



*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 Message – May 2015



Sometimes we are so close to our subject that we don't think about it in a larger context. When we design a new package, perhaps using new materials or technology, we don't always think about the unintended consequences, or unexpected changes, that will occur as a result of this new design.

Those changes could be as simple as how a machine operates with the new package. But it might also require retooling, and at its worst, a whole new machine design. Expensive!

But changes also have positive impacts too. Better efficiency, less wastage, higher quality, better protection of the product it contains. Valuable!

And sometimes, the payoff impacts society in unexpected ways too.

The winners of the WorldStar Awards this year have impacted business and society in many ways. And the President's Awards, for which I am responsible, are true examples of the range of change. One of the candidates is so simple that it makes the packaging of dishes remarkably sustainable with regard to the reduction in material usage, while enhancing product protection. Another candidate protects young children, in a truly simple but clever way, from accidental injury from ingesting pharmaceuticals not intended for them; so simple that, when I saw it for the first time, I wondered why no one had thought of it before. The third candidate brings safety to the other end of the age spectrum, making it easier for the elderly to identify and dispense liquid medications easily and safely, reducing the possibility of confusing one person's meds with those of another.

Every one of these candidates addresses WPO's core objective, "Better Quality of Life, Through Better Packaging, for More People." Go to www.worldstar.org to see all the winners.

Ultimately, Packaging is so much more than WPO's stated objective. Packaging provides support for so many of our basic needs including food, water, health, and even safety. When these needs are satisfied, people can focus on the higher levels of need including family, freedom, achievement, and respect for others. Through this progression, Packaging provides a potential path to prosperity and peace throughout the world. Packaging really is important. Congratulations to all the WorldStar winners! It was great to meet so many of you in Milan.

Thomas L Schneider, CPP

President

World Packaging Organisation

Around the World

Packaging training in Korea

With the purpose of offering professionals specific training in packaging, Kopack (Korea Institute of Industrial Technology), a WPO member, accomplished three important training programs during January. The seminar "Big Data Application on Packaging" aimed to provide beneficial information about the big data application and solution, on-line marketing and patent strategy to packaging professionals. It was attended by 60 people.

The second important seminar was "Materials Barrier Testing Training" that offered basic theory, operation and analytical training for permeation equipment (oxygen and water vapor) to 24 packaging engineers from 18 companies.

It was followed by "Materials Testing & Analysis Training" that provided basic theory, operation and analytical training for the universal testing and heat deflection temperature equipments to 20 packaging engineers from 16 packaging companies.



Korea will announce their best packages

Kopack (Korea Institute of Industrial Technology), a WPO member, also organized Korea Star Awards 2014 that aimed to disseminate momentum for technology innovation and to motivate researchers by sharing outstanding outcomes in packaging technology. The Award promotes the outcomes and status of the packaging industry (a future knowledge-based industry) to the public, besides expanding opportunities for the industry players to participate in networking and information exchange.

The ceremony was held on June 11 2015, with about 300 guests that attended the function and 40 packages were awarded.



Asia Star Awards

As a combined project of Asian Packaging Federation and Packaging Institute of Philippines, both WPO members, held the 2014 Asia Star awards ceremony on December 3 to 5. with 200 professionals attending the function. In total, there were 202 competitors with a total of 106 packaging winners. Korea registered eight winners, including three Student Awards.



Turnover of Brazilian packaging industry is positive in 2014

Brazilian packaging industry was a winner in 2014. According to the research conducted by Fundação Getúlio Vargas (FGV), exclusively for ABRE (Brazilian Packaging Association), a WPO member, the sector produced the equivalent of US\$ 19.13 billion (R\$ 55.1 billion), beside a decrease of 1.47% in the volume compared to 2013. "This fall is not so significant when compared to the fall registered in the Brazilian industry in general in the same year: 3.23%", explains Salomão Quadros, from IBRE/FGV.

The value of production contributed 1.09% to the GNP, better than 2013 – 1.07%, but worse than 1.44% from 2004. . When we analyze the GNP there are a lot of factors involved and one of them is the increase in participation of services in the last years", says Quadros.

The research also shows that the fall in production affected all packaging segments, except glass that registered an increase of 1.86%; the worst performance was wood, with a decrease of 18.25%. AS a result, the industry ended 2014 with 227,321 jobs in December, 0.41% less compared to December 2013.

The trade balance was in deficit, this is not a surprise if we consider the sector was not a traditional exporter. Exports achieved were US\$ 523.2 million, against US\$ 860.2 million of imports. The main exported item was glass packaging and the main imported one was plastic packaging.

