



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



W P O NEWS

The Packaging Community Around the World

President's word

All together for a singular purpose!



Congratulations to our Russian colleagues on a well-executed, successful Olympics in Sochi! As I watched the closing ceremonies, I began to reflect, like a lot of people, on the importance of nations coming together in unity for a singular, positive purpose. In this case, of course, it was for world-class athletic competition. As a skier, I can tell you that, from my perspective, the speed and excitement of the downhill and slalom races are some of the best competitions, although I certainly don't ski anywhere near that fast!

But the value of singular purpose is the important point here; and it transfers to **WPO's** singular purpose as well. "Better Quality of Life Through Better Packaging for More People." It's just as noble, perhaps even more so, than coming together for athletic competition.

We are 50 countries coming together to promote packaging and its most important purposes; safer food, clean water, efficient movement of goods through the supply chain are important to every society. They bring health and happiness to everyone. Healthy and happy people tend to be more productive and secure in their own lives. So, by meeting these basic needs, it is easy to argue that packaging plays a role in the creation of a more peaceful society. As members of **WPO**, and as members of the world-wide Packaging Community, you should feel good about the contributions that WPO makes to the larger picture. **WPO** and its members are doing important work!

As an example of how **WPO** is moving down the hill even faster, you will be interested to know that we recently joined an important international initiative. The Save Food initiative, a project started in 2010 by the Food and Agriculture Organization (FAO), a branch of the United Nations, now has partners from all over the world, with an important and also noble goal: to reduce food losses and improve food security world-wide. We will participate in the Save Food Conference during Interpack, in Düsseldorf, scheduled to May 7-8. It is another important step in **WPO's** journey to

become a more meaningful leader in the Packaging Community.

And speaking of Interpack, the dates are May 8-14, in Düsseldorf (Germany). Hotels are filling up fast! **WPO** meetings are scheduled in Düsseldorf for Monday, May 12 – Wednesday, May 14. You should have already received details for the meetings. I hope to see you there.

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

Around the world

Upgrade on Global Standards Directory

BRC Global Standards has announced that it has made a number of technical changes to the BRC Global Standards Directory to allow BRC certificated suppliers to share audit data with other BRC certificated suppliers. Until this announcement only retailers could be given access to the audit data.

This new development means that audit sharing between suppliers is instantaneous and it allows access to the full audit report and the supplier's certificate data. Benefits to the supplier are the immediate authentication and validation of the audit report and certificate.

Suppliers can be assured they are dealing with a recognized BRC certificated supplier as the certification body that carries out the audit is responsible for the completion of the audit and certificate information. The certification body has been approved by the BRC and follows strict rules and regulations which detail the responsibilities of the certification body and their auditors. For more information visit www.brcglobalstandards.com.

IOPPK expands packaging education in Kenya

The training "Competitiveness through quality packaging" was targeted to SMES in Kenya and organized by IOPPK, the local **WPO** member. Kenya is committed to moving SMEs up the value chain and to build the capability of SMEs to enter the local and export markets. As packaging is seen as a key enabler towards this objective, Kenya has adopted a Vision 2013 where the country will be Globally Competitive.

The training was sponsored by **WPO** and KEBS (Kenya Bureau of Standards) and organised by APO (African Packaging Organization), also a **WPO** member. It was attended by Thomas Abaidoo, Vice President of APO Education and by Keith Pearson, General Secretary of **WPO**, as well as local dignitaries.

The resource people were trained by ITC and are certified professionals. The trainees considered the "will assist them uplift packaging standards in their organisations". Total of participants in the two days were 143 professionals. Another important education initiative in Kenya was the "Tea packaging training". Kenya grows the finest tea and is one of the leading exporters of the product in the world. But most of the product is still exported in bulks.

To add value to this business, the country decided to participate in a program to maximize the local export performance of tea through better packaging. This education program had the participation of 111 tea producers that were trained on packaging in Nairobi and Mombasa.



PACKAGING TRAINING PROGRAMME FOR TEA BOARD OF KENYA



Theme: maximizing Local and Export performance
of tea through better packaging solutions

DATE : 30th-31st Jan 2014 @ SAI ROCK BEACH HOTEL MOMBASA

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



IoPP launches advanced-level Packaging360 Leadership online course

The Institute of Packaging Professionals (IoPP), a **WPO** member, announces the launch of Packaging360 Leadership (www.iopp.org/Packaging360), an online course that helps you transform packaging into a strategic asset for your company. This is accomplished by approaching packaging as an integrated system that supports business objectives. The course is produced by U.S. business management consultancy Fastracq Inc., and IoPP is licensed exclusively to offer the course to packaging professionals worldwide.

IoPP offers Packaging360 Leadership as a companion training program to its Fundamentals of Packaging Technology course, which is available both face-to-face and online. Packaging360 Leadership is an integrated set of five modules and nearly seven hours of training with in-depth explanations and steps for mastering packaging convergence, supply chains, your customer's world, your internal value chain and sustainability—with results on the bottom line. A bonus sixth module, available only as part of the complete course, lays out real-world applications for all the principles learned in the course. Packaging360 Leadership's five primary modules are also available individually.

Each of the primary modules concludes with an online exam to test knowledge retention and understanding, and IoPP certification points are available by completing parts of or the entire course. Users may download a Certification of Completion for each module after successfully testing through the lesson.

