



DECEMBER 2013 n° 21

*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

Much more to do in 2014!



From my perspective, it's been a busy year, with well over 250,000 kilometers traveled on WPO business. It's a lot, but it's worth it. WPO is growing in recognition around the world because we are reaching more people through our website, through our publicity, and yes, our travel too. More and more people are beginning to realize that packaging is important and can have a positive influence on the lives of people in every society.

Our meeting in Barcelona was further proof of this. The board meeting lasted until around 3 PM, with lively discussions and good decisions made about WPO's direction.

Participation was high. We also learned more about what is going on in packaging around the world by listening to each other talk about individual country activities. It's exciting to be part of this!

So, if you are a WPO member, but haven't attended a meeting in a while, come and join us in Düsseldorf for Interpack 2014. The WorldStar Awards event will take place on May 13 and the Board meeting will be on May 14. Watch your email in a few months for announcements with specific times and places. Plan to come and meet old friends, and to make some new ones too.

It's that time of year when many of us celebrate Christmas or Chanukah or some other special holiday. This holiday revolves around themes like "Peace on Earth and Goodwill to All People." And packaging plays a role in this theme. Safe food and clean water, made possible in large part through better packaging, can make people feel more secure and can let them, through good nutrition and health, be more productive, be less

likely to be discontent, and be able to live happier lives. As packaging professionals, you are making a difference, but we have more to do. Here's to a Happy New Year in 2014!

Cheers!

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



Events

PlastPak Sri Lanka



The 1st PlastPak Sri Lanka - International Exhibition for Plastics, Rubber and Packaging Industry is scheduled for April 25-27 in Colombo, Sri Lanka. More information visit www.plastpack-lanka.net.

PackTech India 2014



The trade show will join two events, Drink Technology India and International PackTech India. For the first time they will happen together in Mumbai, between September 25-27, 2014. One show under one roof at the Bombay Convention & Exhibition Center will be products and solutions from and for the International packaging, packaging print, processing, beverages and food industries. For the first time, therefore, these two events will be covering the food-processing segment. More information visit www.messe-duesseldorf.de.

Cropak and Regpak 2014

The Institute of Packaging and Graphic Arts Tectus, from Croatia, a WPO member, continues to run well-established projects, one of which is the central event of packaging industry in Croatia and the region Fest.A Cropak packaging festival which includes Cropak and Regpak award ceremonies for the best packaging on the Croatian and regional market, international conference and similar events.



As a part of the upcoming edition, to be held from 29 to 31 May 2014 at Jezero Hotel, the conference "Trends in Packaging Industry" will focus primarily on the significant role of packaging in the context of food safety and the situation in Croatian packaging industry one year after the accession to the EU, as well as on other trends in the industry.

Since CROPAK award, granted for the best packaging on the Croatian market, marks its 10th anniversary this year, the Institute of Packaging and Graphic Arts Tectus – IaT is proud to announce another project, the exhibition called "Why is Cropak a good sign", which is a part of the educational-promotional project "Packaging – Product – Consumer". The exhibition will show all award winners in the past ten years with the aim of presenting and promoting both top-quality packaging solutions, which meet all necessary criteria, and top-quality products. Therefore, wider public will be informed on overall requirements that the best packaging needs to fulfill to be awarded.

All award winning products will be presented on photographs, but only those that won Cropak of the Year award and WorldStar Packaging Award will be shown as actual exhibits. The exhibition will be held from 11 to 31 January 2014 in Westgate Shopping City, one of the most frequent shopping centers in Zagreb.

Within the exhibition, a one-day conference called "Development of packaging in the past 10 years" will also take place. Prominent Croatian experts will emphasize the role and development of packaging throughout the years and present key ideas to brand managers, packaging production managers and other interested parties.

The partners of the project are Model Pakiranje d.d., distinguished Croatian manufacturer of cardboard and corrugated board packaging and NS Plakat, Serbia, company specialized in graphics support services. Media partner on the project is Prvi radio, a radio station in Croatia which will promote the project through announcements, news and radio quizzes. More information e-mail to tectus-institut@ambalaza.hr.

Converters Expo

The 7th Annual Converters Expo scheduled to March 13 2014, in USA, will bring together converters and packagers of paper, film and nonwovens with industry buyers, specialists and suppliers. This one-day expo is the place to find manufacturing partners, check out testing and prototyping equipment, meet with producers of disposables, and learn the latest in flexo printing and packaging. More information visit www.bnp-events.com.

2014 Packaging Conference

Major brand owners and suppliers will be discussing their latest packaging initiatives and emerging technologies at The Packaging Conference 2014. Next generation materials, business strategies, sustainability efforts, processing developments, and more will be covered February 3-5, 2014 in Orlando at the Rosen Shingle Creek. For more information visit www.sba-cci.com.

Around the world

10th anniversary of Ghana Institute



Last November, Institute of Packaging Ghana, a WPO member, celebrated its 10th anniversary. The entity reinforced that its creation was possible thanks to the entire support of WPO.

ITC partnership with institutions

Kofi Essuman, that used to be the President of Ghana Packaging Institute, is now working for another WPO member, ITC (International Trade Center) as Senior Adviser Export Value Chain – Enterprise Competitiveness. He is in charge of a supply chain trading program in which there are 15 associations linked.

The main purpose of the program is to enhance quality of packaging in products for export, as well as offer marketing tools and e-solutions to add value to the business.

The program began with a training module about supply chain packaging. Today there are 51 packaging modules available from ITC, all focused in small and medium companies, in developing and least developing countries.

The concept is to find an institution, train their professionals, license them on the training modules and make them responsible for carrying on the education program. More information visit www.intracen.org or contact Kofi by e-mail assuman@intracen.org.

African packaging award



AfricaStar Awards was just created by APO (African Packaging Organization), a WPO member, with the intention of showing the best in African packaging industry. The judging criteria will focus on creative design, marketing and technology applied to packaging in Africa. The packages must be converted in African countries and there will be two special categories: Substrates and Special Mentions. The winners will be selectable to WorldStar Awards, from WPO.