Beside macro economic and political factors, the performance of Brazilian packaging industry in 2014 was affected by the performance of packaging users, food and clothes registered, , a decrease of 1.42% and 3.19%. In food, sugar and chicken meat were the most affected, with falls of 3.04% and 2.90% respectively. Beverages, pharmaceutical, perfumes, soaps, detergents and cleaning products, preserved food, sauces, oils and vegetal fat registered an increase in 2014. Some of them, like beverages, registered a more modest increase - 0.80% - and others a more aggressive one, like

preserved food and sauces, +7.69%.

Quadros is more worried about the confidence of entrepreneurs being negatively affected by the weak demand. The demand will continue to weaken according to another research conducted with 103 companies of the sector responsible for US\$ 4.7 billion (R\$ 13.4 billion) in sales. For 2015, the economist predicts a value of production around US\$ 20.2 billion (R\$ 58.2 billion) and a fall in production of 0.5%. In a difficult situation, production value will be US\$ 19.2 billion (R\$ 57.1 billion) and the fall in production can reach 1.5%.

Crisis does not affect Russian market



While Russia's weak rouble, the dramatically declining oil prices and the challenging political situation are affecting the Russian market for plastics, rubber, packaging and process technology, business has by no means come to a grinding halt. Russia and its neighbours still have a substantial demand for investment and an unbroken interest in advanced machinery, production and process technology and high-tech materials. The domestic consumer goods

and packaging industry is under pressure to improve its competitive edge so as to substitute the decline in imports. Hence, business owners and industrialists are keen to find out more about innovative technologies and maintain or establish business contacts with suppliers, even if business projects cannot be rolled out immediately.

Accordingly, there was a keen interest in the two major trade fairs for plastics and rubber, processing, packaging and printing, interplastica and Upakovka/Upak Italia 2015. Between January 27-30 some 19,000 visitors from Russia, CIS and neighbouring countries attended both events. While many of them were regular visitors, there were also numerous company representatives, who attended the fairs because they expected the current market changes to improve their sales opportunities. About 950 exhibitors from 35 countries presented their products at Moscow's ExpoCentre, in Krasnaya Presnya.

2015 winner of the APPMA scholarship announced

APPMA (Australian Packaging and processing Machinery Association Limited), partner of WPO member API (Australian Packaging Institute), announced the winner of the 7th annual scholarship program which enables one person each year to study a Diploma in Packaging Technology. All of the candidates had a sound desire to learn more about packaging but due to the quality submissions that were received this year the APPMA has agreed to provide two scholarships to the value of \$20,000.

The winners of the 2015 APPMA Scholarship are Alysha Baggett, Packaging Technologist, Frucor Beverages and Alexandra Brayshaw, Accessibility Design Researcher, Arthritis Australia. The two other finalists were Marianna McEwan, Contract Packaging Technologist, Frucor Beverages and Mona Parnian, Quality Systems Engineer, Wellman Packaging.

CROPAK and REGPAK Awards anniversary

This year's CROPAK award ceremony marks 12 years of continuously rewarding achievements in rethinking and developing packaging on Croatian market. The competition is organized by WPO member in Croatia, Institute of Packaging and Graphic Arts Tectus – IatT. During the last 12 years, there have been over 1900 products entered and 154 awards made. Year after year selection criteria has been improved, categories harmonized, evaluation methods improved, resulting in a respectable status of the competition for the best packaging on the Croatian market.

Last year's winner of CROPAK in the graphic design category – Croatian studio Sonda d.o.o. for the bottle of Piquentum Le

brazda of Buzet wine cellar, also received a WorldStar award in the drinks category.

Using CROPAK as an example, a REGPAK award for the best packaging on the regional market was founded in 2010, meaning that this year marks its 6th anniversary. Bosnia and Herzegovina, Croatia, Macedonia, Slovenia and Serbia participate in the competition this year as well.

Among last six years winners there are two WorldStar award winners as well; a set of products Bakina tajna by a Serbian company Foodland d.o.o., and return case for bottles by a Slovenian company Lasko d.d. All nominees will be awarded with REGPAK 2015, recognitions as national representatives and the best among them will receive REGPAK statue.

More information e-mail to ambalaza@ambalaza.hr or visit www.ambalaza.hr/www.ambalaza.com.

Mission trip to Vietnam

From March 30th to April 1st, the Packaging Council of Singapore, a WPO member, conducted a mission to Vietnam. The objective was to offer the 20 participants, from 18 companies, a chance to explore investment opportunities in Ho Chi Minh City, Vietnam.

Some of the Council's members also had booths in the Singapore's Pavilion at Propak 2015, a packaging exhibition held there during this period. The exhibition was an eye opener in updating about new packaging technologies and machinery.

