi, Kenya, and hosted by local WPO member, Institute of Packaging Professionals Kenya (IoPPK), represented by Joseph Nyongesa. The 42 students were predominantly from Kenya, but also from Nigeria and Tanzania. The program covered a broad spectrum of packaging technology relating to the industries in Kenya; it showed the students how to improve packaging, to reduce costs, to understand what packaging counterparts were doing in developed countries and how it is possible to improve packaging and reducing wastage.

Asian countries are also a target for WPO educational programs in packaging. On February, the Organization was responsible for an international packaging training course hosted by the Indonesian Packaging Federation (IPF) and given by the Australian Institute of Packaging (AIP), both WPO members. The course took place in Yogyakarta, Java, with 52 attending; it was the 4th time WPO organized a training course in Indonesia.



Kishan Singh teaching some fundamentals of packaging



Pierre Pienaar teaching the attentive students



Attendees to the Packaging Technology training

Asia receives two packaging training programs from WPO



During September, WPO accomplished two packaging training programs in Asia, one in Vietnam and the other in China. According to Pierre Pienaar, President of WPO and responsible for the programs, “the experience being involved in this five days residential training program (RTP) in Packaging Technology in the province of Tra Vinh, Vietnam, was a complete success”. 34 students from the industry attended the program in the facilities of Tra Vinh University. This initiative was led by the WPO President, Thomas Schneider, during a meeting with Mylan Group founder and CEO, My T Nguyen.

Although this recent training covered the entire spectrum of packaging technology, what drove the students were: how it is possible to improve packaging and reduce costs; what their packaging counterparts were doing in developed countries; and how they can improve packaging of foodstuffs to reduce wastage.

“WPO believes that those who have the knowledge have an obligation to help those in developing countries. In this event the standard was high and all students absorbed information like a sponge and simply wanted more. They were keen and eager to learn, which was evident in their final course related presentation”, reports Pierre Pienaar. As part of the training program, the group visited Mylan Group’s manufacturing plant for high barrier films used for electronics, food and pharmaceuticals.

Other successful packaging training program was held in China with the support of AIP (Australian Institute of Packaging) and CEPI (China National Export Commodities Packaging Research Institute), both WPO members. In this occasion, there were 54 attendees, made up from industry as well as academia (lecturers), from various universities in China involved in Packaging Design or Packaging Graphics. The group used the facilities of a Sechuan University, in Chengdu.

"More than ever it was evident that there is a need, as well as a desire, for many across the globe to learn more in the science and technology of packaging. It was an exciting packaging training week in Chengdu. The students were eager to learn and we fortunately had access to a professional Chinese / English translator, which made lecturing so much easier", comments Pienaar.

Although this program covered the entire spectrum of packaging technology, the students were more interested in learning about packaging materials, especially laminates. As part of the program, the group visited a state of the art glass manufacturing company and an up-to-date board printing facilities.

Simplot Australia makes history with 5 CPP's



Simplot Australia is making history as the first company in Australia to successfully have five packaging professionals attain the Certified Packaging Professional (CPP) designation. This achievement was led by Jason Goode FAIP, Group Packaging and Process Improvement Manager, who had a vision to see his entire packaging team attain the CPP designation together and is a part of Simplot Australia's support and encouragement for continued professional development of their staff.

Offered through the local WPO member, Australian Institute of Packaging (AIP), the Certified Packaging Professional (CPP) designation is the leading mark of excellence internationally and a must-have recognition of industry proficiency and achievement for packaging professionals.

The Simplot Australia team that attained their CPP includes Jason Goode FAIP, Group Packaging and Process Improvement Manager, Ralph Moyle FAIP, Packaging and Process Technologist, Liz Matthews MAIP, Packaging Technologist, Manh Tran MAIP, Senior Strategic Sourcing Specialist and Roger Cornelius MAIP, Packaging Technologist, who between them have over 100 years of packaging experience.

WorldStar

WPO selects winners of WorldStar Awards 2018 in Brazil

Winners were announced on December 6th

WPO Members met in Brazil the week commencing 6 November for meetings and the judging of the WorldStar Packaging Awards. The judging session took place as part of the 99th WPO Board Meeting activities and was kindly hosted by the local member, ABRE (Brazilian Packaging Association).