Groups and companies may now license both the Packaging360 Leadership and Fundamentals of Packaging Technology online courses. IoPP will develop for your company a private, co-branded online portal that contains your catalog for either course or both courses. For details on licensing, contact Jim George, IoPP Director of Education, at +1-630-696-4011, or e-mail jimg@iopp.org.

APO launches AfriStar Awards

WPO member, APO (Africa Packaging Organisation) announced the launch of the AfriStar Awards, the first packaging award to cover all African region. The purpose, as explains Joseph Nyongesa, President of APO, "is to show the best in African packaging industry. Africa is a rising continent. We are certainly one of the continents that attracts most the interest of companies nowadays. And we need to show these companies that the African packaging industry is rising and is being very well prepared to receive new products and retail chains."

The judging criteria of the new award will be: effective Product –Package relationship (containment and protection for African conditions); effective Product-Consumer relations (convenience and communication- consumer information, education and guarantee); and Package –System relationships (is the package sustainable economically and culturally on the long term, pragmatic for African conditions, environment etc).

The packages must be converted in African countries and in addition to the normal product categories awards will be given based on substrates and special circumstances or achievements. The winners will be electable to WorldStar Awards, from WPO.

Entries for **AfriStar 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 Awards will happen every two years. For more information contact President of APO, Joseph Nyongesa, at jnyongesa@ioppk.com or visit www.africapack.org.

Be prepared to East AfriPack 2014

Due to an agreement between the United Nations Industrial Development Organization (UNIDO), the East African Community (EAC) and Ipack-Ima, from September 9 to 12 2014 it will be organized the first edition of East AfricaPack 2014 – The Processing, Packaging and Converting Technologies Exhibition in Nairobi, Kenya. The main objective is to promote the region's industrialization police. **WPO** will support the event, as well as other initiatives of Ipack-Ima.

According to the organizers, Africa offers extraordinary opportunities as it has strong growth potential as well as abundant resources, such as 60% of the world available arable land, an enormous development potential for the local population. However, postharvest losses are very high, varying from 20% for cereals to 50% for fruits and vegetables. "For this reason, the systems and technology provided by the industries represented by Ipack-Ima play a crucial role in paving the way for development and progress in Africa, by increasing food preservation and value addition", states Guido Corbella.



For more information on East AfriPack 2014 visit www.ipack-ima.com.

NVC confirmed booth at Interpack 2014

NVC (Netherlands Packaging Center), a WPO member, will show in its booth in Interpack 2014 the 10 finalists of the packaging innovation contest De Gouden Noot. They were chosen after the first jury round that lasted two days. Only one of the finalists will win the trophy with the massive golden walnut inside, after the second jury round later this year.

The Center also offers additional sales support for its members exhibiting on Interpack. They can advertise and state their stand number in advance via the NVC Buyers' Guide. During the interpack itself, a hand-out from this Buyers' Guide will be provided at the NVC stand (operating base for visitors), listing companies and their stand-numbers. Member companies that exhibit can also use the NVC stand as a neutral meeting point for appointments with (potential) customers.

During the show, daily, from 4:30 pm to 6:00 pm there will take place a networking drink, a unique moment to meet (inter)national contacts. Each day visitors to the NVC stand can win a tablet during this drink. For more information visit www.nvc.nl.

2014 AIP National Conference on preparation

AIP (Australian Institute of Packaging), a WPO member, is currently at the planning stage of the 2014 National Conference which will be held on the 17th & 18th of June at the Sofitel Wentworth, Sydney. The call for papers ended on February 14th.

Following a number of highly successful conferences, the 2014 edition will be designed to deliver a two-day educational program that will cover a broad range of topics relating to the theme Packaging & Innovation Excellence. The target is packaging designers, technologists, engineers, sales and marketing people. The biennial event is the largest of its kind in Australia and New Zealand. For more information send an e-mail to info@aipack.com.au.

IndPack shows to be international



From January 16th to 18th the Indian Institute of Packaging, a WPO member, organized the IndPack2014, together with a National Conference, in Mumbai. The president of WPO, Tomas Schneider participated on both events that were also attended by 400 delegates from around the world.

Tokyo Pack 2014 is confirmed

Japan Packaging Institute, a WPO member, is already promoting the Tokyo International Packaging Exhibition 2014, scheduled to October 7 to 10, expected to be the largest packaging exhibition in Asia. In addition to the main exhibition, the organizers are introducing a new showcase of advanced Japanese packaging solutions.

The Next Generation High Performance Packaging Pavilion will feature breakthrough packaging solutions that take extended product shelf life to new levels, highlight environmentally-friendly packages, and new decoration and print technology solutions.



The Good Packaging Pavilion will feature the year's best in Japanese packaging innovation and technology - the Japan Star 2014 winners. A special collection of Japan's most advanced and creative packaging designs and technology chosen by expert industry professionals, this is a unique opportunity to see firsthand the top commercialized packaging solutions in the extremely sophisticated and demanding Japanese consumer market.

And the Global Packaging Pavilion will also return to Tokyo Pack 2014 after a successful first-run at the last show. A showcase of common food and beverage packaging around the world, highlighting the importance of packaging to Man, this display will feature packaging applications common to different countries, as an extension of different consumer behavior and habits.

The 2014 edition will feature more than 2,600 booths representing 600 companies in the 23,000 m2 exhibition space. The expectation is to attract more than 70,000 visitors from inside Japan and overseas.

During the last edition, in 2012, there were more than 170,000 visitors in the 4 days exhibition. For information visit www.tokyo-pack.jp/en.