During the three days mission, the professionals also participated in the following activities: visit to Vietnam Singapore Industrial Park to have a better insight of how a factory operates its business in Ho Chi Minh City; attend briefings of HR policies and foreign law on starting a business in Vietnam by a HR Consultant & a local Lawyer; networking dinner with the Singapore Business Group based in Vietnam.

In this last activity, members could share their products & services with the Vietnamese guests. Some members are currently exploring business collaboration with the Vietnamese counterparts. It was also organized the Conference "Green Packaging & Eco Manufacturing Vietnam 2015" with support from International Enterprise (IE), a statutory board. The response to the Conference was overwhelming with about 120 attendees.

More information contact Annabelle Tan, Chairman of Packaging Council of Singapore by e-mail annabelletan@britekoncept.com.



Achievement of the Hungarian packaging industry

2014 was balanced for the Hungarian packaging industry from economical aspects, reports the Hungarian Association of Packaging and Materials Handling (CSAOSZ), a WPO member. The sector reached 482 billion HUF, about US\$ 1,679 million turnover, what is 3% higher than the previous year's result and 1,7% of the national GDP. The packaging production in volume was 847 kt, about 85 kg/capita – according to the data of the Hungarian Central Statistical Office.

New President of Hungarian Packaging Association

The General Assembly of the Hungarian Association of Packaging and Materials Handling – full member of WPO – elected a new President last year replacing Miklós Galli. The new President, Attila Bencs, is the managing director of the up-to-the-minute corrugated board producer company in Central Europe.

During the ceremony, Bencs rendered thanks to Galli for his long and successful work (21 years). During Galli's presidency, CSAOSZ became a prestigious professional organisation in Hungary. The members also expressed their appreciation to Galli and donated him a Life-work Award.



Mr. Miklós Galli with the Life-work Award, the new President, Mr. Bencs is in back

From the board

First WPO meeting and WorldStar Awards ceremony is Milan

- WPO had its first meeting of 2015 during IPACK-IMA – Packaging & Processing Exhibition (May 19 to 23), in Milan (Italy), that will take place at the same time of World Expo. The program for WPO members was:
- Strategic Planning Workshop - 9:00-16:00
- 19 May 2015 – 9:30 am to 12:00 am - IPACK-IMA Opening Ceremony 19 May 2015 – 4:30 pm to 6:45 pm - WorldStar Awards Ceremony and Cocktail Reception
- 20 May 2015 – 9:00 am to 4:00 pm – WPO Working Groups
- 21 May 2015 - 9:00 am to 4:00 pm – WPO Board Meeting

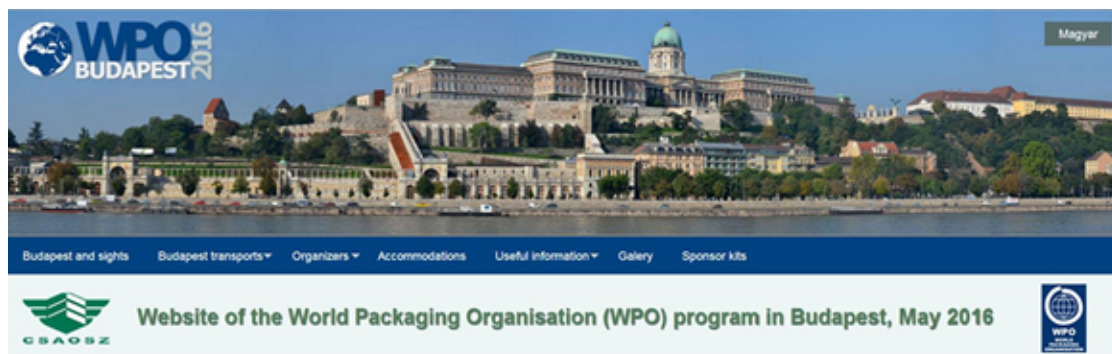
Besides all the discussion in the different working groups, this year WPO has something new: the Working Group "Safe Food Packaging" and "Packaging that Saves Food" coordinated by Johannes Bergmair, from WPO member in Austria, OFI. "WPO aims to take a global lead, along with others, in promoting these two initiatives. That is why this Group will be a center point in our meeting in Milan", explains Thomas Schneider.

The reason why accepting IPACK-IMA's invitation to host WPO's first program of the year, during the show, is simple. IPACK-IMA is one of the most important shows in the world, concentrating on food processing, packaging, converting and logistics. The organizers expect about 2,500 exhibitors and 100,000 visitors. In addition, the World Expo exhibition will be situated directly across the road from the IPACK-IMA exhibition; it is expected **20 million** visitors.

WPO members and WorldStar winners and their guests were able to download exhibition entrance tickets free of charge. The meetings and WorldStar Awards ceremony took place inside the exhibition pavilions.

