

MAY 2016 n° 28



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



## W P O N E W S

The Packaging Community Around the World

### President's Word



It's true! The packaging industry, world-wide, continues to thrive and prosper. In every corner of the globe, we see more value being placed on the humble package, whether it is for consumer goods, industrial applications, food, beverage, or pharmaceuticals.

This fundamental value translates to steady growth across the globe as well. **3** According to a new study by Smithers PIRA, the compound annual growth rate for packaging world-wide is projected at 4.1% on an annual basis through 2018. And by 2018, the sale of packaging products will approach \$1 trillion US dollars.

We are fortunate to be part of this dynamic business, especially right now. Recently graduated packaging professionals from such diverse places as the US and India are all finding employment, good employment! So, WPO's continued focus on packaging education is essential, not just for the packaging professional, but also for businesses that must hire them in order to improve the performance of their packaged products.

WPO will continue to do its part to bring the importance of packaging to the front of mind. Our meeting in Budapest in late May promises to be a great event, with lively discussions scheduled about how to move WPO forward while we celebrate another crop of WorldStar winners! WPO's Hungarian member organization, the Hungarian Association of Packaging and Materials Handling, CSAOSZ, is doing an outstanding job of organizing the week for all of our members. We hope you will be there. It's going to be a lot of fun!

In the meantime, WPO is planning to exhibit at PACKEXPO International in Chicago, November 6-9, spreading the word across North America about who we are. And we are well into the planning for our participation in the Save Food pavilion at Interpack in Düsseldorf, next May 4-10, 2017, thanks to great cooperation from Messe Düsseldorf and the Interpack team.

In addition, Global Packaging Center (GPC) is developing and producing the World Packaging Design and Technology Conference in Hangzhou, China. The tentative dates are October 26-29, 2016. It will also be an enormous and exciting event.

As I like to say at the end of many of my speeches: "It's a great time to be a packaging professional." See you in Budapest!!

**Thomas L Schneider, CPP**  
**President**  
**World Packaging Organisation**

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## Events

### Packaging Creativity and Design in China

On November 2015 China Creative Packaging Design Conference & GPC · Cloud Design Launch Ceremony was staged in Hangzhou, China. The event was supported by WPO, initiated by China Packaging Federation (CPF) and organized by Global Packaging Center (GPC). Thomas Schneider, WPO President, and Keith Pearson, WPO's General Secretary were present.



In his speech, WPO's President noted that GPC initiated the world's first cloud platform for packaging designers in China and world-wide to develop new ideas and work together internationally, so that packaging designers and professionals are connected closely. For more information visit [www.gpc-pdc.com](http://www.gpc-pdc.com).

## Iran organizes periodical meeting to discuss packaging



The Iranian Institute of Packaging (IRIP), a WPO member, organizes packaging meetings periodically joining the local packaging industry.

The last meeting was held on February 29th at Sharif University of Technology. It provided the last news and achievements of IRIP and Policy Council of Iran Packaging Industry and was a great opportunity to gather the private and

public sectors of packaging together to focus on packaging issues and IRIP's plans.

The main objective of this event was to facilitate the interaction of Iran's packaging industry sectors in all fields, as well as identify and improve cooperation and networking opportunities.

Attendees included governmental agents, university lecturers, packaging professionals, company CEO's and top managers that have pioneered and continue to develop the rapidly growing packaging industry. All of them aim to support the development and improvement of the packaging industry in terms of quality, technology, science, research and market share for Iranian goods.

According to Afshin Fakhri, CEO of IRIP, "considering the importance of packaging, Iranian Institute of Packaging is trying to provide an excellent platform for interaction, understanding, business generation, business and trade development, environment protection and exchange idea, knowledge and technology among the packaging industry".

He continues: "The networking in packaging, nationally and internationally, is an essential step to achieve our goals. Fortunately, after some years, we were successful in becoming a WPO and APF (African Packaging Federation) member." Another achievement will be the 2nd edition of the International Festival of Leaders in Packaging Industry, scheduled to May 30th – June 2nd in Tehran, Iran. The Festival will join a Packaging Conference and a Packaging Exhibition. For more information, send an e-mail to [irip.fakhri@gmail.com](mailto:irip.fakhri@gmail.com).