Entries for AfricaStar Awards will open by March 2014 and end by June 30. Judging process is scheduled for the middle of July and the winners will be presented in September. The award will happen every two years. More information contact President of APO, Joseph Nyongesa at jnyongesa@ioppk.com.

AIP continues to help Foodbank

The Australian Institute of Packaging (AIP), a WPO member, in conjunction with the Australian Packaging and Processing Machinery Association (APPMMA) and the Supply Chain and Logistics Association of Australia (SCLAA)

will be continuing their Foodbank Christmas Hamper project for the fourth consecutive year on the 6th of December.

The three industry associations work together to pack over 600 hampers for Foodbank to distribute to those in need at Christmas; many of whom are without employment, are families with young children, or are homeless.

As Ken McMillan, General Manager of Foodbank Queensland says, "the 600 hampers that the AIP, SCLAA and APPMA pack each year are distributed to families in crisis at Christmas time and while none of those who pack the hampers will ever meet the receivers, everyone who participates should be extremely proud of what you do."

The packing of the hampers is a culmination of twelve months of work, over \$60,000 worth of goods raised to go inside the hampers and generous support from many companies across the country. Each hamper is worth \$100 and is made up of food and personal hygiene products. In three years the AIP, in conjunction with the SCLAA and the APPMA, have packed 1800 hampers to the value of over \$180,000.

More information on the project contact send an e-mail to nerida@aipack.com.au.



Ipack-Ima meets Director General of UNIDO



Li Yong and Guido Corbella (third and fourth from the left) during their meeting in Rome

The newly elected Director General of UNIDO (A **United Nations' organization for industrial development**), **Li Yong**, former vice-minister of Finance of the People's Republic of China, chose Italy to kick off his round of official visits in Europe. **Ipac-Ima**, **UNIDO's** partner since 2009, **took part** in Yong's **meeting calendar with institutional representatives** as well as leading figures from Italy's industrial and financial world.

Several top companies from Italy's industrial world had the chance to meet the new Director and learn about UNIDO's future priorities. Besides meeting with Ipac-Ima **CEO, Guido Corbella**, he also met with **ENI, Barilla, Novamont and FIAT. In addition, the Director General met distinguished institutional figures such as the Minister of Foreign Affairs Emma Bonino, ABI – the Italian Banking Association – and Confindustria.**

UNIDO and Ipac-Ima's partnership started with the organization of the international conference titled "More Technology, less Hunger" in 2009 and will peak with the 2014 events including East Afripack in Nairobi, Kenya, and the conference on "Sustainable Processing & Packaging for Development" taking place during IPACK-IMA 2015. The shows in Africa are supported by WPO.

New chairman for IPACK-IMA 2015

Marco Pedroni, President of COOP Italia, has been appointed chairman of IPACK-IMA 2015, on stage from May 19 to 23 at Fieramilano. It is a highly prestigious appointment embracing the entire range of target markets of the exhibition and continues the tradition of having a key figure from the represented industries as head of the event, as Alberto Bauli in 2009 and Paolo Barilla in 2012.

Pedroni's chairmanship has strong implications emphasizing IPACK-IMA's synergy with the EXPO 2015 as the two events are going to be held together. COOP Italia is in fact partner of the EXPO in the thematic exhibition hall called "SUPERMARKET FOR THE FUTURE".

The synergy between large-scale distribution and IPACK-IMA's target industries could not have found a better setting or combination of events: the 2015 edition of the exhibition, the joint shows Fruitech Innovation, Converflex, Grafitalia and Intralogistica Italia held on the same dates, the "supermarket for the future" event by COOP, all taking place on the great and renowned stage of the international EXPO. More information visit www.ipackima.it.



Best packaging in Spain

The 28 winners of the 2013 Líderpack Awards received on November their trophy at Fira de Barcelona in a ceremony which gathered nearly 200 attendants, including business and professional Spanish packaging and packing industry, point of purchase (P.O.P.), the world of design, logistics, marketing and advertising, as well as representatives of sector organizations.

Each year Liderpack, the most important awards of its specialty in Spain, recognizes innovation, creativity, quality and environmental respectful of packaging and P.O.P. manufactured in various categories. This year, food and beverage specialties were the most awarded (42% of total).

In his speech, the Catalan Minister of Business and Employment, Felip Puig, praised the effort of constant innovation in the packaging industry to provide improvements in conservation and processing of products, either for the final consumer or different industries and distribution. Puig recalled the importance of this sector in Spain (in Catalonia 60%) and the commitment for the design and sustainability that their companies are doing.

The Minister was accompanied by the president of Asociación Graphispac (a WPO member), Jordi Quera; the president of the jury and the Spanish Institute of Packaging, Carlos Aguilar; and the general director of Fira de Barcelona, Agustín Cerdón. Also attended this ceremony the president of the organizing committee and the

director of Hispack, respectively, Javier Riera-Marsá and Xavier Pascual, as well as the Secretary General of Asociación Graphispack, Ignasi Cusi. The awards ceremony had as special guests the members of WPO, which accomplished its second Board Meeting of 2013 in Barcelona.

After delivering all the awards, there was a special recognition for three of the winning entries that received an extra award for the best products of the competition. In packaging, the top winner was Bottlepack of Cartonajes Font, S.A., a shockproof packaging made of corrugated board for shipping bottles of wine or champagne. In P.O.P., the best of the best was the permanent display "Mueble Demo Meep", manufactured by Zedis, S.L. to present a tablet for children.

Meanwhile in the category of "Young Design", the winner was a perfume bottle shaped camera, work of the students Jacobo Sandino, Hisa Nimi and Alejandro Giraldo. This packaging has gone straight from school to the market, as Pull & Bear has bought the idea and currently commercializes the product in its network of stores.