Budapest will host 2016 WPO spring meetings

With the leadership of the new President Attila Bencs, the Hungarian Association of Packaging and Materials Handling (CSAOSZ), a WPO member, is already working to prepare the WPO-Budapest-2016 project. The website of the programme: www.wpobudapest2016.org has started. The online forum contains nice pictures and descriptions about the most important show-places of Budapest and provides useful and practical information (public transport, weather forecast, visa and exchange) for prospective visitors. The website is refreshed regularly.



The planned date of the Hungarian WPO meetings and WorldStar gala is 23-26 May 2016. During this time, CSAOSZ will organise an International Packaging Conference as well. CSAOSZ is proud of the sponsors (see below) who support the unique event in Hungary.



More information, contact Miklós Nagy, Secretary General of Hungarian Association of Packaging and Materials Handling by e-mail nagym@csaosz.hu or visit www.csaosz.hu or www.wpobudapest2016.org.

WPO Strategy sessions in Milan

On Monday, May 18th, from 09.00 to 16.00, it happened WPO Strategy meetings at Ipack-Ima Executive Meeting Room, Corso Sempione. The agenda, coordinated by Pierre Pienaar, Chair of Strategy Planning, was the following:

1 Welcome, Introductions and plans

Explain how the day will proceed plus aims and objectives (Pierre Pienaar)

2 Executive's portfolio presentations

Projecting visionary strategies (5 presentations at 20 mins each plus Q&A = 30 minutes)

- Marketing (Luciana Pellegrino)
- Education (Pierre Pienaar)
- Safe Food/Food Safety/Sustainability (Johannes Bergmair)
- Awards (Kishan Singh)
- Membership (Ian Bowbrick)

3 Summary and explanations for breakout group sessions

- Executive summary and comments (Tom Schneider)
- Grouping functionality for breakout sessions (Pierre Pienaar)

4 Lunch

It is a request of the vice presidents that each attending Board member ensures that they sit down to lunch with someone they have not spoken to yet (Vice Presidents)

- Applied imagination session

Brainstorming in set groups to gather ideas spontaneously contributed by the attending Board members. Focus on quantity; withhold criticism, and welcome unusual ideas.

Group leaders are:

- Marketing (Ian Bowbrick)
- Education (Keith Pearson)
- Safe Food/Food Safety/Sustainability (Luciana Pellegrino)
- Awards (Johannes Bergmair)
- Membership (Kishan Singh)
- Roving function (Pierre Pienaar and Tom Schneider) around the 5 sessions and support each session / lend direction and guidance to thinking

6 Tea

Attending Board members to have tea, whilst Group leaders collate ideas for feedback session

8 Feedback session

- Scope and format (Pierre Pienaar)
- Group leaders give feedback (5 feedback sessions of 20 minutes each)

9 Future plans and next steps

Scope the format for the next steps with milestones (Pierre Pienaar)

10 Closing

Thanks to attending Board members and summaries (Tom Schneider)

More information, contact Pierre Pienaar, Chair of WPO Strategy Planning, by e-mail pierrewpo@aipack.com.au.

Education

Partnership between WPO members in packaging education programs

Two WPO members, AIP (Australian Institute of Packaging) and IoPP (Institute of Packaging Professionals) US have agreed in a partnership that elevates Certified Packaging Professional to an internationally recognized mark of individual packaging competency. The Certified Packaging Professional designation will become the leading mark of excellence internationally and a must-have recognition of industry proficiency and achievement for packaging.

IoPP and AIP will mutually recognize CPP as the gold standard of broad packaging proficiency under a program in which AIP members will join qualifying IoPP members as being eligible for certification. Approximately 2,000 packaging

professionals have earned the CPP designation, a trademark of IoPP, since the program was launched 1972.

CPP is a designation some of the leading packaging companies in the world want their influential team members to have because it demonstrates broad competency in all major areas of packaging. CPPs today typically enjoy more senior, decision-making positions in their companies, and research also suggests that holders of CPP often out-earn their non-certified peers.

According to Patrick Farrey, IoPP Executive Director, "Having the AIP as our first international CPP partner is a critical step to internationalizing the CPP program and ensuring that we have a singular, unified approach for recognizing packaging professionals around the globe". The Institute expects that regional packaging organizations, in other countries, follow AIP's lead.

"This is an important step because CPP helps assure that packaging teams around the world, that need to work with each other, can do so with the same approach, because they have all attained a high level of proficiency in packaging the same way. The net result is greater efficiency among global packaging teams and as a result, more efficiency use of critical budget dollars and greater opportunities for reduced product time to shelf."