## Five exhibitions in one

Five exhibitions showcasing five capital goods sectors will be the focus of a new event held from May 29 to June 1 2018 at Fiera Milano. "The Innovation Alliance" is a format combining different production sectors sharing the same strong supply-chain principle – from processing to packaging, from plastic processing to industrial and commercial printing, from graphic customization of packages and labels to handling and warehousing of consumption-ready goods.

The combined offer of this technology, concentrated in a single large-scale global event at Fiera Milano, stands out for its ability to innovate, wide-ranging product offer and unparalleled flexibility in engineering complex systems and industrial chains. These qualities make Italian manufacturers of industrial machinery among the best in the world.

The goal of "The Innovation Alliance" is to leverage this huge wealth of knowledge and innovation – which, considering machinery manufacturing alone, is an industry worth € 19.1 billion in Italy – through a project designed to multiply contact and development opportunities, providing visitors with a wide-ranging, integrated offer thanks to an all-comprehensive, rich and stimulating showcase. The event will involve four leading exhibitions in the respective sectors, already well positioned in the international event market, plus a new show at its debut. The co-located events include Ipack-Ima, Meat-Tech, Plast, Print4All and Intralogistica Italia.

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## Around the World

### WPO members announce Save Food Packaging Awards

Developed in conjunction with WPO, Australian Institute of Packaging (AIP) announced the creation of Save Food Packaging Awards to recognize companies that are developing innovative and sustainable packaging that minimizes food

losses and food waste, extends shelf life and improves the supply of food. The new award will be opened to packaging developed in Australia and New Zealand.

According to award chairman Pierre Pienaar FAIP, CPP, "A key component of the Save Food Packaging Awards is to raise the profile of the critical role of packaging to reduce food waste and therefore reduce product's overall environmental impact. It is time that packaging technologists are designing packaging to save food."

And completes: "Avoiding and preventing food loss and waste can considerably limit the scope of additional resource requirements because approximately 30% of the food that is currently lost and wasted would already be sufficient to feed the starving world population. About 1.3 billion tons of food is actually thrown away each year, either because it spoils due to incorrect storage, inappropriate transport methods or it no longer meets the standards of the trade and consumers. In addition, a lot of food is not eaten by consumers because, for example, the quantities purchased by them are too large." He said.

In Brazil, another WPO member, ABRE (Brazilian Packaging Association), also incorporated the Save Food category in its packaging award. For information on Brazil's award visit [www.abre.org.br](http://www.abre.org.br) and on Australia's one visit <http://aipack.com.au/2016-save-food-packaging-awards/>.

## Creative Packaging Design Center and China Packaging Online College founded

CPF's President, Xu Bin, announced in November 2015 the foundation of China Creative Packaging Design Center and China Packing Online College. The proposal is that the Design Center stimulates the development of China's packaging design, while China Packing Online College is expected to improve cultivation of packaging professionals. "Creative design ideas and talents will be no longer constrained by geographic locations and thus able to communicate around the globe to boost cooperation and exchange", pointed GPC President, Yu JianHu.



The two platforms -GPC·Cloud Design and GPC·Cloud Education – represent an integration of creative design, training & education, communication & exchange, and competition assessment.

Oriented toward serving global packaging industry, GPC's Cloud platform series are dedicated to building a "great packaging" platform that covers every link of the packaging industry to form an integral industrial chain ecosystem and provide an online-offline comprehensive service platform that integrates creative design, training & education, communication & exchange, property rights protection & arbitration, production & manufacturing, conferences & exhibitions, sampling & transaction, investment management, and competition assessment..

## IoPP and GSK sign e-learning contract

The Institute of Packaging Professionals (IoPP), WPO member from US, and GlaxoSmithKline (GSK) announce the signing

of an agreement in which GSK will license IoPP's Fundamentals of Packaging Technology online course. This partnership will include a program for those who wish to become IoPP Certified Packaging Professionals.

GSK becomes the latest organization to license IoPP's Fundamentals online course, joining companies like TricorBraun, Kraft Foods, General Mills, Clorox, Ecolab, SGS International, Berlin Packaging and others.

IoPP's Fundamentals online course catalog, at [www.iopp.org/elearning](http://www.iopp.org/elearning), comprises 42 prerecorded, self-directed lessons and 27 hours of learning covering all the major areas of packaging. Courses may be purchased individually or in topic bundles, and also in bulk through a corporate license. For details on corporate or group licensing options, contact Jim George, Director of Education, [jimg@iopp.org](mailto:jimg@iopp.org).

