



*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



As members of the Packaging Community, we live in an exciting period where packaging has become recognized as a truly important business and societal tool. This is the result of the diversity of packaging itself and the impact that its elements have on everyday life, across cultures. This diversity includes food safety, integrity of medicines, clean water, sustainability, waste reduction, government regulation, materials, machinery, commerce, and so many other elements too.

This diversity plays well with the primary aim of the WPO, "Better Quality of Life Through Better Packaging for More People." And WPO is certainly diverse, with about 50 member countries across the whole of the development spectrum, from fully developed countries in Europe, the Americas, parts of Asia and Australasia to those countries that are working hard to further their packaging development; countries like Ghana, Nigeria and Tanzania; Argentina and Chile; India, Sri Lanka and Bangladesh to name a few.

The intersection of packaging technology and how individual countries address needed skills is what's most important. We know that there is usually more than one answer to a specific question about sustainability. It's also true for food safety, regulations, waste reduction... etc. How each country addresses these important subjects should be in context with their culture.

That's what WPO is about. Our Organization brings together, at least twice a year, remarkably diverse cultures that are eager to learn from each other about how to employ and improve packaging for its people. We hope that, with our new website now in development, we can make this opportunity for exchange a continuous and dynamic experience.

I was asked in an interview recently, "What is the meaning of 'better packaging'?" I answered:

"Better Packaging means, from WPO's perspective, packaging development that accomplishes one or more of the following: well-preserved and more nutritious food, clean drinking water, secure medications, and products that arrive in the consumers' hands undamaged and ready to use... in a sustainable way."

And added: "Packaging has moved, over the last 20-30 years or so, from being an afterthought to being a strategic tool for getting product safely from point to point to point. Effective packaging performance coupled with packaging cost has become an important line item on most companies' income statements."

This circumstance bodes well for WPO and, in general, for the Packaging Professional who, through good education and training, can command better salaries and status within their companies, while making a valuable difference for Society at the same time.

**Thomas L. Schneider is the President of WPO (World Packaging Organisation)*

Inside WPO

WPO has a new President

As from January 1st, Thomas L. Schneider, CPP, is the new President of WPO. He was elected in the first Board Meeting of 2011 that took place in Düsseldorf in May. Schneider will focus his three years term (2012/2014) in the following areas:

- identify packaging education programs and institutes around the world that need funding or other assistance to further our aim of "Better quality of life through better packaging for more people";
- nourish the importance of packaging as a strategic social, economic and commercial tool;
- create outreach programs in order to bring together national and regional packaging organizations for the common good of the Packaging Community;
- increase the number of entries in our WorldStar Awards and WorldStar Student Awards programs;
- encourage more WPO board members to become actively involved in WPO programs/activities;
- seek sponsorship for specific WPO projects and the WPO mission in general.

Keith Person, the former President will be the new General Secretary of WPO in a way of keeping all the activities he began in his 6 years as President. "In fact Pearson will be more than a General Secretary. He is an ambassador of packaging around the world", states Schneider. Pearson's activities and projects will be supported by Kellen Company, represented by Patrick Farrey. For this reason, WPO headquarters changed to Chicago (US). Kellen Company will provide WPO all administrative support and services.

Also confirmed, in November, was a new Vice President of WPO for 2012-2014: Safiullah Chowdhury, VP Asia; Shi Wanpeng was reconfirmed as VP Sponsorships. The existing Vice Presidents and members of the Executive Committee continue without changes: Luciana Pellegrino, Marketing & Communication; Dogan Erberk, Information & Statistics; Gordon Stewart, Education.

WPO meeting in Croatia



WPO has confirmed its first meeting of 2012 in Croatia from June 03 to 08. The program is being called by organizers, the Institute of Packaging and Graphic Arts (IAT), a new WPO member, as World Packaging Days 2012.

During the week there will be the World Packaging Congress; the purpose is to bring together global and regional representatives from all links of the packaging supply chain; to find about the latest global trends; and to meet the most inventive industry representatives. The winners of the WorldStar, as well as Croatian and regional packaging awards Cropak and Regpak winners, will also be recognized in an Award Ceremony.

The program also includes WPO working group meetings, WPO Board meeting, the round table Regional Packaging Industry and a packaging exhibition. More information contact Kelly, at Kellen Company, by e-mail kantonou@kellencompany.com.

Packaging activities in Kenya

The Institute of Packaging Professional Kenya, a WPO member, reported that there are two main activities being held:



- the creation of a link up with Institute of Packaging South Africa to start Diploma in Packaging by distance learning and then by local lecturing;
- organization of a seminar with JICA to promote Packaging for One Village One product programme; some profiles were already received.

More information about these activities contact Joseph Nyongesa, Secretary General/CEO of the Institute by e-mail jnyongesa@ioppk.com or visit www.ioppk.com.

New e-mail address from CEPI

WPO was just informed by its member in China, CEPI, that its e-mail changed to cepi-china@cepi-china.com; the original one - cepi-china@163.com - will still be used for a transition period.

WPO supports African Packaging Organisation



Six packaging institutions in Africa have signed a memorandum of understanding to establish a continental packaging body, the African Packaging Organisation (APO). Under the guidance and coordination of the President of the Institute of Packaging Ghana, Kofi Essuman, representatives of six local institutions have expressed their commitment to the formation of the new entity - Institute of Packaging South Africa (IPSA), Institute of Packaging, Ghana (IOPG), Institute of Packaging Nigeria (IOPN), The Tunisian Packaging Centre (Packtec), Tanzania Institute of Packaging (TIP) and

Institute of Packaging Professionals Kenya (IOPPK).