Ralph Moyle, FAIP, National President, AIP, adds: "Being able to offer the CPP credential in Australasia allows packaging professionals in our industry the opportunity to join recognized packaging experts from around the world with the industry's leading professional designation.

"Attaining the CPP designation is an excellent investment in your professional development, and the credential defines the packaging professional and allows organizations to seek out and hire the right professional based on verified knowledge, skills and industry contributions," Moyle adds. "Using the CPP program to assess and evaluate one's professional competency validates you as internationally proficient as a packaging professional, a cut above your peers."

Under the AIP-IoPP partnership, members in good standing of either AIP or IoPP (at the Premium or Elite member levels) are eligible for the certification program. The program foremost requires that the candidate pass a 150-question online multiple-choice exam. They must also complete other qualifications, such as providing a Resume of Activities which enables them to demonstrate their industry expertise in multiple dimensions, subject to a review panel put together by IoPP and AIP.

For complete details and requirements on the CPP program, visit www.iopp.org. Or contact AIP directly for details on the CPP program in Australasia, email educate@aipack.com.au.

AIP launches career mentoring program

In an Australia and New Zealand wide first the Australian Institute of Packaging (AIP), a WPO member, in collaboration with Emberin, is pleased to announce the launch of the new Drive Your Career Mentoring program designed to support men and women to reach their potential in the food, beverage, manufacturing and packaging industries. The program, supported by collaborative associations APPMA, LATMA, PAC NZ and SPE, is designed for everyone, whether starting a career or in need of a kick start.

The aim is to transform men and women professionally and personally through a unique and proven learning format; the learnings are manageable, sustained and practical.

The program enables participants to master new skills and techniques over a 12 week period that allows them to create new patterns of behavior, increased self-esteem and confidence in their own abilities. They will also have access to fortnightly webinars with guest speakers from within our industry.

More information email to info@aipack.com.au.

IoPP Spotlight provides customized content based on member need

Launched in November 2014, the Institute of Packaging Professionals (IoPP) "Spotlight" educational program has provided IoPP members with tips, trends, and insights focused on a range of markets served in packaging. IoPP Spotlight, a self-customizable program, is the latest value-added benefit essential to individual members' professional success.

IoPP, WPO member in US, in conjunction with partnerships with other packaging organizations, delivers packaging information directly to members, including white papers, videos, additional reading, webinars and more during designated months to help them grow as packaging professionals.

As an IoPP members-only benefit, Spotlight content is emailed to members based on their IoPP profile. Members can customize their content experience by choosing which markets are most relevant to them.

Since its inception, IoPP Spotlight has included the following markets:

- Drug, pharmaceutical and medical device
- Contract packaging
- Beverage

And, upcoming in 2015, Spotlight months will provide information on:

- Household/Chemical/Industrial (May)
- Health & Beauty (June)
- Food (August)
- Electronics (October)

With an average 25% open rate for Spotlight emails since the program was introduced, the content is serving members well.

"We are very selective when choosing and developing content for our Spotlight months," said Jim George, Director of Education, IoPP. "When packaging professionals join IoPP, it is important that they are engaged. Customization – particularly when providing relevant content – is key to member engagement and experience."

To find out more about IoPP's Spotlight months, visit www.iopp.org/Spotlight. Or, to receive customized Spotlight content, join IoPP at www.iopp.org/join.

Global News

Success guaranteed at IPACK-IMA 2015

More than 100 events including international conferences, round tables and workshops top off the offer at IPACK-IMA, Meat-Tech, Dairytech, Fruit Innovation, Intralogistica Italia and Converflex took place from May 19th to 23rd 2015 at Fiera Milano, Rho (Milan) - just a few hundred meters from the Expo 2015. It also included first WPO Board Meeting of 2015 (May 23) as well as the WorldStar Awards Ceremony (May 19).

Visitors benefit from an unparalleled product and service display spanning from packaging and processing technology, to package printing, to the complete fruit and vegetable chain through to consumer products and logistics, but also from the opportunity to take part in meetings and discussions held at the Rho exhibition complex between the Stella Polare Congress center, **dedicated areas inside the exhibition halls** and the **"Innovation Corners"** dedicated to innovation and exhibitor presentations.

In addition to conferences attended by renowned experts in the represented industries, the event calendar also includes



institutional meetings with several national and international associations, which chose IPACK-IMA and its related exhibitions as the top trade event in 2015.

Among not-to-miss events is the International Conference **"Designing a resilient future: food, technology and sustainable development"** organized by Ipack-Ima in partnership with Unido, in cooperation with the Expo, promoted by the Ministry of Economic Development, ICE – the Italian agency for foreign trade, Anima and Assofoodtec and sponsored by Conai. World-famous speakers (e.g. The Culinary Institute of America, Google Food, Barilla, Unido) will share their vision of the future of food between technology and sustainability.