### **NVC debate shows way to common future of the different packaging materials**

The best strategy in packaging, both for users and suppliers, is to focus on synergies in application, manufacturing and recycling of the different materials. Potential conflicts should be addressed and clarified as early as possible with a common future of the activity of packaging in mind. Packaging in this context is defined as the activity of temporarily integrating an external function and a product to enable the use of the product. This conclusion was drawn as a result of the NVC (WPO member in Netherlands) General Meeting of Members (GMM) on November 2015 where 80 international thought-leaders in packaging gathered to chart the future in packaging.



### **NVC stimulates holistic packaging innovation**

The world needs holistic packaging innovation and new financing methods, like crowdfunding, which may greatly assist to achieve this goal. This conclusion was drawn after the kick-off of packaging innovation contest De Gouden Noot 2016 which took place October 2015 at the Royal Industriële Groote Club (IGC) Amsterdam. Innovators and financiers in packaging shared their views in a unique meeting, organised by NVC (Netherlands Packaging Centre), a WPO member.

The new NVC project (Crowdfunding for Packaging Innovations project, CFPIN) aims to accelerate investment in packaging innovation by unlocking the potential of crowdfunding and novel financing methods. The project aims to facilitate a business community in alternative financing, thus raising awareness by sharing information on alternative finance at selected (European) conferences and events, and addressing truly ground-breaking innovations in packaging.

The first crowdfunding platform website dedicated to packaging innovation was launched by CFPIN-project founding partner Geldvoorelkaar. This includes a successfully financed innovation project of €500,000 in an innovative packaging

printing technology.



## Save Food member from China

Xiamen Changsu Industrial Company, one of the biggest manufacturers of plastic films for packaging in China, is the first Chinese member of Save Food initiative, from Messe Düsseldorf and interpack, also supported by WPO. Besides being one of the biggest manufacturers of flexible packaging in the country, Changsu is also claiming to be the global leader in biaxially-oriented polyamide films (BOPA) that serves as a barrier in packaging to prevent interaction between the content and the environment thus ensuring a longer shelf life.

Food loss and waste are pressing issues in China as indeed almost everywhere in the world. According to a study by the Institute of Agricultural Economics Research at the Chinese Academy of Agricultural Sciences, 35 million tonnes of food are lost each year before they reach the consumer. For rice alone the figure is as high as 7.5 million tonnes. Moreover, due to the banqueting culture among wealthy Chinese and in business, the rate of food waste in the catering industry is approximately 19%. In 2013 the government therefore launched an advertising campaign with TV spots, under the slogan "Clean your plate".

Set against the background of limited water resources in China, such large amounts of food loss and waste are rather critical. The country has 21% of the global population, but only 6% of the world's water resources.

The number of Save Food members in industry is currently over 300. In addition, there are about 230 NGOs and research institutes that are registered with the Food and Agriculture Organisation of the United Nations (FAO). For more information about Save Food initiative visit [www.save-food.org](http://www.save-food.org).

## Cooperation between the Italian Packaging Institute and Ipack-Ima

The 2018 edition of Ipack-Ima will once again benefit from the important cooperation and patronage of the Italian Packaging Institute, a WPO member, which will be involved in the exhibition's organization as early as the strategy planning stage. The Institute will promote the event among its member companies, including both potential exhibitors (packaging manufacturers) and visitors interested in packaging.

The agreement provides for a number of promotional activities carried out over the three-year period 2016-2018. These include Ipack-Ima's sponsorship of the international conference "Food Contact Compliance", promoted by the Institute as part of their "Packaging Education" programme. For more information visit [www.istitutoimballaggio.it](http://www.istitutoimballaggio.it).

As in the past, between 2016 and 2018 IPACK-IMA will sponsor the yearly editions of "Best Packaging – The Packaging Oscars" – the prestigious event that in 2018 will combine design with the topic of technological innovation, traditionally a central theme of IPACK-IMA. The award-giving ceremony will be hosted by the exhibition.

The Italian Packaging Institute will participate in IPACK-IMA 2018 with an institutional stand and will provide ongoing planning support within the Steering Committee as well as the various Committees that will be formed to support and promote the initiatives connected to the show.

## Golden Jubilee celebration in India

WPO member in India, the Indian Institute of Packaging celebrated its Golden Jubilee Year from 14th May, 2015 to 14th May, 2016. The Institute organized a number of events during this one year period at its different centers and the closing ceremony of Golden Jubilee Year was held at Mumbai, India on 14th May.