IoPP leadership online course

IoPP (Institute of Packaging Professionals), **WPO** member in USA, announced the launch of Packaging360 Leadership, a new advanced-level, online course in cooperation with management consultancy Fastracq Corp. Packaging360 Leadership gives packaging professionals a well-rounded education beyond packaging technologies and design. The eight-hour course shows them how to think about packaging as an integrated system that becomes a strategic asset for their company.

The course is available exclusively through IoPP, expanding the Institute's suite of online packaging education options and joining IoPP's Fundamentals of Packaging Technology course at www.iopp.org. Packaging360 Leadership adds an advanced-level curriculum to IoPP's online course catalog, building on packaging basics learned in the 27-hour Fundamentals course. These two e-learning programs recognize the value of packaging professionals' time. The courses are designed so people can take either full curriculums or customize their training with only the content they need. They complete the lessons at their convenience on their computer screen.

Packaging360 Leadership is available as a set of five primary, prerecorded modules, varying in length from about 70 to more than 90 minutes. The modules are:

- Mastering Packaging Convergence
- Mastering Supply Chains
- Mastering Your Customer's World
- Mastering Your Internal Value Chain
- Mastering Sustainability

Participants may purchase either the entire course or individual modules. Complete details on Packaging360 Leadership are at www.iopp.org.

Great Generations debates on packaging in 2028 in Netherlands

WPO member, NVC (Netherlands Packaging Center) organized, in the end of 2013, the Great Generations Debate on Packaging in 2028 for the occasion of the 60th anniversary of the association. The Debate joined 90 participants, from three generations: The Young Talents (age 18-25), The Backbones (age 26-49) and The Eminences Grises (age 50+).

Firstly, each generation developed a vision on packaging in 2028, each in their own separate room, with help of a debate manager. A dedicated Trend Form with the eight most important packaging trends of 2013 was used as a starting point for this. Each generation could also add one or more extra new trends.

Subsequently the plenary Debate took place. This resulted in a wealth of unique, surprising and inspiring insights that are being analyzed by NVC. All participants and all other NVC members will receive the resulting bilingual (English and Dutch). For more information contact Ger Standhardt at g.standhardt@nvc.nl.

ABRE participates in Save the Food project



In the end of 2013, the President of ABRE (Brazilian Packaging Association), a **WPO** member, Maurício Groke, and the Executive Director, Luciana Pellegrino, that is also Vice President Marketing & Communication of WPO, were part of a meeting in Rome (Italy) to seal the participation of Brazilian entity in the Save the Food. The project is supported by United Nations and aims to fight against the world hunger through avoiding food wastage. The patent of project was given to the Catholic Church and in Brazil the leadership is FAO (Food and Agriculture Organization from UN).

The central idea of the project is to collect food in the maturation phase or with validation expired, in restaurants and supermarkets, and transforms them into a formula. In this process, packaging is fundamental to keep and guarantee the product distribution among populations that suffer with hunger. ABRE hole in this project will be collecting all possible information to spread among the packaging industry in Brazil.

Get ready for Brazilian Packaging Congress 2014



The theme of the 16th Brazilian Packaging Congress, organized by **WPO** member ABRE (Brazilian Packaging Association) and scheduled for October 07 and 08, is "Strengthen the competition in the production chain of packaging and products". There are confirmed, as speakers, Arno Melchior (Reckitt Benckiser) and Marco Bernasconi (Nestlé). Owens-Illinois will be a Gold sponsor. More information www.abre.org.br.

10 great topics in Japanese packaging industry

According to the Institute of Packaging Professionals Japan, a **WPO** member, there were 10 important issues in local packaging industry in 2013. Find bellow a report of each one:

1. Convenience stores expanded services - Major companies started and expanded the sale of authentic counter coffee, which is fresh ground coffee, provided at convenience stores. In addition, the business categories for convenience stores, such as in-store cooking, continued expanding. Accordingly, convenience stores needed special packages for the elderly and the young, including conveniently sized, small-capacity and compact packages. From the perspective of the food industry as a whole, food product planning for solitary meals and meals for two was promoted, thus leading to market growth.

2. New-standard corrugated board - Delta Flute, the entirely new-standard corrugated board, came into the world. Delta Flute is corrugated board with thickness midway between B flute (approximately 3 mm thick) used mainly for packaging canned drinks and E flute (approximately 1.5 mm thick) used mainly for gift boxes. Delta Flute is better than B flute for transport and storage efficiency, contributes to the efficiency and rationalization of packaging and is high in plane compression strength, thus enabling more beautiful and sharper printing. The reduced weight of the corrugated board enables reducing the effects on the environment including CO2 emissions. In addition, being stronger than E flute, Delta Flute can be used as corrugated board for shipping container which concurrently serves as the intermediate packaging box.

3. 3D printer becoming popular everywhere - Due to the enhanced performance and reasonable price of the 3D printer, companies are accelerating their introduction of the printer to process samples in-house. A mock-up for the design and functional verification of containers enabled actually touching and easily imagining finished products, leading to drastic reductions in the time and cost required to develop new products. In fiscal 2012, it reached an estimated 87 thousand units or 16 times (compared to 2008) in quantity and 13.66 billion yen or 1.4 times in amount (compared to 2008). The number of units shipped in fiscal 2013 is estimated to be doubled. The personal type costing

less than one million yen will be widely used, which will decrease the average price. The estimated market size by 2016 will be approximately 510 thousand units or 230 billion yen.