In addition, from May 19th to 22nd Ipack-Ima host two important international events organized by AIDIC (the Italian Association of Chemical Engineering): **iCheap12**, the 12th edition of the International Conference of Chemical Engineering; and **Frutic Italy 2015**, a global show of engineering applied to fruit and vegetables. 1.600 authors contributed to the "call for papers" section and over 500 attendees from more than 50 countries are expected at both events.

Other events held during IPACK-IMA and its related exhibitions included the European assemblies of meat industrialists, bran producers, flexography, a meeting of the World Packaging Organization (WPO) and many others. For more information visit www.ipack-ima.com.

Packaging FEST.A CROPAK in Croatia

This year's packaging festival FEST.A CROPAK, a traditional central professional event for packaging industry in Croatia and the region, took place 14 - 15 May in the Croatian capital Zagreb. The event was organized by the Institute of Packaging and Graphic Arts Tectus – IatT, a WPO member, Tectus Ltd. company and Ambalaza/REGprint trade journal from Zagreb, Croatia, gathering around hundred packaging users and producers from numerous companies and institutions.

Beside the traditional general patronage by the World Packaging Organization, EPIC - European Packaging Institutes Consortium, Croatian Ministry of Environmental and Nature Protection, as well as Croatian Chamber of Economy give their patronage to the event.

As every year, FEST.A CROPAK 2015 will also gather several expert events:

- International conference "Trends in the packaging industry"
- Celebration of 20th anniversary of Ambalaza/REGprint trade journal
- CROPAK 2015 award ceremony for the best packaging on the Croatian market
- REGPAK 2015 award ceremony for the best packaging on the regional market.

The International conference gathered numerous eminent Croatian and foreign professionals in the field of packaging and graphic arts this year as well. They encompassed very current topics of importance to the field through a series of presentations. The topics of Packaging – Food Safety – Sustainability and Environment Protection covered on the first day, while presentations on the second day will concentrate on trends in modern and sustainable packaging production and connection between packaging, design and consumers.

More information e-mail to ambalaza@ambalaza.hr or visit www.ambalaza.hr / www.ambalaza.com.

Food Safety

Global review 2015

BRC Global Standards just published the second edition of its annual report titled "Food Safety – A Global View". Annually the entity collects vast amounts of data and information during food safety audits. In 2014, the BRC conducted audits in 120 countries covering over 17,000 food sites.

This year, they adopted a slightly different approach to the analysis, categorizing the data by food group rather than by country. The report sets out key findings and analysis from the 2014 audits. It provides a global view of food safety information and performance data, covering all the 18 categories in the BRC Global Standard for Food Safety.

Suppliers and retailers will now be able to benchmark sector performance on a global scale, accessing richer information on the specific trends and performance levels within their particular food and drink categories.

BRC Global Standards publish a series of Standards that cover Food Safety, Packaging and Packaging Materials, Storage and Distribution, Agents and Brokers, and Consumer Products, covering the full supply chain. The Standards guarantee the standardization of quality, safety and operational criteria and ensure that manufactures fulfill their legal obligations and provide protection for the end consumer. BRC Global Standards are now often a fundamental requirement of leading retailers who use the Standards as part of their brand protection processes.

According to Mark Proctor, CEO BRC Global Standards, "At the heart of the programme is a commitment to sharing best practice to help improve food safety and with this data and analysis available we are providing a consistent global picture of manufacturing performance, as well as unprecedented depth of insight for the industry."

Food Safety – A Global View 2015 is available to download from the Knowledge Centre of the BRC Global Standards website www.brcglobalstandards.com.

Message From General Secretary

Visit to Iran and possible new WPO member

By Keith Pearson*



My visit to Iran was very well received by government, packaging industry representatives and individuals that I met. I felt very much at home in Iran and believe that WPO's presence in the country will indeed offer "Better quality of life through better packaging for more people".

At the invitation of the Packaging Festival Secretariat, I attended Teheran from the 27 February to 11 March 2015. The purpose of the visit was to represent WPO at the Packaging Festival Conference and to run a packaging conference. These opportunities were aimed at me gaining

some idea of the standard of packaging and to meet government and industry representatives. The government and packaging industry are committed to undertaking the formation of a packaging organization that is capable of representing the Iranian packaging industry and to be in a position to join WPO as a member. Our friends ASD, from Turkey, have worked for some in supporting the Iranian packaging industry.

Afshin Fakhr, Executive Secretary of the Packaging Festival, is a senior business person who has the responsibility of 300 companies structured under the government Cluster/Industrial Village model. He is passionate about packaging and understands the part packaging plays in the country's economy. He has written books on packaging.