Education

Program in Nigeria was a success

The 5 days Residential Training Program on Packaging Technology (September 18-24) accomplished in Lagos, Nigeria, with the support of WPO, joined 34 students from Nigeria, Ghana, Kenya and South Africa. As part of it, the students participated on presentations about specific topics and visited three local packaging converters and end users.

The final projects presented by the students were judged by five professionals, including WPO members Kisham Singh (South Africa), Keith Pearson (South Africa), Joseph Nyongesa (Kenya) and Pierre Pienaar (Australia).

Ahmed Alex Omah, from Institute of Packaging Nigeria, was responsible for the program. He is already planning a new training in Nigeria focused in pharmaceutical packaging; the possible date is July 2014.

Due to the success of the Nigeria program, APO (African Packaging Organization), a member of WPO, intends to repeat the same content in Ghana.



Kenya learns about competitiveness through packaging

APO (African Packaging Organization), a WPO member, also supported a training program focused on Competitiveness Through Quality Packaging (October 28-29) in Kenya. The program joined 65 students and the objective was to expose small and medium companies to packaging as a tool able to add value to products and business.

The program was also supported by a new local government agency that works for the development of small and medium companies.

COMPETITIVENESS THROUGH QUALITY PACKAGING 28th-29th October 2013, Boma Inn Hotel, Nairobi



WPO receives six proposals of education programs

During its second meeting of 2013, held in November, in Barcelona (Spain), WPO Education Committee received and analyzed six proposals of packaging training projects to be held during 2014. In order of priority to receive WPO's funding, they are: Ghana, Nigeria, Vietnam, Turkey, Sri Lanka and India. WPO is now studying each program to decide the best way to fund them.

But it was already decided that all programs approved must give a report to WPO with their results as well as photos. These reports can be used as an instrument to get more sponsorship for future programs.

Packaging training in Tanzania

Technical and business-development officers from the Small Industry Development Organization (SIDO) of the United Republic of Tanzania have boosted their skills in packaging and labelling following a one-week training session organized by the International Trade Centre (ITC), a WPO member.

Ten participants took part in the training session, which was held in Cape Town, South Africa, from 21–25 October. It was the second stage of a packaging and labelling capacity-building project to improve regional competitiveness of Tanzanian products. As part of the project, ITC will establish a packaging information centre in the country to support the trainers and small and medium-sized enterprises (SMEs).

According to Kofi Essuman, ITC's Senior Adviser, Export Value Chain, "poor packaging is a technical barrier to regional and global trade and I am hopeful that this exposure, which is part of ITC's technical assistance in packaging and labelling, will enable trainers to assist small and medium-sized enterprises in Tanzania to meet international packaging standards and gain access to regional and international markets".

The participants visited 12 industrial operations in Cape Town, including nine packaging research and manufacturing factories, two honey-training and processing sites, and a beverage manufacturing company. Two South African packaging experts gave presentations on lean manufacturing, standards and certification schemes, and packaging safety. The participants said that the training had reinforced their understanding of the packaging industry. They said that they looked forward to returning to the United Republic of Tanzania with relevant knowledge and skills in packaging and labelling to train and advise SMEs on how to improve the quality and presentation of local products.

Beata Minga, a SIDO training manager, said: 'The visit was an excellent opportunity for participants to see at first hand all the processes in the packaging supply chain, such as material sourcing, packaging design, manufacture of packaging, testing, packing and delivery of finished products, as well as management of packaging waste.'

The project was organized in response to a request by SIDO to address challenges in the quality of packaging in the United Republic of Tanzania. According to SIDO, exporters need support to minimize product damage and waste, optimize costs, and maximize the use of packaging material. SIDO also says that exporters need to understand target-market packaging regulations and how to satisfy them, to understand market segments and adapt product specifications for end-consumers, to identify and use national packaging resources, and to obtain timely information on factors affecting product quality within the supply chain.

As part of the growing partnership between ITC and multinational corporations to support SMEs in developing countries, Payam Dedhari, an expert from Bosch, participated in the training. He also facilitated a workshop on lean manufacturing and waste reduction at the first packaging workshop for 21 participants in Dar es Salaam, the United Republic of Tanzania, in September 2013. The workshop was facilitated by ITC and international consultants.

Over the years, ITC has trained a number of packaging experts in several African countries, including Ghana, Kenya, Mozambique, Nigeria and Uganda. The new trainers from the United Republic of Tanzania are expected to join and strengthen this network of packaging professionals in Africa.



From the Board

Global statistics

WPO agreed in last Board Meeting, in November, in Barcelona, that it will incentive its members to send statistics about their local packaging industry. The idea is to form a database that can be used as a source of information by WPO members, global packaging community and the press. This work is being coordinated by Kishan Singh, from Institute of Packaging South Africa and APO (African Packaging Organization). More information contact him at kishan.singh@za.nampak.com.

Sustainability reports

WPO is also asking its members to send to the Sustainability Committee sustainability reports from their countries. The objective is the same: to form a complete database to be used as source of information by global packaging community and the press. The coordination of this work is from Roger Bagge, from Finish Packaging Association. He can be contacted by roger.bagge@pakkaus.com.

Save the Food support

WPO confirmed its institutional support to the Save the Flood program from FAO. As part of it, WPO indicated a representative to participate in FAO's event, early December, in Rome (Italy).

Agenda for Interpack meeting

The first WPO meeting of 2014 is schedule from May 12 to 14, during Interpack, in Düsseldorf (Germany). On May 12 it will be the Executive Meeting, on May 13 the working groups meetings and the WorldStar Awards Ceremony and on May 14 the Board Meeting.

The Board also decided not to have a WPO booth on the show; instead, WPO will be present, with promotional material, in all its members' booth. More information with WPO General Secretary, Keith Pearson, by e-mail glacier@tiscali.co.za.