The ceremony counted with the presence of Rita Teotia, IAS, Commerce Secretary, Ministry of Commerce & Industry, Govt. of India, as well as Padma Bhushan, Dr.B.N.Suresh, Distinguished Hon'ble Professor, Indian Space Research Organisation (ISRO). Shri Devendra Fadnavis, Hon'ble Chief Minister of Maharashtra, Govt. of Maharashtra was also invited. About 500 participants, comprising industry members, academicians and students attended the programme.

## Circular Economy document launched in Brazil

ABRE (Brazilian packaging Association), a WPO member and the local government agency, Cetesb, published the 1st edition of the document "Packaging and Sustainability. Challenges and guidelines in the context of Circular Economy". To ABRE's President, Gisela Schulzinger, "the document is a deep analyses of the role of packaging in terms of sustainability, considering the concept and holistic evolution of resources management by society, changing from linear to circular model". The material was inspired in the work of Ellen MacArthur foundation and involved the government (Cetesb), ABRE's Environment and Sustainability Committee and the research institutes Ital/Cetea.

The document is available to download at [http://www.abre.org.br/wp-content/uploads/2012/08/embalagem\\_sustentabilidade.pdf](http://www.abre.org.br/wp-content/uploads/2012/08/embalagem_sustentabilidade.pdf). It also participated in its creation Thiago Urtado Karaski (Cetea/Ital), Flávio de Miranda Ribeiro (Cetesb) and Bruno Rufato Pereira (ABRE's Environment and Sustainability Committee).

## From the board

### Board meeting in Budapest

The 1st WPO Board Meeting of 2016 is scheduled from May 22 to 26, in Budapest, hosted by Hungarian Association of Packaging and Material Handling. The official program for WPO members is:

- Executive Board meeting 22 May 2016 (Sunday)
- Strategic Planning meeting 23 May 2016 (Monday),
- Working Groups meeting 24 May 2016 (Tuesday)
- Board meeting 25 May 2016 (Wednesday)

The International Packaging Conference, scheduled to May 26, will be opened for every packaging professional and the main subject will be Packaging Innovations for Sustainability and Safety. At the same day WPO members will participate in WorldStar Award and Student WorldStar Award ceremony. For more information visit [www.wpobudapest2016.org](http://www.wpobudapest2016.org).

### Congratulations to Tanzania

WPO Board congratulates Sachindra Shetty, from Tanzania Institute of Packaging (TIP), for receiving Tanzania Leadership Award 2015. For sure an example to be followed!



### New secretariat in APO

African Packaging Organization (APO), a WPO member, has appointed Liza Ralph to co-ordinate its secretariat. She will co-ordinate APO administrative activities. To contact her e-mail to [admin@afripack.org](mailto:admin@afripack.org).

## Recognized packaging awards

WPO has just listed packaging competitions around the world that are recognized by the Organization and can have their winners participating at WorldStar Awards. Check below:

Asiastar	Asia
Afristar Awards	Africa
Australia Packaging Design Awards	Australia
Austrian Packaging Award / Staatspreis Vorbildliche Verpackung	Austria
Golden Pixel Award	Austria
Green Packaging Star Award	Austria
Wellpappe Austria Award	Austria
ABRE' Brazilian Packaging Award / Premio Abre Design e Embalagem	Brazil
Embanews	Brazil
Grandes Cases	Brazil
Theobaldo DeNigris	Brazil
PackStar	China
Cropak	Croatia
Regpak	Croatia
Obal roku	Czech Republic
Design Touch	Czech Republic
EAFA Award - Alufoil Trophy	Europe
AEROBAL Award	Europe
ETMA "Tube of the Year"	Europe
Deutscher Verpackungspreis / German Packaging Award	Germany
Innovation Award 'Golden Welle'	Germany
IF design award / IF communication award	Germany
Superstar, display Verlags GmbH	Germany
Greek Packaging Star / Hellenic Stars	Greece
Hungaropack	Hungary
Indiastar	India
Israel Star	Israel
Oscar dell'imballaggio	Italy
Japan Good Packaging	Japan
Korea Star Award	Korea
Envase Estelar (AMEE)	Mexico
De Gouden Noot	Netherlands
Art of Packaging	Poland