The founding members agreed to set up the packaging body as a key strategy for developing and promoting the packaging industry in Africa and have agreed to pull their strength together to achieve the following:

- bring the attention of Africa to the role packaging can play in assisting to address some of the major development challenges facing the continent such as food security;
- facilitate competitiveness of African exports by improving product presentation through effective packaging;
- promote and support the packaging industry and packaging professionals in Africa;
- increase collaboration among them in the area of packaging development and promotion;
- promote sustainable packaging with a view to protecting the environment;
- build packaging capability through education/training and international collaboration as a priority area for packaging development, improvement and promotion in Africa;
- lobby Governments to formulate policies and institutional frameworks to deepen Packaging appreciation;
- lobby regional and continental organizations i.e. AU, COMESA, ECOWAS, EAC, SADC, to take on the packaging agenda;
- lobby respective Governments to give budgetary support to drive the packaging agenda in Africa.

The idea of a continental packaging body has been floating around for a while. The General Secretary of WPO, Keith Pearson, has been at the forefront for some years. The Institute of Packaging South Africa (IPSA) has kindly agreed to host the interim secretariat and Roger Cary-Smith is acting as interim secretary. The members look forward to inaugurating the African Packaging Organisation by the second quarter of this year. Meanwhile three packaging professionals in Cote d'Ivoire have agreed to spearhead the formation of a packaging association

in their country and are looking forward to join APO very soon.

For further information contact the secretariat at apo-admin@mweb.co.za.

Events

Lankapack '12 in Sri Lanka



The Sri Lanka Institute of Packaging, a member of WPO, is organizing Lankapack '12 from May 25th to 27th at the Sirimavo Bandaranaike Memorial Exhibition Centre at the Bandaranaike Memorial International Conference Hall in Colombo. Totally dependent on imported raw materials and equipment for packaging, over the past three decades Sri Lanka has mastered the art of adding value to its packaging conversions and hence to its export products through high quality package designing and processing as seen in many a locally produced export product.

Among suppliers of state-of-the-art packaging equipment and new products, the city of Colombo has always been an effective base to exhibit their products to a receptive clientele. This is a fact observed by many a packaging material and equipment supplier.

The exhibition is also organized by the Packaging Development Center and is endorsed and supported by WPO, the Asian Packaging Federation and the Ministry of Industries and Commerce. The organization expects that countries like China, India, Malaysia and Thailand participate in this event and explore the huge potential in the fast growing Sri Lankan market. More information visit www.lankapack.com.

Packaging exhibition in Barcelona

The next edition of Hispack-2012 will be held from May 15th to 18th in Fira de Barcelona, Spain. The exhibition is seen as an excellent platform for doing business, open new markets, create networking and have a comprehensive and cross-sector vision. Furthermore, the Organizing Committee gives a great importance to visitors and, according to a study, the professional profile that visits Hispack has a high power of decision in key sectors such as food, beverage, pharmaceutical, chemical, cosmetic and perfumery. The show is organized by Graphispac Asociación, a member of WPO.



Around the world

Corrugated box conference in India

From December 16th to 18th, the General Secretary of WPO, Keith Pearson, attended the 40th Conference CorruMeet India 2011 organised by the Northern India Corrugated Box Manufacturers Association; the theme was "Evolving Technologies-Industry Perspective". The event was held in New Delhi, India. The technical sessions revolved around materials, methods, machines and marketing and were attended by 1,045 delegates.

The CorruMeet registered nearly 100 international participants, as prospective buyers of Indian packaging solutions from nearly a dozen countries, including China, Finland, France, Germany, South Africa, Spain and Thailand. A corrugated related exhibition ran alongside the conference. Pearson was also part of the judging panel for the corrugating packaging awards competition.

According to Harsh Madan, conference chairman of CorruMeet, "changing lifestyles and a growing middle class with surplus incomes have driven the demand for packaged goods". And added: "Opening of the retail segment too is expected to spur growth of the corrugated box industry that has seen a growth rate of nearly 12% to 14% in the last five years. We estimate the industry to grow at over 15% until 2015". He reminded that in 2012, the Conference will take place in Mumbai.



CorruMeet 2011
Lighting the friendship lamp



CorruMeet 2011
Receiving a memento as the key note speaker from Mr. Suhash Goel (Chirman Elite) with the Presidente of FCBM looking on



CorruMeet 2011
Keith presenting an award to a winner in the corrugated packaging competition



CorruMeet 2011
Standing for the National anthem. Chief Guest Ms Vinita Bali Managing Director BRITANNIA industries, Mr. M.R, Gopalachary, President FCBM, Mr. Sunhil Sethi, President elect FCBM

Packaging education in Africa



The Institute of Packaging South Africa (IPSA), a member of WPO, is launching an Advanced Packaging Programme (APP) in 2012 and the inaugural course is to be held in Durban. The APP builds on the long standing and highly regarded One Year Diploma in Packaging Technology and is aimed at packaging professionals who are at the threshold of senior packaging management positions in industry.