New institutional video

WPO Marketing Committee, coordinated by Luciana Pellegrino, from ABRE (Brazilian Packaging Association), prepared an institutional video showing all areas and activities of the Organization. This material will be used in presentations as well as in trade shows. In a short time it will be available in YouTube for downloading. Requests of copies can be made to WPO General Secretary, Keith Pearson, by e-mail glacier@tiscali.co.za.

Food Safety Committee

According to a proposal from Johannes Bergmair, from Austrian Packaging Institute (OFI), a WPO member, it was created the Food Safety Committee which main purpose is to join all countries' regulations and contacts of specialists to create a global database for WPO members. Members interested in participating on this new Committee should send an e-mail to Johannes johannes.bergmair@ofi.at.

Special thank for Spanish members

WPO Board and 35 members, from 20 countries, that participated in 91st WPO meeting, in Barcelona, delivered a plaque to the working team of Graphispack and IEEE (Institute of Packaging), the local member, that organized the program from November 04 to 07th. The coordinator of the whole program was Ignacio Cusí, General Secretary of the Spanish Association.



Report from General Secretary

By: Keith Pearson



Graphispack, the **WPO** member in Spain, did a great job of hosting the **WPO** meetings in Barcelona between 4-7 November. The meetings were well attended with 35 members, affiliates and observers attending the board meeting.

Working Group meetings were also well supported and good participation took place as the project reviews were presented. The Education Meeting received feedback on the WorldStar Student Awards which were being judged online. Patrick Farrey, from IoPP US, that conducted the Award for the last two years, stated that there were 161 entries from

18 countries.

Positive report backs were received regarding **WPO** sponsored training that was conducted in Lagos, Nigeria and Nairobi in Kenya. A pleasing aspect of these reports highlighted the fact that each of the training courses was supported by various **WPO** members working together in organizing and executing the training.

In Lagos the residential training course was arranged by the Nigerian Institute of Packaging and delivered by the Australian Institute of Packaging with assistance from representatives from Ghana, Kenya and South Africa, sponsored by the African Packaging Organisation (APO) and **WPO**.

Requests for financial sponsorship from members far exceeded the budget allocation for 2014 and the Education Working Group was left to evaluate the various requests and submit their recommendation.

The Marketing Working Group were congratulated and thanked for the excellent website that was launched in Sydney; appreciation was expressed to Pierre Pienaar who had led the project. The Kellen Company had put a great deal of effort into the origination and ongoing management of the website.

A report was received on a quotation for undertaking a packaging statistical review. The cost of undertaking the project was too high and the committee was requested to find alternative options that were better priced and were more in line with what was required.

In order to boost the marketing efforts of WorldStar, the Marketing Working Group presented a five minute long film, there was a positive response to the film and each **WPO** member was handed a copy of the film and requested to use it to bolster interest in WorldStar in their own country.

The judging panel adjudicated 249 WorldStar entries submitted by 35 countries. The standard of entries received was high and it was good to note the increasing involvement in WorldStar by new competitions. Each board member was encouraged to use the newly developed film to market the competition in their own country.

An exciting new competition would be launched next year by APO (African Packaging Organisation), the AfricaStar. The Institute of Packaging South Africa would assist in the launch and management of this the first ever packaging competition in Africa.

WPO meetings for 2014 would be held in Dusseldorf (Germany), in May, running alongside Interpack and would be the venue for the WorldStar Awards. The second meeting of the year will take place in Colombo (Sri Lanka), during November.

WPO Meetings in Barcelona





WorldStar Awards

WPO selects winners of WorldStar Awards 2014 in Barcelona

Representatives of 24 packaging associations, members of WPO (World Packaging Organization), judged 249 packaging projects, from 35 countries, that applied for WorldStar Awards 2014. The judging session took place on November 7th, the third day of WPO's Board Meeting program, held in Barcelona, Spain.

The number of winners, by category, was: Beverage 45 (out of 64 entries); Food 39 (73 entries); Health & Beauty 9 (32 entries); Household 7 (13 entries); Pharmaceutical & Medical 7 (10 entries); Electronics 6 (11 entries); and Other 26 (46 entries). The country that received most awards was Japan with a total of 14 WorldStar winners.

The candidates for the special categories - President's Award, Sustainability Award and Marketing Award - will be announced in January. All winners will be recognized in a ceremony during Interpack 2014, to be held on May 13, in Düsseldorf (Germany). It is worth to remind that to be eligible to WPO WorldStar Awards the packaging must be a winner in a local competition, in its country, recognized by WPO.

The complete list of winners of WorldStar Awards 2014 can be found at www.worldstar.org and WPO's new webpage www.worldpackaging.org.



Worldstar Student Awards 2013

The 2013 edition of WorldStar Student Awards, from WPO, received 161 entries from 18 countries. China is the country with more entries - 69 – followed by South Africa (21), Turkey (20), Singapore (6), UK (5) and USA (5). This program is being coordinated by WPO's member in USA, IoPP (Institute of Packaging Professionals).

The winners will be announced in annual IoPP's student meeting in the Spring of 2014, in USA. WPO's member from Brasil, ABRE (Brazilian Packaging Association), will assume the organization of the WorldStar Student in 2014 and 2015. The organization is already preparing a system to continue having an



online voting procedure. Board members are invited to apply to be juries.

More information about registration will be sent in the beginning of 2014.

Special Articles

Five decades of excellence in training and packaging education*

The Australian Institute of Packaging (AIP), a WPO member, was established on the 12th of September in 1963 when fourteen men had a vision to create an Institute that would provide a professional identity for packaging technologists in Australia.

The founders of the AIP wanted to ensure that packaging technologists were recognised as professionals in their fields and that their training was acknowledged on par with other Degrees and accreditation. Noel McLennan, Arthur Harris, Frederick M. Flentje, Edward R Dann, William A. Ross, Marcus Heselev, Leslie Buck, Ray Cox, A. Hislop, J. Trotter, G. Jeudwine, W. Smith, F.H Ottaway and E.G Davis have long been recognised as the official foundation members of the AIP and without their vision, the Institute would not be as relevant today.