Representatives from 16 packaging associations, members of WPO,

judged 318 packaging projects, from 38 countries that entered the WorldStar Awards 2018. The number of winners, by category, was: Beverages 40 (out of 64 entries); Electronics 7 (9 entries); Food 42 (69 entries); Health & Personal Care 12 (17 entries); Household 9 (14 entries); Labelling & Decoration 3 (7 entries); Luxury 6 (out of 11), Medical & Pharmaceutical 20 (out of 26 entries); Other 13 (25 entries), Packaging Materials & Components 21 (35 entries); Point of Sale 6 (out of 12) and Transit 21 (out of 29).



On December 6th, all the 200 winners were announced. Well done to Japan for taking 26 awards, followed by India, taking 24 and China, 14. The candidates for the special categories - President's Award, Sustainability Award, Marketing Award and Packaging that Saves Food Award - will be announced in January.

All winners will be recognised in an awards ceremony and gala evening on May 2, during the 1st WPO Board Meeting of 2018, in Gold Coast, Australia, at the same time as the AIP National Conference.

View a full list of winners by all countries and winners by category at. <http://www.worldstar.org/worldstar-winners-2018>.

Interview

From January 2018, WPO will have a new General Secretary

Johannes Bergmair was elected in the last WPO Board Meeting of 2017, in Brazil. In this interview, he explains the duties of his job and how he intends to help the new Board accomplishing all the plans for the next three years.



As a recently elected General Secretary of World Packaging Organization, what will you mostly focus on? What new activities and ideas do you plan to bring to the table?

First, let me say that it is a big honor for me to be elected for that position. Thanks again to all WPO board members, which gave me so positive feedback and tips for this new position! As you know, it is not easy following such big and successful GenSecs like Keith and Carl-...!

In my eyes, General Secretary is a service position: Service for the WPO members and the executive team. He or she is the person who keeps things running in WPO. To understand the full dimension of this function, you have to know, that most positions in WPO are voluntary!

Our plan – it is not only me, but the whole new executive team – is to make WPO bigger and much more relevant. That means we want to get new members, have more members at our meetings and go for more activities with deeper impact. A good example is the newly set up cooperation with UNIDO. The idea is to cooperate in developing countries to set up packaging institutes/centers and cooperate in packaging education and awards. Our new team also has concrete plans to strengthen our communication both within WPO and with society: from our homepage via social media (Facebook, Instagram, Twitter...) to conferences and other events.

What do you think the biggest challenges will packaging industry face in the next few years? How can WPO respond to them?

I think it will be that two: digital revolution and climate change. Digital revolution is on its way: online shopping will change packaging, that's a fact already. Many packaging systems are already produced, designed, developed for this total new way of living, but I don't see really good, outstanding solutions yet.

Maybe even bigger will be the changes we have to make to handle, what we call climate change. Here, too, I'm convinced that really new ways of thinking, living, working, producing, recycling are necessary. And I'm convinced that packaging – although it is often seen as the problem – in truth it is one of the solutions. For sure we have to rethink, redesign, reinvent packaging – circular economy is the keyword.

What WPO can do? Working towards our vision: Better quality of life through better packaging for more people! WPO has to act as a network: taking up good packaging ideas from all around the world, make them visible, bring them further, make action. A good example is our activity on "Packaging that Saves Food". The exhibition at Interpack 2017 had big impact and multiplied activities in many countries.

Are there any plans for expanding WorldStar packaging award?

WorldStar is already a success story! We have, for the last three years, a strategy to strengthen the WorldStar program – and it works. The number of entries is bigger than ever. We have more countries – and as I mentioned, we are on the way to enhance our membership, too. But we also have more competitions per country. Soon we will have to set up a new judging procedure, otherwise we can't handle that big amount of entries anymore!

Don't forget about a really important star: WPO WorldStar Student! This program will be organized by IPSA (Institute of Packaging South Africa) the next years. This award is designed to encourage and show the talents of students as well as new and innovative ideas and thinking in the field of packaging – exactly what we need if you look at the challenges worldwide for packaging in the next years!