4. Amendment to JIS Z 0200 - JIS Z 0200, "Packaging—Complete, filled transport packages —General rules for the compilation of performance test schedules," widely employed in the domestic packaging industry as a test method for packaged freight, was amended for the first time in 13 years. After the amendments to, and issuance of, the international standard ISO 4180 of 2009, amendments to JIS Z 0200 started two years ago and the new standard was issued in February 2013. Since the amendments to the ISO, there has been a widening gap between the JIS and ISO. However, the amendments this time will accelerate harmonization.

5. Indication of expiration dates changed to month and year - The sustainability project committee of the Japan TCGF (The Consumer Goods Forum) announced changing the indication of expiration dates of soft drinks from month-date-year to month-year on February 25, 2013. The aim was to reduce the effects on the environment and improve business efficiency by changing commodity management in the entire distribution industry from daily to monthly management, as well as to reduce edible food waste. Beginning with 2-liter plastic bottles of domestically-produced water and mineral water, the indication will be changed gradually.

In the new Food Labeling Act set up by consolidating the provisions related to the food labeling in the Food Sanitation Act, Japanese Agricultural Standard (JAS) Law and Health Promotion Act, the nutritional labeling of processed foods was made obligatory in principle, and dramatically harsher penalties will be applied to offenders.

6. Corn beef packed in a long-life resin cup - The newly developed, plastic corn beef container enables retort sterilization and long life three-year expiration dates thanks to its material, which prevents content oxidation. The film cover is designed to peel off; no can opener is required; this enables breaking off the seal easily and safely. The environmentally-conscious design also reduces waste after use. The long-life resin cup differentiates the contents from competing products in stores, which accelerates changing existing product containers to the new long-life resin cup. In addition, plastic bottles that undergo DLC processing with high barrier characteristics are used as containers for alcoholic beverages such as refined sake and wine. Demand is dramatically growing given the high reputation of the bottles. In the food industry, new types of containers with enhanced functionality are being employed one after another.

7. Japanese economy emerging from deflation (60% of listed companies marked drastic increases both in sales and profits) - Corporate performance started to change into growth both for sales and profits. The financial results of listed companies for the first half (April through September) of fiscal 2013 achieved 11% in sales growth. Sixty percent of companies marked increases for both sales and profits, reaching the highest level in three years thanks to the weaker yen and favorable domestic demand. These positive results were due to monetary easing and increasing public spending, which are the first two arrows of the Abenomics program of economic stimulus. The emergence from long-term deflation was reflected in corporate earnings. Some companies and industries failed to pass on soaring material prices due to the weaker yen, making little progress in improving their earnings. In relation to packaging, the trend in high prices for resin pellets, stretch film and polypropylene band has continued.

8. Air Hold Pouch Development - The Air Hold Pouch with spouts, a standing pouch for liquid products, which stands by itself thanks to air support, was developed. The air is trapped along the height of the sides of the pouches, enhancing a self-standing structure, which is pleasant to the eye and makes it easy to carry the pouch and pour liquids. Since the trapped air forms pillars, the upper part of the pouch will not fall backward or forward, enabling beautiful displays at stores.

9. PACK SHOW 2013 - The PACK SHOW 2013, sponsored by the Japan Packaging Institute, a public interest incorporated association, was held at Hamamatsucho-kan of the Tokyo Metropolitan Industrial Trade Center from Tuesday, October 1 through Thursday, October 3. The Productions and Packaging in Daily Life Show 2013 and the Pack Show 2013 were held concurrently to foster exchange among consumers, packaging material manufacturers and users. A variety of functions and conveniences peculiar to packaging as well as many state-of-the-art technologies and devices of a variety of packaging products were displayed. Many students and housewives were among the more than 10,000 visitors.

10. 50th anniversary of the foundation of the Japan Packaging Institute - The Japan Packaging Institute marked the 50th anniversary of its foundation; a commemoration ceremony and celebration were held successfully at Tokyo Kaikan in Marunouchi, Tokyo on Wednesday, May 29. The total of the members of the Japan Packaging Institute increased from 300 at the start of its foundation to 1,150. Thus the Institute developed as if keeping in step with the development of the Japanese economy. The "50 Years' History" published in commemoration of the 50th anniversary presents the work of the Institute which has served as a foundation for what it is today. The work includes the story about the foundation of the Institute mainly by the companies concerned and the Ministry of International Trade and

Industry to advance packaging technology in postwar Japan, opening the packaging professionals course and the publication of packaging technology magazines. In addition, the "Packaging White Paper 2013" published at the same time has served as valuable reference material which provides a full view of all the facts about packaging, ranging from the history of packaging technology to packaging trends in Japan.

Packaging diploma in South Africa

Another **WPO** member, The Institute of Packaging South Africa, is offering its 3rd Advanced Packaging Diploma programme this year, intended to build on the institute's One Year Diploma in Packaging Technology, which has **WPO** approval.



Developed by the Institute's educational arm and introduced two years ago in Durban, this programme is of a highly interactive nature, in that it encourages students and their facilitators to engage in active debate and sharing of knowledge throughout the length of the course. Facilitators are selected annually and drawn from leaders in their fields throughout the South African packaging industry, and thus bring to the programme the very latest in packaging technology and practices available in the country.

The programme alternates between the main provinces of the Republic, and was thus conducted in Johannesburg, Gauteng in 2013, and moves to Cape Town in the Western Cape in 2014. The number of students admitted is restricted to preserve the interactive nature of the course and the programme runs for approximately six months on a two lectures a week part time basis. A prerequisite for enrolment is possession of the Institute's one year diploma in packaging technology, or equivalent.