At that time, AIP mission statement was:

- To serve as an independent professional body of packaging specialists.
- To promote professional standards of competency through education and training.
- To advance and promote the standing of packaging specialists as a profession.
- To serve and establish the confidence of the community in the packaging profession.
- To aim towards professional qualifications for all Members.
- To uphold professional integrity and ethics within the profession of packaging.

50 years on the AIP remains the only professional body designed to educate, train and develop packaging technologists and other individuals involved within the packaging industry throughout Australasia. The only difference today is that the AIP is a lot wider in its reach and has opened up its membership to all fields within the industry (marketing, sales, designers, engineers to name a few) and is also assisting New Zealand and parts of Asia through its educational programs.

AIP today provides professional and personal development to all levels of the packaging industry; educational offerings include the Diploma in Packaging Technology, the Certificate in Packaging, in-house corporate training programs, over twenty different half-day training courses, the biennial national conference, the biennial national technical forum, site visits, seminars and technical dinners. The Institute has divisions in New South Wales, Victoria and Queensland and also has regional programs in South Australia and New Zealand.

The Institute also offers a range of educational opportunities to individuals and packaging departments seeking to expand their knowledge and commercial opportunities across the breadth of the packaging industry. These courses are internationally accredited by the PIABC in the UK and are the benchmark for training worldwide. Graduates of AIP courses are recognised internationally, expanding their global employment opportunities. The AIP also offers a program of half-day training courses that provide key up-to-date information on specific areas within the packaging industry.

AIP's flagship course is the Diploma in Packaging Technology, which has been developed to provide in-depth understanding of the packaging industry aimed principally at technologists and managers whose jobs have a packaging focus.

Diploma in Packaging Technology

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. It has been offered by the AIP continuously since 1980 and has an exemplary record of successful students. It has been revised, updated and offered on-line. It is accredited by PIABC, the Packaging Industry Awarding Body Company, which is in turn accredited by OfQual (Office of Qualifications and Examinations).

Certificate in Packaging

The Certificate in Packaging is a Level 3 qualification designed to meet the training needs of a wide variety of people involved in packaging. From the new entrant to the industry who wants the best possible preparation for a career in the industry, to design, production, management, sales and marketing or purchasing staff who need to deepen their understanding of this vital and complex discipline. It is also an entry qualification to the Diploma and offers the opportunity for 'fast tracking'.

According to Ralph Moyle, Current National President of AIP, that participates in the Institute since 2004, being part of AIP means to be member of 'a group of like-minded individuals' acting as volunteers who can maintain and grow a 'not-for-profit' organisation for 50 years and take it to world organisations and be respected for their professionalism and endeavour.

As a significant change of the packaging industry in the past 10 years, he points the influence of the retailers forcing change back through the supply chain. "This is most clearly demonstrated by the requirements for Shelf Ready Packaging which challenges many of the criteria for sound packaging performance. In the third worlds – the changes due to population increases increase the challenges of protecting food against waste."

His advice to the industry is "to stay alert, stay focused, listen and learn to all those around you. Find a person with passion, drive for packaging, and work with them".

**This article was kindly submitted by Pierre Pienaar, Education Coordinator of AIP (Australian Institute of Packaging), a very active member of WPO.*

Packaging education in Africa. Does it affect Australia?

*By Pierre Pienaar**



Lagos, Nigeria. The destination conjures up a variety of imaginations. I grew up in South Africa but nothing could have prepared me for the highly populated, super-resourced, bustling West African nation. A quarter of Africa's population lives in Nigeria. It is the 7th most populous country (an estimated 200 million people) in the world with 42% of its population 0-14 years of age. It is the world's 8th largest exporter of petroleum. It is a country of huge extremes and I feel privileged to have been asked to participate recently in a five day residential training program (RTP) focusing on Packaging Technology education.

The World Packaging Organisation (WPO) approached the AIP to deliver this week long training program. 34 students from Nigeria, Ghana, Côte d'Ivoire, Kenya and South Africa attended; all with a strong desire to learn more in the field of the science and technology of packaging. The majority of the attendees were graduates including some with Masters qualifications and two with PhDs. But Packaging Technology is what they were hungry to learn about. No small wonder when one considers that more than 50% of Africa's food supply is lost through poor/ineffective/insufficient packaging. All participants keenly absorbed information and their eagerness to improve their knowledge in this field was most evident in their final project presentation on the fifth day.

This West African RTP initiative will be the first of more to come. Already the African Packaging Organisation (APO) is planning similar programs in 2014 in Accra and another in Lagos; the latter focusing on pharmaceutical packaging. Although this recent RTP covered the entire spectrum of packaging technology, what drove the students and which was evident in their questions, was how one can improve packaging and

reduce costs. Participants wanted to know what their packaging counterparts were doing in developed countries and how they can improve, particularly the packaging of foodstuffs to reduce wastage.

In this region much fresh produce is sold on the 'open markets' where, better knowledge of material selection coupled with more effective storage, would greatly reduce the loss of fresh fruit and vegetables. Subsistence farming is the order of the day in Nigeria where the farmer brings a few baskets of produce to the market and transfers the contents to another basket belonging to the open market vendor. Fresh produce is exposed to the elements during display and sales resulting in a very limited shelf-life.

There is significant evidence of informal packaging happening throughout Africa. This is where vendors buy in bulk and repack into small pack sizes for 'open market' sales which better suits the consumer owing to low income and poor storage facilities at home. Affordability also drives daily supply of household, hygiene items such as toothpaste where 15 ml (one day dose) sachets are by far the biggest seller of toothpaste units. It is in this area of small dose packaging that most support, knowledge and advice is required.