Message from General Secretary

Successful participation at Interpack 2017

Keith Pearson (2015 to 2017)*

The year's end meetings in Rio were very successful with a number of changes made to the management structure of WPO heralding a new direction for the future of the organization. The presidency has relocated to a new continent, moving from North America to Australia.

It is most satisfying to review this year's activities and achievements.

The first WPO meetings held in Dusseldorf were well attended by the members, with the new format Interpack WorldStar Awards being greatly appreciated by WorldStar recipients, their guests and WPO members.

The memorable speech made by the WorldStar Student winner from China once more highlighted the importance of the student competition in the lives of young aspiring packaging designers.

The inaugural Packaging Achiever Award has added a new dimension to the importance that WPO is able to make in recognizing people excellence in the global packaging family.

This year's WorldStar was very well supported by WPO members with a record number of entries being received. The winners will receive their awards in Australia on the May 2nd 2018. The entry fees from the entrants has significantly enhanced WPO financial income, assisting in providing packaging training enabling WPO to honour its mission of providing "Better quality of life through better packaging for more people".

IPSA has once more done an outstanding job of managing the Student WorldStar Awards with an increased number of country entries this year. IPSA are due to take care of the competition in 2018, they have indicated their willingness to carry on arranging the competition if required.

WPO members have been well represented at packaging exhibitions around the world and most of their visits have been communicated via social media.

The partnership between Messe Düsseldorf and WPO has come together nicely during Interpack, culminating in the "Save Food" pavilion activities. The strength of WPO's networking capability was put to good use in working to make the "Save Food" initiative have a global face. The "Save Food" project is ongoing and the intention is to further develop the initiative with the WPO membership.

Packaging training under the leadership of Pierre Pienaar has continued to increase its global outreach and has conducted training in Africa, Asia and Europe. The new "Train the Trainer" initiative has been put in place and will be undertaken on a regional basis.

WPO members are becoming more committed to presenting their packaging initiatives through the various social media initiatives and these communications have been well received by the market.

The WPO second meeting of the year took place in Rio de Janeiro and the meetings and events were hosted by ABRE the Brazilian WPO member.

Two new member applications for WPO membership were received at the board meeting. A member from Austria was awarded full membership with the applicant from Saudi Arabia received affiliate membership. The WPO membership now stands at fifty one.

During the meetings in Rio de Janeiro, WPO and UNIDO (United Nations Industrial Development Organization) signed a Memorandum of Understanding for strategic cooperation in the field of packaging capacity building. The purpose, according to the MOU, is "to achieve the mutually declared objectives towards the operationalization of UNIDO's mandate for inclusive sustainable industrial development".

During the WPO board meeting the President elect outlined his vision for the future of WPO and announced his new

management structure. Pierre Pienaar thanked Tom Schneider for his outstanding leadership over the last six years and wished him everything of the best for the future.

****Keith Pearson is WPO General Secretary (2015 – 2017) - glacier@tiscali.co.za.***

Save Food Activities

Save Food Packaging Award in Australia



During the launch of the Australian Government National Food Waste Strategy, in November, by the Department of the Environment and Energy, the Minister Hon Josh Frydenberg MP, acknowledged the Australian Institute of Packaging (AIP), a very active WPO member, for the development of their innovative Save Food Packaging Design Award. The AIP was the first Institute in the world to develop the Save Food Packaging Award which is now an international award category in the WorldStar Packaging Awards.

The Australian Government has committed to developing a National Food Waste Strategy to halve Australia's food waste by 2030 and has developed three separate advisory working groups (Primary Production, Manufacturing & Distribution and Retail & Food Service) to engage with key stakeholders.

The Australian Institute of Packaging (AIP) holds a position on the National Food Waste Manufacturing and Distribution Supply Chain Advisory Working Group and represents packaging designers and technologists. This recognition of the AIP's role in Save Food Packaging, by the Government, is significant and the Institute will be working on a number of key initiatives for the industry in 2018 including training courses on Save Food Packaging and the 2018 Save Food Packaging Design Award; which is the exclusive entry point for the WorldStar Packaging Awards. For more information visit <http://aipack.com.au/education/pida/>.

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