It is aimed at those packaging professionals who are on the threshold of management level positions in the industry and who are thus being prepared (or are preparing themselves) for such positions. Consequently, it commences with several lectures serving as an introduction and orientation to the operation of a profit making business within a free enterprise economy, and then explores briefly the nature and functions of each of the main disciplines within a company. In this regard, there is a concentration on packaging manufacturing management and the importance of marketing in the entire packaging process. Thereafter, the main segment of the programme commences by moving on to packaging proper and a consideration of all the materials and methods which can be used for effective packaging purposes.

Packaging relative to the environment and sustainability are considered, as well as the requirements of the law related to packaging (especially foodstuffs), as well as quality control measures. There are two formal three hour examinations and a seven week practical component in which students, in teams, are required to draw up and present a Business Proposal centred around the development of a new product from conception, taking into account all the factors introduced during the programme. This business proposal is drawn up and presented in writing as a team, and marked as such, but is then followed by an oral presentation where each member of a team is required to present a segment of the proposal, in a board room type atmosphere, to a panel of assessors. Students are then awarded individual marks for their own presentations.

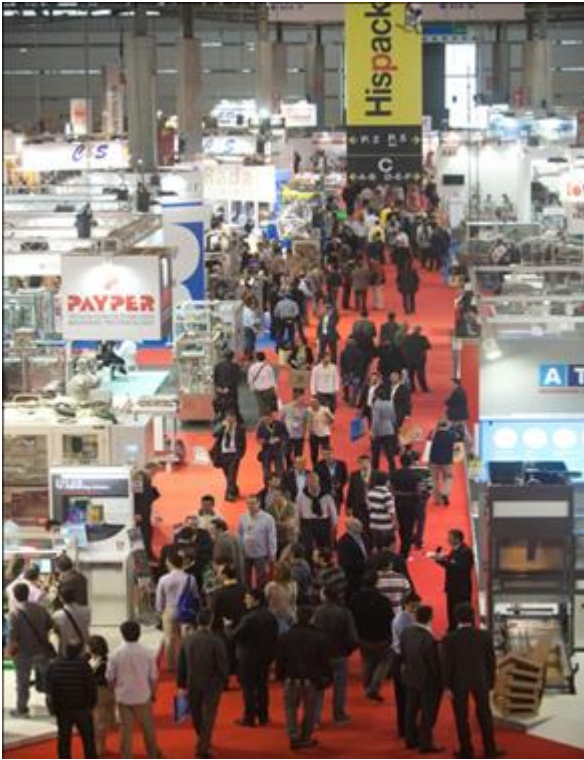
Prior to this, students are also lectured and taught presentation skills and techniques, as an aid to the need for this in their business lives. A pass mark is 60% on an overall average weighted basis, and the programme thus calls for consistent excellence in the results produced by each student.

The programme has proved to be a great success over the two years it has thus far been offered, and has produced arguably the best locally educated and qualified packaging professionals in the South African packaging industry.

The Institute is also developing an entry level packaging course designed to introduce school leavers, and newly appointed Black affirmative action employees, to the basics of packaging as a career. In the end result, there will therefore be three tiers of packaging education offered by the institute in South Africa – an introductory course, a concentrated one year course, and the advanced level experience.

Details of all educational offerings can be found on the Institute's website www.ipsa.org.za. Or send an e-mail to Roger Cary-Smith, National Education Officer The Institute of Packaging South Africa instpack@mweb.co.za oreducation@ipsa.org.za.

Hispack scheduled for 2015



From 21st to 24th April 2015, Fira de Barcelona in collaboration with Asociación Graphispack, a **WPO** member, will organize Hispack considered the trading and innovation platform that advances trends in the world of packaging. It is considered the main show in Spain and it covers the entire life cycle of packaging, showing the latest in machinery, technology, new materials and processes among other areas.

Companies demanding for packaging, processing and POP will attend Hispack looking for solutions that allow them to innovate in processes and products to improve their competitiveness. Thus, the fair with more than 1,00 exhibitors covers all packaging needs of the industrial sector and FMCG. There are expected to attend 35,000 professionals of food, pharmaceutical, chemical, cosmetics and perfumes, among other specialties.

Some of these needs that will be reflected in the commercial offer of Hispack are: improved sustainability, accessibility and personalization, smart packaging, packaging of convenience with products ready to consume or commercialize, edible packaging or search for new anti-counterfeiting elements. Meanwhile, Hispack facilitates the exchange of experiences and knowledge, also presenting success stories and the requirements that would meet packaging, materials, machinery, packaging logistic or processes from the point of view of the buyer.

Hispack will also ratify its commitment to the packaging industry presenting export opportunities in new markets. In this sense, the show will increase efforts to attract foreign buyers, putting the focus on Europe, the Mediterranean area and Latin America. To increase synergies in internationality and convening power, it will coincide again with the fair Barcelona Food Technologies (Bta.).

In this next edition, Hispack will also continue influencing in other scientific, educational, economic, commercial and marketing aspects, linked to the world of packaging in its areas of activities carried out with the major trade associations. Technical seminars, conferences, business meetings, cultural exhibitions and presentation of studies will be developed, and there also will be presented the Liderpack Awards (recognizing the annual best packaging in Spain) whose winners compete in the Worldstars Awards, from **WPO**.