Packstar	Poland
Grand Star Russia	Russia
ProdExtraPack	Russia
Scanstar	Scandinavia
Singapore Star Award	Singapore
Gold Pack Award	South Africa
Liderpack	Spain
Lanka Star	Sri Lanka
Swiss Packaging Award	Switzerland
Thai Star	Thailand
Crescent & Stars for Packaging	Turkey
Ukrainian Packaging Star	Ukraine
Starpack	United Kingdom
AmeriStar	United States
Golden Cylinder Awards	United States

#### 4th Annual Innopack F&B Confex 2016

Keith Pearson, General Secretary of WPO, was one of the speakers in the 4th Annual Innopack F&B Confex 2016, organized by UBM India. He shared his expertise about the WPO approach on food safety and packaging. Other speakers were Marcel Keuenhof from Wessanen, Netherlands that presented an international perspective on quality packaging; Kousik Saha, Associate Director Head Packaging Commercialization, Pepsico; Prabodh Shirish Halde, Head Global Regulatory, Marico; Gagan Talwar, Manager Packaging Development, Hindustan Coca-Cola Beverages; Sukhdev Singh Saini, Packaging Lead, General Mills AMEA; BK Karna, Director-PCRI, Packaging Clinic & Research Institute; and Anand Sarkar, former Packaging Development Leader.

For the last 3 years UBM India's Innopack F&B has been a platform for industry leaders from the F&B sector to discuss on the relevant topics to the business needs of the packaging companies. Keeping in mind the recent food quality and safety concerns plaguing the food industry, the 4th edition of Innopack F&B was platform for over 250 + international and national F&B packaging professionals to deliberate and brainstorm ways to overcome this crisis through innovations in packaging.

With the growth of the food packaging sector nearly doubling to 13.7% in the last four years and the rising concerns over food quality, there is an increasing focus on regulatory aspects related to the packaging designs, labeling and printing regulations. While maintaining quality and reducing wastage has been at the forefront for increased production fueled by rising consumer demand it has become important for Food companies to have a competitive edge by developing an integrated system of packaging which not only safe but also cost effective for the companies. The India Government has been initiating various steps which include tightening labeling rules and making it mandatory for companies to clearly mention the dates of manufacturing as a part of its 'Make in India' initiative.

This year the Innopack F&B conference experienced industry experts sharing their experiences and case studies on various

aspects of packaging such as global trends, anti-counterfeiting, aseptic packaging, latest technologies and techniques, labelling and printing, regulatory guidelines, sustainability and many more topics.

It also encouraged the attendees with a number of innovative networking formats such as World Cafe, F&B Knowledge Quiz, Speed geeking and Speed Networking that promised to both provide an enriching experience to the audience and also facilitate long lasting business relations between the industry and solution providers.



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## Education

### **IOPPK intensifies packaging training in Kenya**

IOPPK (Institute of Packaging Professionals Kenya), a WPO member, accomplished several packaging training programmes in the region for small and medium companies in collaboration with KEBS (Kenya Bureau of Standards) and Tea Sectors. The Institute has also enrolment for Diploma in Packaging, in South Africa, by an e-learning course. Until the moment, two professionals were graduated with the Diploma in Packaging Technology South Africa.



## Workshop on Competitive Packaging and International Branding of Kenya Tea

28th - 31st July 2015 Laico Regency Hotel, Nairobi - Kenya



## Packaging Technology training in Indonesia

This international packaging training course offered by WPO, in conjunction with the Indonesian Packaging Federation (IPF) and the Australian Institute of Packaging (AIP), took place in West Java from 22 -26 February with 42 participants. The training, held in Indonesia for the 3rd time , aimed to equip professionals with greater in-depth knowledge in order for them to tackle the challenges facing the packaging industry in their current environment and to prepare them for the competitive advantages emerging in the Association of Southeast Asian Nation's (ASEAN) Economic Community Market. It also serves to grow participants' confidence in packaging capabilities, providing a level of insight and understanding of the packaging industry that adds real and measurable value to careers and businesses.

Pierre Pienaar, WPO Vice President Education, reported: "It was a wonderful week of learning and sharing of experiences and challenges for all participants. Once again, the desire and the need for greater knowledge and up-to-date expertise in the science and technology of packaging were clearly evident. By far the majority of the students present were graduates in some field or other but their careers had found them associated with the packaging industry where they either feel overwhelmed or under-qualified or, by their own admission after a week's training, in a new situation where they discovered that they "never knew what they didn't know!!"."

The students' final project presentations reflected a high standard of input and learning. As with many developing countries, the greatest challenge is the packaging of local foodstuffs as well as packaging for the informal sector.