The basic one year diploma course has shown an 85% growth rate in students since 2005 and is greatly respected by the packaging industry. It is generally accepted as testimony of adequate theoretical packaging technological knowledge for persons employed in the industry and is equivalent in standing to a first year university course. The IPSA One Year Diploma is accredited by the WPO, The Packaging Society (UK) and the Australian Institute of Packaging. It has been developed over a period of some 30 years and maintains a high standard through regular updates.

The course is offered under licence by sister and related institutes throughout Africa, amongst them Ghana, Nigeria and Kenya, with distance learning students also from Malawi, Zimbabwe and as far afield as Dubai, including South African expatriates in Europe and the United Kingdom.

The Institute also offers tailor made courses for presentation in-company on a variety of packaging subjects, to suit the client's specific needs and is the publisher of the booklets "A Handbook of Packaging Technology" and "Graphic Design in Packaging". Other small publications are on the cards with subjects in preparation such as "Lean Manufacturing and Six Sigma Techniques as Applied to the Packaging Industry" and "Packaging along the Supply Chain".

For more information visit the institute's website www.ipsa.org.za or email education@ipsa.org.za.

Practice and theory in packaging in Netherlands



NVC - Netherlands Packaging Centre, a WPO member, started in February a full new group of participants to its NVC Course Program in Packaging II. The Program addresses the demand in the business sector for qualified personnel at upper management level with regard to packaging. Over 500 students have been trained by NVC in this course program over more than three decades. Upon completion of the course program, employees/managers are capable of fulfilling a proactive and supervisory role in packaging projects. They initiate develops and implements packaging processes.

All students are fully employed already and the two-year course program is specially adapted to their needs. Practice and theory are closely connected as well. Participants work on assignments and cases in order to further develop their skills and to apply the theory.

On special analysis days, participants analyze issues in the area of marketing, operations, packaging and the packaging process within selected businesses and report their findings to top-level management is also part of the course program.

The corresponding diploma (NVC Verpakkingskundige II) is estimated to be equivalent to the EQF7-level and is recognized in more than 30 countries. NVC students and alumni stay in contact with each other in many NVC meetings and conferences, but on-line also in the dedicated (closed) NVC LinkedIn Group.

The NVC Course Program in Packaging I started on March 6th. This course program is addressing middle management functions in packaging and focuses on understanding all interactions between the product and the package, including the great variety of packaging manufacturing processes. More information send an e-mail to info@nvc.nl or visit www.nvc.nl.

Canvirement Week in India and in the world

Taking a lead from the concept of a world recycling day and the world environment day, from November 10th to 17th it was accomplished the Canvirement Week, in India. The General Secretary of WPO, Keith Pearson, was present in the event as well as representatives of 11 countries from five continents.



Leveraging on the eco-friendly nature of cans and to mark its 200th birthday, Hindustan Tin Works Ltd, a leading Indian can maker, decided to do a campaign with cans being the key focus. The objective is to connect with the industry, community and the youth. Dhrashti Dhami a TV actress and a well known celebrity was the brand ambassador of Canvirement Week.

The first edition of the campaign took place in November 2010. Across India, Canvirement Week is providing the basic amenities to rag-picker community, the lower strata of the society who act like scavengers. Rag pickers are the major cogs in the recycling wheel. During the campaign, the rag picker community got benefitted from health check ups and rural health insurance schemes and education sponsorships, with the return of the health camps in 2011 and providing vocational training to help some of them move away from rag picking and into professional work.

Globally Canvironment Week 2011 members also accomplished many other activities:

- The Italian can maker ASA had competitions for school children in Italy.
- Empac, representing the European metal packaging industry, donated T-shirts promoting Canvironment Week to under privileged in Belgium in association with HTW.
- Lageen celebrated Canvironment in parallel to Hanukah and had an engagement program with children.
- Huber provided intellectual support to the campaign in Europe.
- Nampak Bevcan and Collect a Can, South Africa, run an art completion with tertiary students of various art faculties across Gauteng.
- Brasilata inaugurated a metal can recycling center in Brazil.

Ardagh in Norwich UK partnered with Open Academy to create art out of cans.



New identity for ABRE

The Brazilian Packaging Association (ABRE), a member of WPO, has just announced its new identity as part of its Branding Program. The new logo, created by Pande*Haus, is based in the concepts of Integrate, Inform, Represent and Be Part of. The idea is to create a platform of value that strength the sector´s representativeness, the response to industry and speed the communication process.



Predictions for the packaging industry in Brazil



According to the macro economy study on packaging, accomplished by IBRE-FGV for 15 years with exclusiveness to ABRE, in 2012 the production of the sector should increase 1,6% and the revenue should be about US\$ 26 billion, overcoming the US\$ 24.2 billion registered in 2011. The employment level should also stay in moderate expansion approaching of 230 thousand workers in December.

These analyses were presented in the Café da Manhã of ABRE by the coordinator of economical analyses of the Brazilian Institute of Economy of Fundação Getúlio Vargas, Salomão Quadros. The event, exclusive for members, happened in the end of February in São Paulo.

In his analysis on 2011, Quadros reminded that the production of packaging increased 1.50% after having reached 10.23% in 2010. In the first semester of 2011, the growth was of 3.11%, while the production fell 0.07% in the second half of the year.

Quadros pointed out that the sector with better growth rate was glass: 6.43%. Paper, cardboard and card registered an increase of production of 2.91% and metal of 2.42%. These numbers, however, were inferior to 2010 when the production of these segments increased 7.24% and 16.26% respectively. The plastic sector already pulled back 2.67% in 2011 in the comparison with 2010. For the general industry, the growth rate in 2011 was of 0.27%, after discharge of 10.47%, in 2010.