Country Report

Latvia joins the eurozone – opportunities for the packaging industry

In January 2014 Latvia joined the eurozone thus opening up to new business opportunities for the packaging industry in the means of investments as well as export and import.

Shortly characterizing the market, Latvian packaging industry has been historically strong, well equipped and known for high quality standards; the geographical position is excellent as well. It all provides a great export potential, especially now, having the benefits of being a member of the eurozone.

“There was a challenge of making adjustments to our accounting software, internal files and documents. However, as we started our internal euro integration project in 2013, we were able to keep pace with the changes. The transition was well prepared by our specialists, therefore it went almost unnoticed. It is hard to talk about immediate business opportunities, but there will certainly be benefits for the Latvian economy in the long term,” says Roberts Vasiļevskis, general manager of VG Kvadra Pak and board member of Packaging Association of Latvia, a **WPO** member.

Having successfully joined the eurozone, some important topics still are in the current agenda of the packaging industry. “Latvia is currently in a transition period to reach the prescribed percentage of waste recovery (including packaging waste) until the end of 2015 in line with the EU Directive No. 2004/12/EC amending Directive 94/62/EC on packaging and packaging waste,” tells Māris Simanovičs, chairman of the board of Eco Baltia Group (one of the largest

multi-service waste management groups in the Baltic). There also are active political and business discussions going on regarding the implementation of the deposit system for packaging of drinks as it is a very complicated and investment consuming project.

"Packaging waste management and recycling is an important topic as well, hence education of the consumers has a major role in our agenda. For years on regular basis we take part in the education of packaging experts. But in Autumn 2013 we carried out an event for another audience – in cooperation with national packaging producers, wholesalers and producers' responsibility organization *Latvijas Zālais punkts* we organized an extensive exhibition "Packaging and Environment" in the Latvian Museum of Natural History; it was visited by hundreds of pupils from schools in Riga and other regional cities – a truly successful experience!" shares the Chairwoman of Packaging Association of Latvia, Ms Iveta Krauja.

"Year 2013 has been productive and successful also in the means of packaging quality, creativity and awards. For the 17th year in a row national competition "Best Packaging in Latvia" (Latvia Star) was organized showcasing the best packaging solutions created in Latvia. The success is recognized also on international level – two of our national winners from Latvia received awards in the "World Star 2014" competition," tells Krauja.

Education

WPO Education Training (RTP) for Asia and Africa in 2014

*Report by Pierre Pienaar**



WPO has exciting news to share with all members with regards to Residential Training Programs (RTP) taking place in developing countries during 2014. The Organization is committed to furthering education in countries that in the past have not had the privilege of educational opportunities delivered literally on their doorstep.

When, in early 2013, **WPO** put to the Board an opportunity of educating in developing countries, Nigeria leapt at the offer and in no time had the **WPO** trainers in Lagos, in August of that year, offering a week's RTP course in Packaging Technology.

Indonesia

In 2014, the first RTP will be offered on the picturesque Indonesian island of Bali from 5 – 8 March at the Swiss-BelhotelSeminyak. This is a first for the Indonesian Packaging Federation. The course will take place over 4 days and will include a visit to the Food, Hotel & Tourism Expo in BDCC, Nusa Dua, and includes materials, applications, trends and development opportunities and challenges. Class discussions form an integral part of training and students are encouraged to bring to the forum packaging issues and problems that they are experiencing in their workplace.

China

Following closely after Indonesia is APC-China where the **WPO** is holding an RTP in Packaging Technology for those keen students who otherwise would not have had the opportunity of furthering their education in packaging. This will be a 5 day program held from 14 – 18 April, in Hangzhou, which is the capital and largest city of Zhejiang Province in Eastern China.

Hangzhou has an urban population of 6.2 million people. A core city of the Yangtze River Delta, Hangzhou lies 180 kilometres southwest of Shanghai. The course will include project work which must be presented on the final day of training to a panel of experienced packaging judges.

Nigeria

After a most successful Packaging Technology training program held last year in Lagos, the Institute of Packaging Nigeria has now requested an RTP in Pharmaceutical Packaging where they are confident they can attract 50-60 students from that industry. The program will again take place over 5 days, from 14 – 18 July, in downtown Lagos and will include visits to at least two pharmaceutical manufacturers for on-site training and exposure. This training will be delivered by the Australian Institute of Packaging (AIP) and supported by the **WPO** as well as the African Packaging Organisation (APO).

Ghana

Another African country, Ghana, will be offering RTP Packaging Technology training to members of the Institute of Packaging Ghana (IOPG) in Accra, from 22 – 26 September. The course, to take place over 5 days, includes a visit to some converters and end users of packaging, where students will be shown practically how to apply that which they will have learned in the classroom.

Class discussions will be encouraged and students are requested to bring packaging examples and challenges they are experiencing in their place of employment. After day one, students will be divided into teams and given a packaging project where they will need to look at all aspects of design, marketing, distribution, material science, engineering and sample creation of bringing a concept to market which includes costed data. This project will be presented by the team to a panel on the final day and winners will be awarded for their diligent and focused presentations.

Vietnam

An RTP in Vietnam is a first for **WPO** and a first for the Vietnamese Packaging Association where a 5 day program will be held at the Trà Vinh University, in Trà Vinh Town, from 20 – 24 October. Trà Vinh is a province in the Mekong Delta. What a fantastic opportunity for the AIP to offer students in Vietnam this opportunity of learning in a classroom more about their industry and chosen field of work. The plan is to include some visits to converters and end users of packaging. This will be a unique opportunity for students to see and learn how to practically apply the theory of Packaging Technology. Lectures will include the packaging specific items associated with the Vietnamese industry, for example textiles and clothing.