This recent RTP has been a good start. On-going education is required at all levels of the packaging spectrum, i.e. formal and informal sector. The AIP, in collaboration with WPO, has the knowledge, the resources, the first world experience and the ability to share information and expertise. In fact, we have an obligation to help those in developing countries. The APO and WPO are to be commended for taking the initiative to begin addressing this most serious need in Africa. The AIP can feel proud that it was approached to deliver this week of education and support. The AIP is committed to offering similar training over the next 12 months in Indonesia, Malaysia, Vietnam, China and Bangladesh. The road ahead is long and it is wide but the journey has commenced. The destination is not necessarily in sight but the rewards along the way for ALL involved will be big and long lasting. You are invited to join in this journey as you begin thinking about your contribution to improving packaging standards around the world.

****Pierre Pienaar is Education Coordinator of Australian Institute of Packaging (AIP), a WPO member.***



World Food Day: Keep food fresh by covering up

By Victoria Knowles

A new study from INCPEN has compiled a top 20 list of the most wasted food items, and suggests that improving packaging efficiency might be a way to battle waste.



Bananas are the most wasted food item in the retail supply chain

Today is World Food Day – a time when we think about what we eat, what we waste, and what others do not get the opportunity to eat.

About one third of all food produced for human consumption is wasted, according to the Food and Agriculture Organization (FAO). Their latest study found that the cost of food waste worldwide amounts to a sobering [£470 billion](#) in economic terms, 1.3 billion tonnes in weight, and 3.3 billion tonnes of CO2 emissions each year.

"With just a quarter of that, we could feed the **842 million hungry**," said Robert van Otterdijk, an agriculture industry expert at the organization.

By 2030, we need an estimated [50% more food](#) in order to nourish a flourishing population - jumping from an estimated 6.9 billion in 2010 to 8.3 billion, according to UNDESA (United Nations Department of Economic and Social Affairs) - with ever evolving diets.

While the majority of waste, at [almost three quarters](#), occurs at a household level, the supply chain does need to be addressed.

Released this week, the INCPEN's (Industry Council for Research on Packaging and the Environment) [Checking Out Food Waste](#) identifies individual food products and categories along with their losses in both weight and value, and has compiled a top 20 list of the most wasted food.

Top 20 Worst Contenders

Bananas, bread and eggs are the head of the undesirables. The top 20 products account for about a fifth of the entire food retail supply chain wastage in the UK. Following these, there are hundreds more products where the wastage is far less.

The list is dominated by fruit, at 40%, followed by meat and poultry at 20%. Vegetables and bakery follow close behind.

Food	% of top 20	Waste in tonnage	Waste in £
Fruit (especially bananas, berries and grapes)	40 %	7,668	£15,963
Meat and poultry	20%	4,846	£8,565
Vegetables		2,325	£4,078
Bakery		2,277	£2,066

Each year, between the depot and the checkout, **22,000 tonnes** of food is wasted, either by dumping due to spoilage or damage, or reduced to clear. This loss is valued at **£43 million**, the study found.

This wastage accounts for 61% of all retail supply chain product losses. This can happen for many reasons, from something as simple as mishandling and over-ordering right through to incorrect weather forecasts. In the past, it was thought that shrinkage, caused either by theft or pricing errors at the checkout, was the predominant cause of product loss in the retail supply chain. This study illustrates that this is not the case; shrinkage only accounts for 39% of the total product losses (33% of which is theft.) This suggests that waste requires more attention than previously considered.

In terms of value, delicatessen chicken, bananas and strawberries undergo the biggest losses. By weight, delicatessen chicken and bananas suffer yet again, followed by bread.

Meanwhile, regarding percentage of sales, tuna, delicatessen turkey and delicatessen ham endure the highest waste, at 13%, 10% and 10% respectively.

The study is the first of its type to use actual data from three major UK retailers, rather than interviews with their retail representatives. Together, these supermarkets account for over two-thirds by value of the UK FMCG retail market.

An interesting and perhaps unanticipated outcome of the study was that different retailers experience different wastage for the same items – so there may be a clear opportunity for them to learn from each other.

For example, one retailer experienced high wastage for raspberries, whilst the other two experienced moderate and low waste. Meanwhile, some items had a similar wastage across the board – bananas were high, whilst items like avocado and lamb were low. Out of 25 items, nine were regarded similarly by all three retailers, and the remaining 16 had different results.

It is not just the food itself that goes to waste – the time, money, materials, energy and water required to produce it is wasted too.

It is not just the food itself that goes to waste – the time, money, materials, energy and water required to produce it is wasted too. In fact, to replace, re-grow, re-manufacture and re-transport what was wasted uses more than 10 times more resources than packaging it efficiently in the first place - certainly food for thought.

"Few packaged products appear in the top 20. It is worth noting that the majority of the high wastage foods are typically sold both loose and pre-packed. It would therefore be worth exploring if packaging more of those sold loose would reduce waste," states INCPEN Director, Jane Bickerstaffe.

For example, potatoes [last three days longer](#) when they are packaged; unpackaged cucumbers start to turn after only three days, whilst their life could be extended by a fortnight if they were wrapped in plastic.

INCPEN's study is not the first to examine waste packaging. According to the latest research by WRAP, the grocery retail sector as a whole is throwing away [£6.9 billion](#) worth of waste food and packaging in its supply chain. WRAP also produced a report back in March, [Consumer Attitudes to Food Waste and Food Packaging](#), that looks at shoppers' food storing habits, and therefore, their role in the deterioration of food.

This study determines what is wasted, but additional research is required to pinpoint exactly why and where wastage occurs in order to establish measures to prevent and diminish it. Nevertheless, packaging is certainly a good place to start.

The top 20 dumped foods (ordered by weight)

1. Bananas
2. Bread
3. Eggs
4. Sugar
5. Tomatoes
6. Delicatessen Chicken
7. Grapes
8. Mushrooms
9. Satsumas
10. Delicatessen Ham
11. Clementines
12. Uncooked chicken
13. Sweetcorn
14. Delicatessen Turkey
15. Red pepper
16. Raspberries
17. Blueberries
18. Steak mince
19. Salmon
20. Cherries

World Food Day

So what is special about this otherwise ordinary Wednesday? World Food Day commemorates the day on which the FAO was founded, back in 1945. The aim is draw attention to, and increase awareness of, world hunger while promoting efforts to stimulate agricultural food production and highlight achievements.