In 2011, the plastic continued being the material with larger participation in the value of the production: 38.02%. This sector is also responsible for the largest number of work positions: 117,230, in other words, 52.49% of the total.

The study of FGV still shows increase in the packing exports that passed of US\$ 415,779 million in 2010 to US\$ 470,784 million last year. Plastic led the international businesses with participation of little more than 40% of the total. But the imports of the sector also grew: from US\$ 795,623 million in 2010 to US\$ 819,741 million in 2011. In this case paper, cardboard and card were the leaders with almost 50% of participation.

As forecast for 2012, Quadros predicts a retaking in the first quarter of the year "with the industry beginning a discreet movement to replace stocks ". "But this is still uncertain, especially because the consumer's trust didn't still recover entirely ", ends.

Packaging Congress in Spain

Club Español del Packaging (C.E.P.), a WPO member, organized in collaboration with Graphispack Asociación, Instituto Español del Envase y Embalaje (I.E.E.E.), Fira de Barcelona and Hispack-2012, the "I Packaging Congress" which took place in Barcelona on November 2011. The event served to introduce the two C.E.P. projects that are already a reality: professional Network and the first edition of the book "Fundamentals of Packaging Technologies." There were also introduced the news in the next Exhibition Hispack-2012 and analyzed the market for packaging and food products and the demands and opportunities it presents.



The program was moderated by Ignasi Cusí, Director of CEP and Secretary General of Asociación Graphispack. During the event, Luís Juncosa, president of C.E.P, and Miquel Marcé, packaging module coordinator of Escola Antoni Algueró presented the first edition of the book "Fundamentals of Packaging Technologies". The book is a result of an agreement reached with the Institute of Packaging Professional (IoPP), from US and also a WPO member, that made possible to buy the rights and translate the material that is a reference for the packaging sector. It is a comprehensive manual on all phases involved in the packaging manufacturing process that allows further professionalize the profession and almost required reading for any professional who is directly or indirectly involved in the packaging industry.



German and Holland together in packaging



The cooperation between Germany and Holland was enhanced on January 25th with a unique Netherlands Packaging Center (NVC), a member of WPO, seminar at the packaging exhibition Verpackung Hamburg (Germany). Participants discussed the thesis: *Germany and Holland: a winning team in packaging?* Firstly, the challenges of handling two different cultures in the context of the packaging business were charted by three speakers.

Tanja Braun (intoEU) addressed the basics by explaining how to build a better business by understanding Dutch-German differences. Bart Labrie (L'ABRIE) presented several business cases addressing new developments in packaging services, for both Dutch and German manufacturers of branded packaged goods. Giovanni Bernardo (Meilink-Dreiner Kartonage Deutschland) shared his experiences with the audience on managing a successful German-Dutch enterprise in the increasingly international market of high-tech packaging.

All speakers stressed the importance of well-qualified employees-professionals for their business. This aspect was enthusiastically debated in a dedicated panel subsequently, where leading education institutes in the field of packaging were present. Panel participants included Prof. Dr.-Ing. Bernd Sadlowsky (Geschäftsführendes Vorstandsmitglied e.V., BFSV / HAW, Hamburg), Nienke Peeters MSc (Assistant Professor NVC Chair Packaging Design and Management, Enschede), Sonja Bähr (Geschäftsführerin BDVI, Berlin), Simone Terkatz (packaging specialist Ahold Coffee Company, Zaandam and participant in the NVC Course Program in Packaging I) and Michael Nieuwesteeg MSc MEng (managing director of NVC).

Three interdependent conclusions were derived from the seminar. First: additional (continuous) education in packaging for employees is an absolute necessity for the long-term sustainable competitiveness of the packaging business. To stimulate this, work should be done to develop a transparent indication of different qualifications for professionals in packaging within Europe, in line with the European Qualification framework EQF. (For instance, the NVC Course Program in Packaging I is estimated to be equivalent to the EQF6-level and this could be mentioned on the diploma which is already recognized in more than 30 countries).

Last but not least, enhanced cooperation between Holland and Germany will surely create new perspectives for all parties involved. It was decided that Verpackung Hamburg 2013 will be the place to present the first initial spin-off of the ideas generated. More information visit www.nvc.nl.

African Packaging Organisation is Born

March 2012

Six Packaging institutions in Africa have signed a memorandum of understanding (MOU) to establish a continental packaging body. Under the guidance and coordination of the President of the Institute of Packaging Ghana, Mr. Kofi Essuman, representatives of the following institutions have expressed their commitment to the formation of the **African Packaging Organisation (APO)**.

- Institute of Packaging South Africa (IPSA)
- Institute of Packaging, Ghana (IOPG)
- Institute of Packaging Nigeria (IOPN)
- The Tunisian Packaging Centre (PACKTEC)
- Tanzania Institute of Packaging (TIP)
- Institute of Packaging Professionals Kenya (IOPPK)

The founding members agreed to set up the packaging body as a key strategy for developing and promoting the packaging industry in Africa and have agreed to pull their strength together to achieve the following:

- bring the attention of Africa to the role packaging can play in assisting to address some of the major development challenges facing the continent such as food security
- facilitate competitiveness of African exports by improving product presentation through effective packaging
- promote and support the packaging industry and packaging professionals in Africa
- increase collaboration among them in the area of packaging development and promotion
- promote sustainable packaging with a view to protecting the environment
- build packaging capability through education/training and international collaboration as a priority area for packaging development, improvement and promotion in Africa
- lobby Governments to formulate policies and institutional frameworks to deepen Packaging appreciation.
- lobby regional and continental organizations i.e. AU, COMESA, ECOWAS, EAC, SADC, to take on the packaging agenda
- lobby respective Governments to give budgetary support to drive the packaging agenda in Africa.