Education is alive and well within **WPO** member countries and an action packed year lies ahead. **WPO** continues to seek sponsorship specifically in education in developing countries to offer better quality of life through better packaging for more people.

****Pierre Pienaar is WPO Board Member responsible for packaging education programs in Asia and Africa.
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From the Board

Guarantee your participation at WorldStar 2014 ceremony!

The WorldStar Awards Presentations and Cocktail Reception for WorldStar Winners 2014 is confirmed on May 13, at 4 pm, in Room 2, 1st floor, CCD South, Dusseldorf Congress Centre, during Interpack 2014. In the occasion, 139 WorldStars will be awarded. The special awards – President's Award, Sustainability Award and Marketing Award - will also be announced during the evening.

To attend the award presentations please contact rachel.brooks@iom3.org for further information.

Don't miss entries for WorldStar 2015!

The 2015 WorldStar Awards will be open for entry on the 1 July, 2014. Details can be found at www.worldstar.org or you can request information through e-mail rachel.brooks@iom3.org.

Congratulations to Dr. Saha, from Indian Institute of Packaging



Dr. N. C. Saha, Director of Indian Institute of Packaging and Secretary General of Asian Packaging Federation, both **WPO** members, completed his research work on "5-D model of packaging and its synergizing effect on marketing of consumer goods", a study that took five years to complete. With this, he was able to receive, last November, his Ph.D degree by North Maharashtra University.

Message from General Secretary, Keith Pearson



All attention is now on the **WPO** meetings to be held in Dusseldorf 13-14 May 2014. These meetings running alongside Interpack are normally exceptionally well attended.

We are privileged to have EPIC hosting and sponsoring the business meetings as they did during the previous meetings held in Dusseldorf. Michaël Nieuwesteeg and Helen Crow of NVC (Netherlands Packaging Centre) have been liaising with the organisers of Interpack regarding meeting rooms and meeting logistics.

The programme for the meetings and WorldStar Awards is:

- *Monday 12 May 2014 – Executive Meeting*
- *Tuesday 13 May 2014 – Working Group Meetings*
- *Tuesday 13 May 2014 – WorldStar Awards – commencing at 16:00 in the auditorium at Interpack.*
- *Wednesday 14 May 2014 – Board Meeting*

In order to gain access to the meetings an entrance ticket for Interpack will need to be purchased. Purchasing an Interpack entrance ticket early will also support visa applications.

As **WPO** will not be having a stand at Interpack, our members with booth there will have **WPO** literature to be distributed. WPO brochures can be downloaded from the Internet and we have the excellent WorldStar CD that can be screened on each stand.

It is important to remember that the WorldStar Competition is the main income of the organization and this income allows **WPO** to support the mission of supporting "Better quality of life through better packaging for more people". Past WorldStar winner's brochures can be obtained from Rachel Brooks and will provide a meaningful way of promoting WorldStar.

The African Packaging Organisation in conjunction with IPSA are rolling out the exciting AfricaStar, this initiative will stimulate excellence in packaging on the continent.

The various Working Groups are working on their various projects and will be presenting their activity reports at the meetings in Dusseldorf. The quality and scope of the reports will reinforce **WPO's** relevance to the global packaging fraternity and demonstrates the organisation's commitment to sustainability.

The second **WPO** meetings of 2014 are planned to take place in Colombo, Sri Lanka from November 17–20 and will be hosted by the Sri Lanka Institute of Packaging. This will be a special time as our respected friend Dharma Ratnayake will officially retire after the meetings. Besides the normal **WPO** meetings our hosts will be arranging a packaging seminar to serve the local packaging industry.

WorldStar Awards

WPO announces candidates for 3 special categories: President's Award, Marketing Award and Sustainability Award

The President of **WPO (World Packaging Organization)**, Thomas Schneider, announced the four candidates for the special category of WorldStar Awards 2014, the President's Award. Among them, one will be Gold winner. "In general terms, the purpose in this Special Category is to select a packaging that, through its design, contributes to protecting the product, offers the product an unusual way of being used or marketed or guarantees a better use, including product safety", explains Schneider. According to the criteria, the 2014 candidates for the **WPO** President's Award are:

BALGO

Company: Dervolit Met. Plastic San. Tic. Ltd. Sti. (Turkey)

HONEY

SPOON

Inspired by the many natural benefits of honey, the Balgo Honey Spoon was designed to streamline the process of adding honey to your drink. No more messy packets or sticky fingers- simply peel back the spoon's cover and drop it in your drink. The spoon doubles as a stirrer so there's also less waste! Balgo offers; an easy, portable and practical solution; it is the first product that pioneers the benefits of honey usage into hot drinks. Unique, innovative design of Balgo is 100% recyclable material.



GENTLE LOCK® CAP

Company: Heartheart.Corp (Japan)

This is a screw cap system of a new generation which prevents leaking on impact and is highly child-resistant. The cap is locked and unlocked by turning the ring under it in the same direction as to "close" the cap. Opening the locked cap requires two actions in opposite directions. The system will largely help prevent possible seismic fires caused by overturning of plastic tanks of oil and contamination of solutions at the medical front, as well as leakage of beverage or cosmetics whilst carrying.