Each year, a specific theme is chosen to stress a common focus point. The theme for 2013 is "Sustainable Food Systems for Food Security and Nutrition". Events take place in more than 150 countries around the world.

Oxfam is encouraging people to host a meal or share recipes. Either way, the charity wants to inspire conversation about where your food comes from and help you connect your efforts with your local community.

Other events going on this week include hunger walks, prize award ceremonies and sales which are being hosted in and organised by churches, museums, universities, shops and schools.

You can find out more at: www.worldfooddayusa.org/events

How are you celebrating World Food Day? Have you got any tips regarding this year's theme? Leave a comment in the box below!





New pharmaceuticals packages protect proteins and prevent falsification

The medicinal products market is changing. Sensitive biopharmaceuticals require more robust packages. Falsification has to be prevented with special seals and codes. And additional package features are necessary so that patients can safely administer medication themselves. Pharmaceutical companies and the packaging sector are faced with huge challenges.

When the medicinal products market was still dominated by blockbuster medicines, the pharmaceutical companies had it easy: they developed active substances that could be used to treat a large number of patients and produced medicines against widespread ailments such as high blood pressure and diabetes by the millions in standardised mass processes. The big multinationals thus earned billions year after year.

But times are changing. "The market for biopharmaceuticals with selective action and greater potency is growing in importance. Scientists are delving ever deeper into biochemistry and identifying new goals," explains Klaus Raith of Deutsche Pharmazeutische Gesellschaft e.V. (German Pharmaceuticals Society). Visiogain, the British market research company, confirms this trend. According to its findings, annual sales of biopharmaceuticals are currently experiencing double-digit growth and a continuing rise is forecast for the coming ten years. This is forcing pharmaceutical companies to adapt. Some biomolecules readily decompose, while others are highly aggressive and attack the surfaces of primary packages. Containers with improved barrier properties and enhanced impact resistance are therefore required in order to reliably protect precious biosubstances. More flexible production processes are also called for, capable of precisely dosing even the tiniest quantities of active substance.

At the same time, pharmaceuticals manufacturers have to safeguard their medicines better against falsification. Under the new EU Anti-Falsification Directive, virtually all prescription medicines will have to be provided, as of 2017, with a unique code number and a feature showing that the outer package has not been tampered with. Falsified pharmaceuticals are becoming a growing menace for patients. According to studies by the World Health Organisation, the falsification rate among medicines sold via dubious websites is already 50 per cent. The customs authority puts the share of falsified medicines in Europe at 10 per cent. No one is safe from product falsification. Fake and watered-down pharmaceuticals can be found not just in the lifestyle segment, but right across the range through to influenza medications.

The patient is king

Issues like self-medication and user safety are becoming increasingly important. Injections that only doctors used to give can now be self-administered by patients. To prevent injury, inbuilt safety needles retract immediately after injection. The packages of the future will be even more versatile. The Finnish-Swedish packaging manufacturer Stora Enso and Göteborg's Chalmers University of Technology, for example, are developing an intelligent package designed to simplify communication between patients and doctors. The package records precisely when a tablet is removed. If the doctor's prescription is not observed, the patient receives a wireless reminder – relayed to a mobile phone, for instance. Such consumer-friendly solutions demand a difficult balancing act from pharmaceuticals manufacturers, who have to integrate extra features while also keeping costs under control.

The pressure to cut costs is passed on by the pharmaceuticals industry to the packaging sector. "Today's requirements in the pharmaceuticals sector are tough – in terms of both innovation and boosting efficiency in the drive to cut costs," explains Richard Clemens, Managing Director of the Food Processing and Packaging Machinery Association within VDMA. Developers are therefore working flat out on new packaging solutions and improvements in equipment for the production of medicines. "Pharmaceuticals manufacturers need solutions that give them new room for manoeuvre in production," says Christina Rettig, spokesperson of Mainz-based glass specialist Schott. The company ranks among the leading suppliers of primary packages made of glass and has developed special glass vials for biomedicines that have a super-thin lining of silicon dioxide on the inside. For coating, Schott makes use of chemical vapour deposition in which, after the reaction of a precursor gas with oxygen at high temperatures, silicon molecules are deposited on the glass wall. "The silicon layer prevents protein interactions with the package surface and protein adsorption – sensitive biopharmaceuticals thus stay stable," Rettig explains. At Interpack 2014, the world's premier event for the packaging sector and related processing industries, Schott will be presenting, among other things, innovative solutions in the pharmaceuticals vial segment from 8 to 14 May 2014.

Multi-layer plastic bottles are an alternative to glass vials. Some polymers such as polyolefins are transparent like glass but protect biopharmaceuticals even better as their surface cannot be attacked by alkaline liquid medicines and contain hardly any organic substances that might enrich bio-substances. On the other hand, the polymers are relatively expensive, which is why the industry has been hesitant to use them so far.

Every package a one-off

Progress has also been made in the fight against falsification. August Faller, a manufacturer of secondary pharmaceuticals packages in Baden, has developed barcodes, alphanumeric series and data matrix codes for folded boxes and labels for the serial coding of packaging materials. The specialist uses ink-jet technology to print the packages with the serial product information, thus making it possible to trace the medicines back to the manufacturer.