The idea of a continental packaging body has been floating around for a while. The General Secretary of WPO Mr. Keith Pearson has been at the forefront for some years now and Mr. Rajiv Dhar ITC Senior Packaging Adviser spoke about it during the last WPO meeting in the UK. It is therefore gratifying that APO is about to see the light of day. In response to the announcement of the formation of APO the President of WPO Mr Thomas Schneider said *"Congratulations to APO and all its new members! This is an important day for packaging professionals in Africa. It is also an important day for all Africans who will benefit from a "Better Quality of Life Through Better Packaging." The potential for successful commerce and for doing a lot of good for Africans is enormous"*.

The Institute of Packaging South Africa (IPSA) has kindly agreed to host the interim secretariat and Mr Roger Cary-Smith is acting as interim secretary. The members look forward to inaugurating the African Packaging Organisation by the second quarter of this year. Meanwhile 3 packaging professionals in Cote d'Ivoire have agreed to spearhead the formation of a packaging association in their country and are looking forward to join APO very soon.

For further information contact the secretariat at apo-admin@mweb.co.za.

Country Report

Greece: instead of crises, actions

The international media and press promote a picture of Greece as a country full of financial and public administration problems, where nothing creative and innovative happens. However, 2011 was a creative year for the leading Greek packaging manufacturing companies. Against all odds and ends, there was a noted increase of their international presence and exporting activity.



It is hoped that this short summary of the recent activities of the Association of the Greek Manufacturers of Packaging and Materials (AGMPM), a WPO member, will give this missing side of the Greek picture.

a. Mapping of the Greek Packaging Industry

In October 2011, AGMPM published the "Mapping of the Greek Packaging Industry during 2010". It is an authoritative report covering every branch and sector of the Greek Packaging Industry. The report contains financial and operational information on 202 manufacturing companies classified in eight material and technology categories:

- Corrugated board, cartons and boxes
- Solid board, cartons and labels
- Rigid plastic packaging
- Flexible plastic packaging
- Multilayer converted films
- Aluminum flexible and rigid packaging
- Steel and tinplate cans and larger containers
- Glass bottles

The report contains 14 tables with a wealth of information by sector and subsector, and is uploaded in the Associations' website www.pac.gr. Unfortunately the 2011 report is only in Greek. The good news is that the next, 2012, report will be in English as well.

b. Guide to good manufacturing practices for packaging in contact with food

The Hellenic Food Authority/EFET (www.efet.gr) has assigned to AGMPM to create a guide of good manufacturing practices for every category of packaging materials in contact with food. This guidance document is developed to reflect the strong commitment of the Greek packaging industry to comply with food contact and consumer safety requirements.

Dimitris Mantis, the general secretary of AGMPM, is coordinating the several groups of experts working for each material category. The contributing experts belong to the staff of AGMPM member companies. The first edition of the guide Gide will be ready in the summer of 2012 and will be uploaded in the websites of both EFET and AGMPM.

c. Changes in regional productive systems and local labor markets

AGMPM was invited to contribute to the national four-year study entitled "Changes in regional productive systems and local labor markets". It is an initiative of the Hellenic Federation of Enterprises (SEV). It is interesting to note that "Packaging Industry" was among the leading industrial sectors identified for this study. The others were Energy Production and Management, Environmental Industry, Construction Industry, Information and Communication Technology, Bioagrofood, Clothing & Textile Industry, and Health Industries. There are eight corresponding expert discussion panels. Presiding to the panel on Packaging Industry is the president of AGMPM, Dr. Alexis Stassinopoulos.

d. Training through targeted interactive workshops.

At AGMPM we believe that the targeted, interactive, hands-on workshops are a very useful training tool. After the success of the Eco-packaging workshop, the Association is organizing a workshop on Anti-Counterfeiting, Brand Protection and Security Packaging.

The first Anti-Counterfeiting workshop is planned for October of this year. The workshops are conducted in English by world experts in the field. The maximum number of participants accepted is 25. Members of WPO are welcome to function from both sides: as teachers or as participants (info@pac.gr).



The traditional picture in one of the eco-packaging design workshops with Acropolis at the background

WPO announces candidates to President's Award and Sustainability Award

In February WPO announced the list of candidates for two special categories of WorldStar Awards 2011-2012 – President's Award and Sustainability Award. The projects were selected during the judging session accomplished in November, in UK; there were 23 judges from 22 countries. Judges represented WPO member bodies.



The jury considered 243 entries from 33 countries; in total there were 137 winners, 4 candidates for the President's Award and 3 candidates for the Sustainability Award. The candidates for President's Award are: Zork SPK (Scholle Packaging – Netherlands); Smirnoff Speaker Pack (MW Creative Ltd. – UK); Hot Magic Cup (Tokan Kogyo – Japan); and Orbit Easy Open Closure (Crown Closures Europe – UK).