Developed countries can learn from packaging partners in the Asian nations. The majority of Indonesia's population shops frugally for everyday food and personal needs at the traditional markets called the pasar. Crowded with small carts and lined with small stores, the pasar is a hive of activity. They sell every possible household good, some wrapped and many not when it comes to foodstuffs. Packaging is largely driven by consumer affordability.

Much fresh produce is sold at the bazar where, if better knowledge of material selection coupled with the correct storage was used, much less meat, fresh fruit and vegetables would be wasted. Fresh produce is often exposed to the elements resulting in short shelf-life owing to ineffective storage and display conditions.

Education from a very young age on the minimization of food wastage is a great place to start. The WPO, in collaboration with AIP, are privileged to have been asked by IPF to help them tackle these important challenges by sharing knowledge and expertise with industry leaders. Similar training programs are scheduled for the following 12 months in China, Iran, Italy and Ghana.



## Residential packaging training I - Vietnam

WPO was back in Vietnam involved in a five day residential training program (RTP) in Packaging Technology in Tra Vinh City. At this training there were 33 students from industry and 42 students from the Applied Chemistry Department of Tra Vinh University. The initiative was from WPO, in collaboration and with the support of AIP (Australian Institute of Packaging), an active member.

According to WPO President, Tom Schneider, "although this recent RTP covered the entire spectrum of packaging technology, what drove the students was how one can improve packaging, reduce costs, by learning what their packaging counterparts were doing in developed countries and how they can improve packaging of foodstuffs to reduce wastage".

As part of the training program, the group visited converting facilities, state of the art and the first high tech company like Mylan Group's flexible manufacturing plant for high barrier films used for food and pharmaceuticals. "The mere fact that this is the second RTP run in Vietnam is a step in the right direction in helping packaging training across a broad spectrum of packaging technologists of the future in Vietnam", reports Pierre Pienaar, WPO Vice President of Education. But he admits that "plenty more education is required at all levels of the packaging spectrum, including formal and informal sectors".



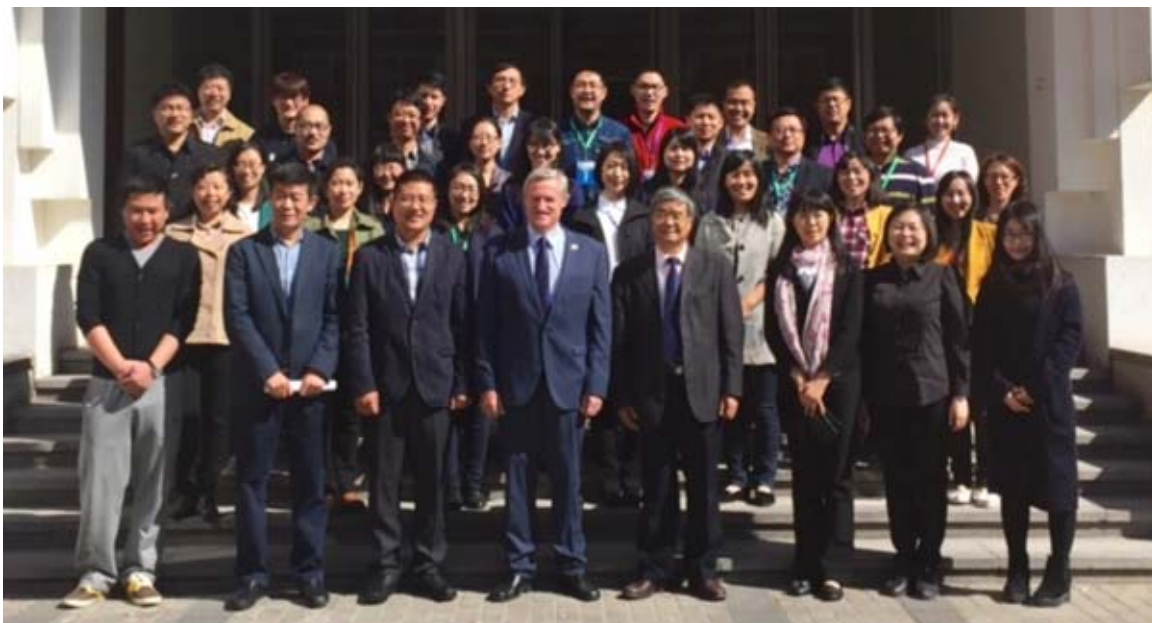
## Residential packaging training II - China

For the first time, WPO together with China member CEPI (China National Export Commodities Packaging Research Institute), completed a five day residential training program (RTP) in Packaging Technology in Beijing. Held from 18 – 22 April, the training course joined 33 students from industry and various local universities involved in Packaging Design or Packaging Graphics and used the facilities of Beijing Institute of Graphic Communications. This university offers a 4 year under graduate degree in Packaging through their Engineering Department and is considered in the top 5 universities offering Packaging Science.