Clorox SmartTube® Technology

Company: The Clorox Company (**USA**)

Clorox has launched the largest innovation in spray technology in the last 20 years with the introduction of Smart Tube® technology. This new package features a bottle with a blown-in dip tube that couples with a bayonet style trigger, enabling the consumer to spray every usable drop of liquid.



ATA 300 Category 1 Case

Company: XPAC Technologies Pte Ltd (**Singapore**)

In the aviation industry, aircraft components need the best packaging methods during transportation, particularly Air Transport Association 300 Category 1 standards. To meet the requirements, an innovation of incorporating a unique locking feature interlocks the top and bottom case via the tongue and trough, helps the case to stay in place when impacted.



The Marketing & Communication Committee of **WPO** also announced the shortlist of candidates for the special category Marketing Award of the WorldStar Awards 2014. According to Schneider, "this category was created to value and appreciate the packages that best exhibit, present or demonstrate the essence of the brand in an emotional way to the consumer". "It happens when the packaging is the key asset of the brand that offers product surprise and enchants the consumer, creating a different experience of usability; thus building a strong relationship between consumers and the brand", completes.

The Marketing Award judging took into consideration the following aspects: the overall success of the packaging to represent the equity of the brand and relevance to the product; the point of difference that gives it a marketing edge encouraging purchase; the packaging that best creates a motive for the consumer to purchase the product based on an interaction, emotional connection or usability.

And the candidates are:

- Sab Urquell 1000 ml - Vetropack MNoravia Glass (**Czech Republic**)
- Absolut Unique – Ardagh MP West (**France**)
- Wooden Runbike Cardboard Box – Packaging Association of Latvia (**Latvia**)

WPO Sustainability Committee made the same announcement and the candidates to the Sustainability Award of WorldStar Awards 2014 are:

- Dividella NeoTop Syringe Carton for Flu Vaccine - Dividella Pharma Technology Solutions (**Switzerland**)
- Smart-size Packaging - Staples, Inc. & Packsize International (**USA**)
- Kleenex Slim Pack - Tin Horse/Kimberly Clark (**UK**)

"In this case, the basic criteria is rewarding new innovation supporting the development of even more sustainable packaging", explains **WPO** President, Thomas Schneider. He reminds that all winners will be awarded during a special ceremony on May 13th, in Düsseldorf (Germany), for the occasion of Interpack.

The complete list of winners of WorldStar Awards 2014 is available at www.worldstar.org and **WPO's** new website www.worldpackaging.org.

Worldstar Student Awards 2015

Entries will open in April



WPO announced that the entries for WorldStar Student Awards 2015 will be open from April 1st to July 25th 2014. The organization of this and the next edition will be responsibility of ABRE (Brazilian Packaging Association), coordinated by Executive Director, Luciana Pellegrino, that is also **WPO** Vice President of Marketing & Communication.

The WorldStar Student Awards is an international packaging design competition for students from countries around the world to develop projects in the field of packaging design. To participate in the competition the packaging must be innovative, aesthetically appealing, environmentally compliant, easy to manufacture, convenient and relevant on a global level.

This year the judging process will be from July 30th to August 14th. The winners will be announced on August 20th and the award ceremony will happen during the Brazilian Packaging Congress, scheduled for October 7th and 8th, in São Paulo (Brazil).

For more information please visit www.worldpackaging.org at WorldStar Student Awards or send an e-mail to tostudentaward@abre.org.br. Entries will be done in an on line system, as well as the judging process.

Technical Article

Light weighting plastic bottles for packaging

*Stephen Barter**



Reducing the plastic component of the overall package is a great environmental initiative. However, in today's competitive market the opportunity to save money in the actual packaging cost is very appealing. There is a need to understand this opportunity; quick savings in plastic could end up costing much more in other areas like filling and function failures.

Extrusion Blow Moulding (EBM) for plastic bottles is very flexible process and of all the moulding processes is the most cost effect method to reduce packaging costs by way of tooling and process adjustments.

Effective weight reduction projects should start with an analysis of the bottle sales volumes. High Volume production bottles should be targeted for 5% or less weight reduction immediately. In most cases this can be achieved with little effort and the impact on the supply chain maybe non-existent.

The key to achieving quick weight loss is to ensure that process(s) remain stable; if the process becomes less stable at 3% chose this as the benchmark. It's a small % value however and on large volume products the number will add up. For example a 60g bottle with a volume of 2 million units per year can save 6,000 kg of plastic with a 5% reduction in weight.

Low volume products require a more substantial % target to gain savings that are worth the effort and in many cases the investment.

A change in the bottle weight of above 5% will potentially impact the structural performance of the bottle and this maybe an ideal time to re-evaluate the expectations of the pack.

Is this expectation overstated? The bigger % changes become more technical and the impact on each of the processes will vary based on the shape and size of the bottle and design features. Bottles can be redesigned to reduce the weight however maintain and even improve the structural and physical performance. For example, a bottle that is relatively square, with a single radius corner, can be greatly improved by a series of compound curves around the perimeter of the bottle and a conical shape to the panels.

Such design enhancements on high volume products can pay for the capital investment. The resin saved in a package redesign will quite often pay for the associated tooling components and the impact on the shelf appeal can be very minimal or prove to be a style upgrade.

****Stephen Barter is from the AIP (Australian Institute of Packaging), a WPO member. To contact him send e-mail to educate@aipack.com.au or visit www.aipack.com.au.***

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