The candidates for Sustainability Award are: Resolute Single Pouch Packaging for Drug Eluting-Stent (Medtronic Cardiovascular – USA); Suspending roll products by corrugated cardboards "E-BOX"(Nitto Denko corporation – Japan); and Environmental Board of corrugated cardboard for fresh shrimp in brine (Smurfit Kappa Norpapp AS – Norway)

WorldStar 2011/2012 winners will be presented with their trophies at the next WPO meeting in Croatia in June 2012. At the same time, the winners of both the Sustainability and President's Awards will also be announced. A complete list of the winners can be found at www.worldpackaging.org/worldstar-packaging-awards/default.asp.

The next WorldStar judging is due to take place in November 2012 in Singapore. Details about qualifying competitions to enter can be found at www.worldpackaging.org/worldstar-packaging-awards/recognisedawards-2011.asp.

WorldStar Student 2011

The successful ceremony in Beijing

In December 2011, Tom Schneider, incoming president of WPO, visited Beijing to represent the Organization at the WorldStar Student awards ceremony, sponsored by CEPI (China National Export Commodities Packaging Research Institute). In the occasion, he also met with leaders of CPF, including its President, Shi Wanpeng, as well as with leaders of the Chinese packaging community: LI Jianhua, President of CEPI; Hong Shuikun, President of China Cheng Tong Holdings Group Ltd; Li Hua, responsible for the CEPI testing laboratory; Wang Yongsheng, President of Beijing Institute of Graphic Communication; Zheng Jichun, Chairperson of the University Council and a secretary of the Communist Party; and Xu Ting, Director of International Affairs Department and Assistant President of CEPI and also CEPI's representative to WPO.

The awards ceremony was held at Beijing Institute of Graphic Communication (BIGC). It began with the announcement of the Chinese WorldStar winners for 2011, voted on in Grantham, UK. Next, the winners of the WorldStar Student Awards were recognized. There were many Chinese winners in attendance. In fact about 40 of the 90+ winners were at the ceremony, including the top winner.

Schneider was also invited to tour the R&D lab on the BIGC campus. This substantial facility is focused on packaging and printing with all manner of research going on including inks and surfaces, including extremely small printed circuits, industrial ink jet printing and rapid prototyping machines for production of product prototypes using 3D ink jet printing systems. China is putting massive amounts of investment into R&D in packaging and printing.

The President of WPO had also the opportunity of visiting a steel can manufacturing plant outside of Beijing. The company was founded in 1994 and has grown in less than 20 years to an annual turnover of 6.4 Billion RMB, just over \$1 Billion USD. They employ about 1,500 people in their 10 plants around China and one plant in Nigeria. They are extremely efficient in their production, and are ISO certified. Their largest customer is Red Bull. This company has tremendous upside potential as can consumption in China is only about 10% that of the US.

Later that day, Tom met with Mr. SHI Wanpeng, President of China Packaging Federation. Also present at the meeting was Mr. GE Jianghe, Vice President, Secretary General of CPF, Mr. YU Jianhu, President of Salfo Group and Global Packaging Centre, and Mr. JIN Xiangzuo, President of Asia Packaging Centre. The meeting was scheduled to last for about 45 minutes but turned into a good 90 minute discussion about many things relating to WPO and CPF.

After the discussions were completed, CPF held a formal dinner with other members of CPF's board. For more information about CPF, go to their website at: <http://www.cpta.org.cn/en/>.

Education

New online learning platform

Answering the growing demand for education on your own time, at your own pace and from wherever you are, the Institute of Packaging Professionals (IoPP), a WPO member, is launching its first series of educational programs via the Internet. Starting in February 2012, IoPP will introduce the convenience of web-based learning options beginning with the online version of its signature *Fundamentals of Packaging Technology* course at www.iopp.org/elearning.

Developed in cooperation with and funded by Kraft, General Mills, Clorox and Ecolab, the "e-learning" platform for the *Fundamentals* course is the centerpiece of IoPP's initiative to create and offer downloadable-on-demand training content through its Packaging Learning Center at www.iopp.org. Other online educational events will follow.

Packaging professionals will have instant access to an array of educational programs that will provide them convenient choices. The *Fundamentals* curriculum, for example, has been adapted to an online format that enables professionals to either take the entire course or select and pay for only the modules they want, and then complete the lessons as their schedule allows.

"Packaging teams are decentralized, often working globally, making a common understanding of general packaging technologies difficult to attain, yet critical to each team's success," says Patrick Farrey, IoPP Executive Director. "By introducing an online format, our *Fundamentals of Packaging Technology* course becomes a truly global program that helps develop a common understanding of packaging terms—including many technical issues—across global packaging teams.

"The convenience factor is a huge advantage of the online *Fundamentals* curriculum, but flexibility is a major benefit, too," Farrey continues. "People can take a module or two, at a low investment of time and money, to determine whether *Fundamentals* is right for them. That could compel them and other team members to take more modules online, to attend a full semester or the entire course in-person, or even to schedule a full-fledged in-house training program on customized topics at their company—options that have their own benefits."

The online *Fundamentals* curriculum is available 24/7. It entails 42 prerecorded modules and more than 25 hours of content closely resembling IoPP's popular in-person *Fundamentals* course. Each narrated lesson begins with an overview and ends with both a review and a quiz, enabling students to test their information retention of key information presented in the lesson. Individuals can take the lessons on their own, at their own pace. As with the in-person *Fundamentals* course, the online lessons will be available to IoPP members at a discount.