The demand for identification solutions can be expected to grow rapidly in the coming years. securPharm, the umbrella organisation for five medicinal product distribution associations, intends to establish a system based on data matrix codes to guard against falsified medicines by 2017. The idea is that the manufacturers of the medicines make each package a one-off by printing it with a square data matrix code containing a unique number. They store all the awarded numbers in a shared manufacturer database. At the pharmacist's, the code of each package is then scanned and checked with the database before the medicament is handed out to the patient. As this check takes only a few seconds, falsified products are quickly identified. The system has already passed its practical test with 280 participating pharmacist shops, 24 cooperating pharmaceuticals companies, over 3.5 million marked medicinal product packages and over 30,000 authentications, explains Reinhard Hoferichter, spokesman of the securPharm Executive Board. "With newly coded packages of selected drugs, we achieved system accessibility 99.5 per cent of the time."

Machine and plant manufacturers have adjusted well to the new requirements of the pharmaceuticals sector. New production equipment that produces and packages medicines faster and more flexibly helps manufacturers to offset high outlay on elaborate packages and supplementary features with cost savings in production. For the identification and tracking of medicines, Italian automation specialist Marchesini, for example, has developed a track-and-trace solution whose printing module is capable of printing 400 folded boxes per minute from both sides and from the top with different security labels. A camera then checks and verifies the codes. The data are finally stored in a huge central server from where they can be retrieved at any time, thus making things exceptionally difficult for counterfeiters.

More efficient production

Swabian machine manufacturer Bausch + Ströbel is also pulling out the stops for pharmaceuticals companies. "In the production of modern biopharmaceuticals, it is becoming more and more important to achieve highly reproducible precision in the filling process with high machine efficiency and availability in sterile conditions. "We are investing heavily in innovation, quality assurance and process technology so that we can continue to offer our customers the best-possible solutions," says Managing Director Hagen Gehringer. The company's innovations include a fully automatic labelling machine that labels bottles at a rate of up to 21,000 per hour and permits reel changes without interrupting production.

Bausch + Ströbel and sensor specialist visiotec have also developed a process permitting the continuous control of filling processes without output being reduced by this close scrutiny. During the production of medicines, 100 per cent in-process checks are often necessary, as it is essential to ensure that precisely the right proportion of active substance is contained in each vial, syringe or carpule. Until now, the filled vials have been removed from the process and weighed, thus reducing the rate of production throughput. Instead, with their new method, Bausch + Ströbel and visiotec use sensors that check the vials in the on-going process and thus maintain high machine speed.

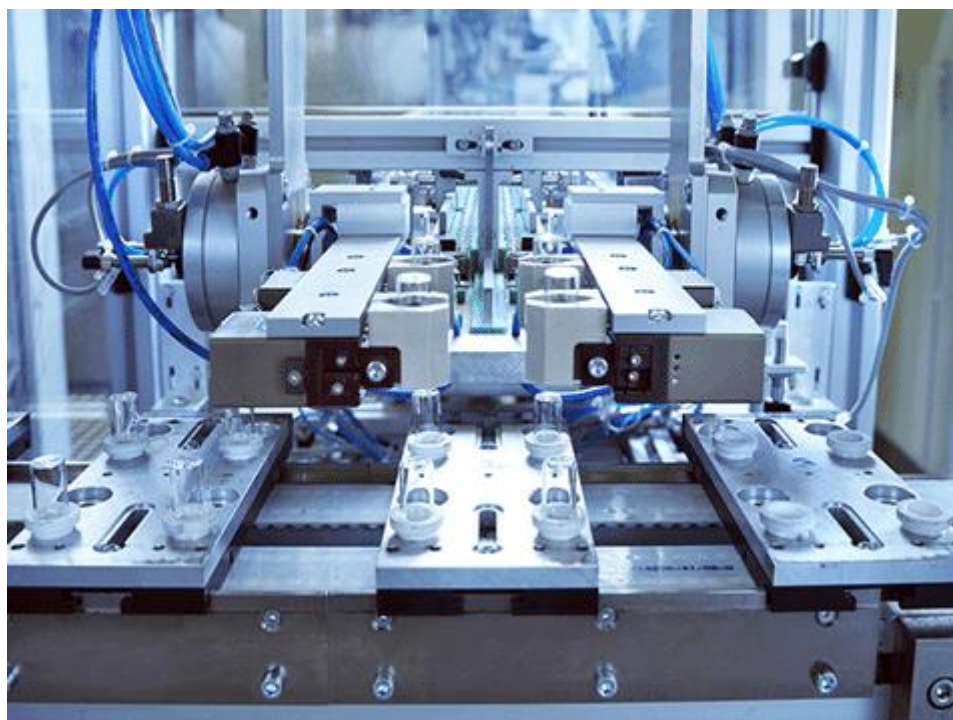
Northern German equipment supplier Fette Compacting also specialises in greater speed and flexibility. It now claims that the rotary table press recently added to its product range achieves product changes faster than any other presses in its performance bracket. Replacing the rotor, the key component of the machine, is said to take only 15 minutes. On existing conventional presses, this process may take more than an hour. The rotor carries the filling cams that mechanically control the movement of the punches and ensure that the tablets are pressed with precision. To change the rotor, it has always been necessary until now to unscrew many individual parts. Fette has designed the component in larger segments so that it can be replaced faster. The packaging sector currently has a multitude of innovations in store for the pharmaceuticals industry. At

interpack 2014, visitors can gain their own detailed impressions. Overall, about 1,100 of the roughly 2,700 exhibitors have expressed their intention to show solutions for the pharmaceuticals industry.

Quality control: Since glass vials are often filled with aggressive medicinal products, they are subjected to precise checks beforehand.



In the coater: To ensure that the glass does not interact later with the product, it is given a protective layer on the inside in a special coating machine.



Tiny seeds of hope: Researchers are working flat out to discover new active substances for better medicines. Crystals lend themselves particularly well to processing into tablets.



Upping the tempo in tablet manufacturing: Machines for the production of pharmaceuticals are becoming more and more efficient. With new systems, users can almost double product output.



All from a single source: Compact, fully automatic production systems cut costs. On this syringe line, plunger assembly, labelling, safety device assembly and syringe buffering dovetail intelligently.



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