Although this recent RTP covered the entire spectrum of packaging technology, the students seemed very keen to learn as

much as possible about materials of packaging and, in particular, laminates, as well as what their packaging counterparts were doing in other countries and how they can improve packaging of foodstuffs to reduce wastage. There were numerous questions and discussions regarding the interface between graphics in packaging and packaging materials and how best to integrate them both to seek the ultimate for both aspects.

As part of the training program the group visited a can making company - ORG Packaging - as well as China's largest and up-to-date dairy company, Sunyuan.



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## Agenda

### 2016 AIP National Conference

Created for packaging designers, technologists, engineers, sales and marketing professionals, the biennial Australian Institute of Packaging National Conference, organized by Australian Institute of Packaging, a WPO member, is the largest packaging and processing conference of its kind in Australia and New Zealand. Run by industry for industry, the AIP National Conference has been leading the way in professional and personal development for decades and is a part of the annual Packaging & Processing Week. The biennial event will be themed 2020 Packaging & Processing Vision and is the largest professional development and networking opportunity of its kind in the packaging industry. It brings together leading experts from around the globe to cater for all participants in food, beverage, manufacturing and packaging. The

conference will be held on June 1st and 2nd at the Crown Promenade, Southbank, Melbourne. For more information please visit [www.aipack.com.au](http://www.aipack.com.au).

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## Message From General Secretary

### The year begins in Budapest!

By Keith Pearson\*



The Indian Institute of Packaging is to be congratulated on the world-class standard they achieved in the hosting of the WPO meetings during 7-11 October 2015. It was inspirational to attend these meetings as part of the IIP's Golden Jubilee celebrations. Indiapack Exhibition continues to improve and it was good to be able to get a good picture of the way the packaging industry in India is meeting the needs of the country's business and commercial needs. The part that IIP plays in the national packaging industry is significant and the partnership that exists between the

Indian Government, Packaging Industry and IIP is significant and is sure to provide for local and international trade.

Attending the World Packaging Congress was a further indication of the way IIP was impacting the packaging fraternity. Having so many international packaging experts available to provide the latest thinking and technical knowhow provided fast track opportunities for the attendees.

The WPO board meeting was held at the IIP facilities and this visit once more confirmed the institute's commitment to providing the Indian nation with the guarantee that packaging education and technical support is in the right hands. The leadership provided by the IIP Director, Dr. N.C. Saha, is inspirational. As we arrived on site the new buildings under construction added testimony to the advances being made in providing future planned advanced packaging learning and qualifications. The tour of the IIP campus was very instructive.

This first quarter of 2016 has been filled with a number of WPO activities as the WPO members have been out and about undertaking WPO initiated activities, read the reports of these initiatives in other sections of this newsletter.

All attention is now focused on the WPO meetings taking place in Budapest (22-26 May). WPO is hosted by the Hungarian Association of Packaging and Material Handling. Their organization for the meetings has been exceptional with Miklós Nagy, their Secretary General, leading the process. Besides the WPO working group meetings and board meeting the host organization has arranged an International Packaging Conference on 26 May. The theme of the conference is Packaging Innovations for Sustainability and Safety. The iconic WorldStar Awards gala will be held on the evening of Thursday 26 May at RaM Colosseum. The response of the international packaging fraternity has been excellent, the evening is sure to provide glitz, glamour and excitement in addition to those who have produced excellence in packaging design and manufacture will be rewarded. If these events were not exciting will be enough the organisers of the week's events have organised a full programme of tourist opportunities. This week is sure to be a time to remember.

The second round of WPO meetings are scheduled to take place in Vienna from 14 – 18 November. The programme is under the leadership of Johannes Bergmair. The meetings are being held at an excellent time to be in Vienna.