Besides the convenience of "anywhere, anytime" education, *Fundamentals* online also offers the ability to customize the learners experience. The purchase menu presents choices for selecting only the training that is needed. A click-and-buy feature enables lessons to be selected a la carte. Professionals also have the option of choosing from bundled packaged lessons. In the future, IoPP plans to add options to provide participants who register for the entire online course the option to access ongoing, regularly scheduled online Q&A sessions with IoPP's *Fundamentals of Packaging Technology* instructors.

Though IoPP is launching a broader online educational effort with *Fundamentals* online, Jim George, IoPP Director of Education, stresses that the institute's in-person classroom training programs, which include *Fundamentals* and *Packaging Machinery: Basics*, will continue to be offered for professionals who prefer the benefits of a face-to-face learning environment.

Special Report



Top 10 packaging news from Japan: from technology to market and trends

1. Great East Japan Earthquake seriously affects packaging industry

The great earthquake, tsunami and nuclear accident that occurred in March 2011 seriously damaged the economy in Japan. The packaging industry was also badly affected concerning responding to changes in production systems, suspending production and searching for substitutes due to the tight supply of raw materials and rolling blackouts. After the disaster, while the purchase volume of perishable and processed foods decreased due to self-restraint in consumption and disruption of physical distribution, more consumers purchased preserved foods such as noodles and frozen foods, as well as mineral water and beverages, which expanded the sale of functional packaging materials for maintaining long product life.

2. Growing financial concern in Europe and continuing appreciation of yen against dollar

Amid the slowing recovery of the global economy, the appreciation of the yen against the euro and the dollar continued. Domestic demand-based companies handling daily necessities, as well as electronics and automobile companies prioritized overseas investment in response to the long-term shrinking domestic market due to the declining birthrate. Structural readjustment to domestic industries was spurred by the decentralization overseas of their production bases and increase in the number of employees abroad. Along with increases in the number of companies shifting outward, packaging-related companies will also be forced to face the need to do so.

3. Sales of plastic bottles of wine expanded

Some people say that wine in glass bottles is too heavy to take home and is easy to break. In response to improved handling and heightened environmental awareness, glass bottles are gradually being changed to plastic bottles with barrier properties. When changed, a 750 ml-type container is expected to be reduced to about an eighth in weight and CO2 emissions reduced by about 1,780 tons a year.

4. Thailand floods inflict further damage on Japanese companies

Many Japanese companies have production bases in Thailand. The recent floods inflicted further damage in Bangkok on companies that construct the Asia Supply Chain including major Japanese companies in neighboring industrial parks and smaller businesses that support the key industries. The reconstruction of the supply chain will require considerable time and enormous funds. Japanese industries cannot supply components and parts as well as packaging materials necessary for domestic production and have to lower production, thus greatly influencing the packaging industry in Japan.

5. Commercialization of plant-based bioplastic

Sugarcane-based polyethylene containers were employed for cosmetics and daily necessities for the first time in Japan to save limited petroleum resources and reduce CO2 emissions. The bioplastic use rates are about 96% for bottles and 34% for refills. The National Federation of Agricultural Cooperative Associations (JA ZEN-NOH) aggressively promotes introducing plant-based plastic (polylactic acid) containers for shipping vegetables and fruits and shipped 45 million packs of strawberries in 2010, 470% compared to the previous year. The number of packs is rapidly increasing and is approaching 100 million in 2011. Such containers are being used for cherry tomatoes and other products.

6. Japanese companies monopolize patents on food packaging in the world

According to the "IP Market Report" released by Thomson Reuters, the worldwide information service company, in April, B2B businesses hold many food packaging patents. The top five companies holding patents are Dai Nippon Printing, Toppan Printing, Yoshino Kogyosho, Toyo Seikan Kaisha and Fuji Seal of Japan. Among them, the top two companies, Dai Nippon Printing and Toppan Printing, hold more than 400 patents, way ahead of all the other companies.

7. Construction of mechanical recycling system for plastic bottles

The RePET style bottle, a new plastic bottle recycled from used plastic bottles, was employed. The new bottle offers the advantage of low production cost over resin production with the conventional chemical decomposition method, thanks to alkaline cleaning, high-temperature and vacuum decontamination processing called ultra-cleaning. The bottle to bottle approach of plastic bottles has been adopted overseas, but adoption by major beverage manufacturers in Japan is likely to greatly influence the flow of bottle collection and PET (polyethylene terephthalate) resin.

8. Expiration of retort-pouch foods extended about 6 times by oxygen-absorbing resin

The new oxygen absorbent is a mixture of highly oxygen-impermeable resin such as EVOH and an oxygen absorbent. With retort-pouch foods, the oxygen level in the pouch is reduced to below 1% in about 30 minutes. The ordinary six to nine month expiration period of retort-pouch foods can be extended to three to five years. In addition, they can be heated directly in microwave ovens because they contain no iron powder or other metals.

9. Japan Packaging Institute starts as a new organization

The Japan Packaging Institute applied to the Cabinet Office for the certification of transition to a non-profit foundation, received authorization on October 21, 2011 and registered the organization of a new corporation on November 1, 2011. Thus, the Institute became a newly organized public corporation as of November 1 of the same year and started anew as a reliable public interest corporation in the packaging industry.