In the context of global politics, the country is preparing for the lifting of economic sanctions. I was taken to visit a number of government representatives managing the well supported Industrial Cluster organisation. Visited M.R. Sepehri, President of Labour and Social Security Institute, who has signed a document of support for the to be established Iranian Institute of Packaging and its application for WPO membership. The governor of one of the provinces was keen that the packaging industries in his area should receive the benefits of training and networking offered by membership of WPO.

Without exception they were all strongly in favour of the Iranian packaging industries' proposed application to become a member of WPO.

Industry visits were made to a large world class corrugated plant and a tube manufacturer as well as an international brand appliance manufacturer. There are a number of large retail stores in existence that would be at home anywhere in the world. Building is taking place on new large retail facilities.

Whilst in Iran I spent some time with Fakhr and his staff providing guidance regarding formulating their intention to apply for WPO membership. I would support their application based upon the support they have from the packaging industry and the Iranian government officials I was able to visit. Fakhr attended made arrangements to attend the WPO meetings in Milan and was accepted as a new WPO member.

***Keith Pearson is General Secretary of WPO. To contact him glacier@tiscali.co.za.**

Sustainability Article

Active and intelligent fibre-based packaging

By Victoria Heinrich*

Research and development of new fibre-based packaging materials with active and intelligent features have shown huge potential to optimise the supply chain and increase the shelf-life of foodstuff and enhance consumer consciousness of food utilisation. Very few of the potential solutions have, however, been able to reach the market.

OFI, WPO member in Austria, is taking part in an action aiming to identify and focus on the key technical, social, economic and legislative factors relevant for a successful deployment of renewable fibre-based functional packaging solutions. This will be achieved by conducting research and development into active and intelligent packaging, encompassing both scientific and technical solutions, addressing the opportunities for, and obstacles to, market introduction.

The innovative approach of this Action lies in the sharp focus on the integration of active and intelligent solutions in papermaking in order to create next-generation functional fibre-based packaging. The Action will achieve the objectives by providing an open multidisciplinary platform for the complete paper and board packaging value chain and aims at strong involvement of industrial partners throughout Europe. Sustainable fibre-based packaging materials with new and active functionalities may help to introduce new products on the market with higher value and profits for paper and board manufacturers than traditional products.

COST is a unique means for European researchers, engineers and scholars to jointly develop their own ideas and new initiatives across all fields of science and technology through trans-European networking of nationally funded research activities.

***Victoria Heinrich is responsible for active and intelligent packaging in OFI. Contact her by e-mail victoria.heinrich@ofi.at or visit www.ofi.at.**

Technical Article

Distance, density, shipment size re-configure packaging and logistics

By N.C. Saha*

Retail consumption has had a significant say in the evolution of packaging, logistics and transportation, for the last two decades.

However, ecommerce has been a 'game changer'.

This has led to a demand-supply imbalance of freight transport services. The pressure of trade growth has outpaced the availability of transport services to such an extent that it has led to serious issues of congestion and capacity constraint.

These transport challenges revolve around the fulcrum of volatile oil prices. Freight movement in most modes remains largely dependent on ever-more expensive and finite fossil fuels, primarily diesel fuel. There is also international trade. International trade growth places pressure not just on the ports but also on inland transportation systems and service availability. Simply put, more goods entering through the ports means more domestic moves to deliver these goods to their destinations. Moreover, as ships increase in size, demand for inland transportation services also grows.

In essence, persistent oil price volatility and capacity constraints mean that high-priced transportation is here to stay. As a result, managing transportation costs is more important than ever for preserving margins and profitability as well as improving supply chain performance.

Three transport-driven shifts in supply chain strategy in particular have emerged and are gaining ground:

1. **A shift from off-shoring to close shoring:** Instead of procuring supplies and outsourcing manufacturing wherever it is cheapest to do so, more companies are now concentrating on performing those activities as close to end markets as possible. The shortened distance and reduced risk of port congestion and associated delays also mean that companies can more quickly adjust freight movements to changes in customer demand. Overall, then, this shift is both cost-advantageous and beneficial to customer responsiveness. Current assets are reduced because close shoring shortens lead times and the uncertainty associated with the lengthy ocean line haul for offshore-sourced goods. As a result, less in-transit inventory and safety stocks are required to buffer against that uncertainty.