An important part of the WPO activities at present is the emphasis on the "Save Food" initiative under the leadership of Johannes Bergmair. As WPO members contribute to this programme it will do a great deal to position packaging in a positive light and emphasize the importance of WPO in its capacity to be able to coordinate an international response to providing "Better quality of life through better packaging for more people".

**\*Keith Pearson is General Secretary of WPO. To contact him [glacier@tiscali.co.za](mailto:glacier@tiscali.co.za).**

## Worldstar Awards

### Win the worldwide recognition your packaging deserves!



The entries to WorldStar Packaging Awards, the unique global packaging competition organized by WPO, are once again open with a closing date of October 14th. The winners can be awarded with a WorldStar trophy or certificate, both with worldwide recognition.

This year, the judging process will take place in Vienna, Austria, during the 2nd WPO Board Meeting (week of November 14th). The Awards Presentations Ceremony will be held in Düsseldorf, during Interpack, May 2017.

Last edition of WorldStar registered 276 entries, from 35 countries. The categories judged were Beverage, Electronic, Food, Health & Beauty, Household, Luxury, Pharmaceutical & Medical, Other, Point of Sale and Transit. All the winners were announced in the beginning of December 2015 and the Award Ceremony is planned to May 2016, in Budapest (Hungary).

Packages eligible for WorldStar are those that have already received a national award recognized by WPO. For general enquiries on WorldStar Packaging Awards contact [rachel.bayswater@iom3.org](mailto:rachel.bayswater@iom3.org) or visit [www.worldstar.org](http://www.worldstar.org) / [www.worldpackaging.org](http://www.worldpackaging.org).

## Worldstar Student Award

### The ceremony will take place in Budapest



173 packaging projects developed by students from all over the world participated in WPO's WorldStar Student Award, an international packaging design competition for students from countries where there are WPO members. 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's competition has added a new category entitled the Save Food Student Packaging Award that registered 12 entries.

WPO created this new category due to its support for the Save Food Initiative, from Messe Düsseldorf, Interpack and FAO (Food and Agriculture Organization). "The idea is to encourage students to

develop new solutions on packaging that prevents food waste. The project presented can be new. That means it does not need to have previously run for a national award”, explains Thomas Schneider, President of WPO.

According to WPO’s Sustainability Vice President, Johannes Bergmair, from Austria, “Save Food is a topic related to the whole supply chain. And there are many ways and technologies to work on, like logistics, “farm to table”, transcontinental routings, transit refrigeration, storage conditions, shelf life extension, product handling, and more. Packaging is just one of them and it is the key element that WPO will focus on”. This new category of WorldStar Student Award only recognizes packaging solutions that could reduce food waste.

The judging process of WorldStar Student Award was on line and combined the expertise of packaging professionals from Lebanon, Singapore, Hungary, Austria, Australia, Brazil, India, South Africa and Turkey. The winners were announced at the end of 2015 and the Award ceremony is scheduled to take place on May 26, in Budapest (Hungary), at the same occasion as the WorldStar Award ceremony.

Judging was based on:

- Degree of Innovation (including conceptual and technical aspect)
- Sales appeal/graphics in the target country
- Sustainability aspects relative to the target country
- Ease of processing/manufacturing
- The extent to which a pack is fit for purpose and complies with the functions of packaging
- Efficiency to the packaging system
- Overall impression

**The winners are:**

#### **Student Packaging Award**

Entry ID and title	Country	Student
446 – Herbs for Health	Finland	Duncan Anderson
235 – Herbs to Grow	England	Sally Wood
271 – Jonaloop	Germany	Jonas Dinkhoff

#### **Student Save Food Packaging Award**

Entry ID and title	Country	Student
447 – Self-Watering Herbs	Finland	Duncan Anderson
438 – Tomato packaging for distribution	Mexico	Manuel Melendrez
440 – Friya - The Cool Bag	Mexico	David Jorge Hernandez Ibarra

The current and the previous editions (2014 and 2015) of WorldStar Student Award, from WPO, were organized by ABRE (Brazilian Packaging Association). The next three editions (2016-2017-2018) will be organized by IPSA (Institute of Packaging South Africa). For more information please visit [www.worldpackaging.org](http://www.worldpackaging.org) at WorldStar Student Award or send

an e-mail to [studentaward@abre.org.br](mailto:studentaward@abre.org.br). The photos of the winning projects are available at: [http://www.abre.org.br/wpo\\_worldstar\\_student/](http://www.abre.org.br/wpo_worldstar_student/).

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