10. "Live Pack Japan 2011 — Japan Production and Packaging in Daily Life Show 2011"

The "Live Pack Japan 2011 — Japan Production and Packaging in Daily Life Show 2011", sponsored by the Japan Packaging Institute, was held in the event area at the open space near the west exit of Shinjuku Station. The approaches of companies and organizations to packaging were presented to many people passing by. Other events included the 2011 Good Packaging Exhibition, exhibition of the packaging history, packaging Q&A talk show, package recycling handicraft class, and wrapping cloth class to demonstrate the importance of packaging. The successful exhibition attracted more than 10,000 visitors in three days.

Environment

New integrated information service

WPO member in Netherlands the Netherlands Packaging Centre (NPC) presented the MERGE (Members-only Environmental Regulations Guide). It is an integrated information service only for NVC members concerning the regulations for packaging waste in the different countries. With the system, members can be always up-to-date with the environmental requirements for packaging.

An equally important element is the MERGE network with like-minded people within NVC. To summarize, MERGE elements are:

- it contains the principal information about environmental regulations for packaging; there are no costs involved; it is part of the NVC-membership.
- it contains information about countries in Europe and countries outside of Europe.
- information is in English, to meet the wish of member-companies operating internationally

- it is based on a digital publication. This has a number of advantages like the many links to background information and the table with an overview of the different countries.
- In the LinkedIn Group NVC Environmental Regulations for Packaging MERGE subscribers can take advantage of each other's experience and discuss matters with each other. The group is for NVC-members only.

More information contact Helen Crowe by e-mail merge@nvc.nl.

Technology Update

Shock wave technology for packed beef

*By Barbara Zottl**

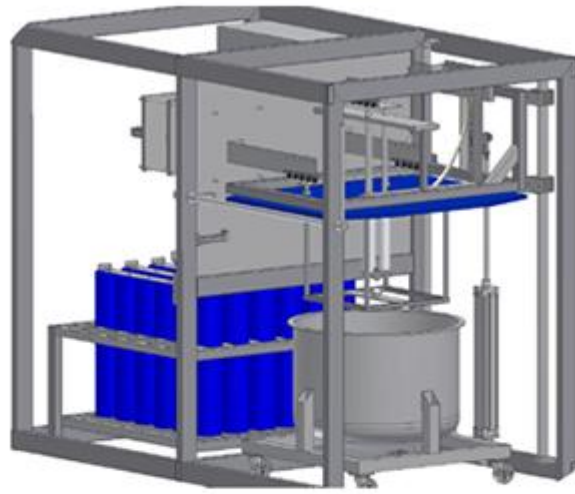
In Europe dual purpose cattles (milk and meat production) are mainly raised, providing just a small amount of tender meat pieces applicable for steak production. To produce beef with sufficient quality for preparation of convenience food like steaks usually a post-mortal ripening is applied. Due to a time requirement of 14 to 21 days, meat maturation causes significant storage and energy costs [1, 2].

In pilot scale tests it was shown, that hydrodynamic shock wave treatment results in an accelerated meat maturation and allows tremendous improvements of meat quality and economic situation of SME meat producers. The lack of industry ready equipment as well as suitable packaging material limit an industrial application of the technique so far [2, 3].

The aim of this work is the identification of key processing parameters and elaboration of process-packaging interactions as well as development of technology adapted packaging materials. The focus is on are multilayer packaging materials typically used in the meat industry. Therefore this work characterizes important aspects like packaging properties (barrier and mechanical), package integrity and food safety (migration, heavy metals).

The project partners are Deutsches Institut für Lebensmitteltechnik (GER), Promatec food Ventures BV (NED), Himmerlandskod AS (DAN), Hvidebaek Slagteri AS (DAN), Scheyer Verpackungstechnik GmbH (AUT), Teknologisk Institut (DAN), ofi Forschungsinstitut für Chemie und Technik (AUT). And the used references were:[1] Solomon, M. B., M. N. Liu, et al. (2006). Hydrodynamic pressure processing to improve meat quality and safety. *Advanced Technologies for Meat Processing*. L. M. L. Nollet and F. Toldra. Boca raton, CRC Press; [2] Toepfl, S. (2010). Tenderization of beef meat by electrohydraulic shockwaves. IFT Nonthermal Processing Division Workshop, Montreal, Canada, October, 12-14th 2010; and [3] K. I. Meek et al. (2000). Quality and Sensory Characteristics of Selected Post-Rigor, Early Deboned Broiler Breast Meat Tenderized Using Hydrodynamic Shock Waves. *Poultry Science* 79:126–136.

****More information contact Barbara Zottl, from Österreichisches Forschungsinstitut für Chemie und Technik of Austrai by e-mail barbara.zottl@ofi.at or visit www.ofi.at.***



Credits:

WPO News is an electronic publication from WPO – World Packaging Organisation – www.worldpackaging.org

Coordination: WPO's President: Mr. Thomas L. Schneider / WPO's General Secretary: Mr. Keith Pearson / ABRE – Brazilian Packaging Association: Mrs. Luciana Pellegrino / Miss Isabella Salibe

Contribution: WPO Members

Publishing: ABRE – Brazilian Packaging Association – www.abre.org.br

Responsible Editor: IPPO Member - Liliam Benzi - Journalist Mtb 19.352 – Brazil – ldbcom@uol.com.br

Diagramming: ABRE – Brazilian Packaging Association - Mrs. Mônica Carvalho

Photos: Contribution of WPO members

WWW.WORLDPACKAGING.ORG