2. **A shift from product design for marketability and production to design for 'shipability':** Many companies are revising package and product designs to reduce weight and increase shipment density. For instance, some have reformulated such products as detergents, dish washing liquid, cleaning agents and fruit juice to make them concentrated and physically more compact. Packaging is being redesigned to optimize package size and weight for the contents through package reconfiguration, the use of lighter-weight materials, and the elimination of unnecessary packaging layers, such as outer cartons and shrink-wrap film. More products in lighter, smaller package sizes are appearing in retail stores. Freight costs are reduced because the reduction in package size and weight, as well as the use of fewer packing materials, allow more goods to be shipped in one truck, container, or other conveyance. Moreover, a larger number of smaller-size containers, can fit within a manufacturer's allotted retail shelf space. Thus, revenue is enhanced through better utilization of valuable shelf space- and avoiding re-packaging at landing.

3. **A shift from lean inventory policies to hybrid lean transport/inventory policies:** Shippers are paying closer attention than ever to shipment consolidation. They are examining their own shipping patterns to find opportunities to consolidate their shipments, and are considering potential leverage to be gained from using a third-party logistics provider (3PL) as a matchmaker for shipments along shared routes. Second, they also are focusing on building consolidated, multi-product containers, pallets, or cartons to optimize capacity utilization. And finally, shippers are becoming more astute in evaluating alternative modes of transportation to cope with high transportation costs. This means looking increasingly to inter modal rail services, instead of trucking services, for long-haul freight. These hybrid strategies emphasize balancing the cost of transportation and the cost of carrying inventory, which includes interest, taxes, obsolescence, depreciation, and insurance.

These transport-driven shifts in supply chain strategies are designed to mitigate transportation challenges, and they achieve those objectives. But it is not widely recognized that their benefits go well beyond that. They also contribute to

improvement in an organization's broader supply chain and financial performance.

Conclusion

Trade realities have underlined time and again that distance, density, and shipment size are key drivers of transportation costs.

Sourcing strategies that focus on pursuing low costs for labour and raw materials from overseas sources have given way to strategies that consider sources in closer geographic proximity in order to reduce distance-driven transportation costs. In terms of shipment density, previously overlooked density-dampening factors, such as unfilled space within packages (air) and volume-adding ingredients (water), have lately drawn shippers' attention relative to the impact they have on transportation costs. Companies are also engaging in freight consolidation (either among their own business units or by leveraging third parties), and select transportation modes that facilitate less-frequent, larger shipments of freight when it is appropriate.

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Light as air – polymer foam takes off!

Dr. Sally Humphreys*

Polymer foam technology provides a way to reduce weight and material use across the wide range of applications of elastomers, thermoplastics and thermoset materials. These attributes are critical for sectors such as disposable packaging, where it is essential to minimize waste and transportation costs. Automotive and aerospace are constantly battling to find weight reductions to reduce fuel costs and CO2 emissions, therefore switching to polymers from metals, and to foams from solids can produce excellent results.

The properties of foams are vital to performance, therefore expertise in processing methods and selection of the right technology are very important to generate the optimum cell size and structure. Plastics Technologies is offering a process to foam PET bottles, while Kraussmaffei Berstorff is offering tandem foam extrusion lines. From the polyolefin side, Trocellen has developed foams for automotive light weight applications and the University of Bayreuth has studied the rheology and crystallization of polypropylene foamed with CO2. There have been concerns about the flame retardants in use in polystyrene insulation and Dow Chemical has tested a replacement polymeric additive.

With the move to replace more metals with plastics, higher performance materials are in demand, hence research is advancing into foaming high temperature thermoplastics for applications such as automotive engine covers and aerospace. Syntactic foams have been developed at the New York University for use in space exploration of Mars and the Mariana Trench. The 2014 Ringier Technology Innovation Award was given to Evonik for its new polymethacrylimide (PMI) foams, which have been tested for aeroplane sandwich structures and can withstand 220C. Polyetherimide has been foamed using supercritical CO2 at the Stevens Institute of Technology in New Jersey and Colorant Chromatics, Polyone, has a new chemical foaming agent for fluoropolymers to balance performance while reducing density. The University of Toronto has produced open-cell polypropylene/polytetrafluoroethylene foams for potential use as a sponge for oil absorption from water in the case of spills, looking at hydrophobic and oleophilic properties.

At the other end of the scale biodegradable plastics are being foamed as tissue scaffold materials in medical applications and pioneering work is being carried out by Professor Lih-Sheng (Tom) Turng at the University of Wisconsin-Madison.

Foam technology is also advancing in silicones, with Bluestar Silicones working on low density RT foams.

The packaging industry is particularly aware of the need to be sustainable as products have a faster turnover. Dart Container Corporation has focused research on recycling of foamed packs, while Sulzer Chemtech has developed technology for EPS recovery. From the beginning of new technology to the end of life options for foam, AMI's US Polymer Foam 2015 conference at the Newark airport hub for New York brings together an expert debating forum to review what's taking off in industry.

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