



AUGUST 2011 n° 12

*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

#### A good number of activities and plans in the 1st part of 2011



During April of this year Carl Olsmats and I were invited to go to China. During the visit to Hangzhou, the Asian Packaging Centre arranged meetings with the deputy mayor and the deputy governor. The fact that these very influential government officials gave us the time, emphasised the fact China regards packaging industry in a very important light. We also had a meeting with the deputy governor in a city called Wenzhou. A visit was made to view the progress being made on the construction of the APC twin towers building which had reached the 20th floor. WPO have been offered office space in this building what again, shows, that the growth of the Chinese packaging industry is high on the nations government and business agenda.

The WPO meetings during May ran alongside Interpack and this resulted in extremely well attended meetings. This was a confirmation that the part WPO plays in the global packaging sector is respected and valued. It was great having EPIC supporting the meetings by sponsoring a number of the meals and refreshments. Interpack management were most supportive during this time.

As always the Education meeting was well supported. The WorldStar Student Award competition is once more being managed by our Chinese friends, CEPI, that did an outstanding job during 2010 and it is anticipated that this year's competition will surpass last year's high standard. It was reported that the inauguration of the Tanzanian Institute of Packaging was planned for the first week of August 2011. A one and a half day workshop will be held at the same time. All activities will be sponsored by WPO. This has now been successfully completed.

The Marketing meeting was once more very positive with information that there were plans to update the WPO website with the possibility of introducing a more attractive and meaningful facility supporting the WPO initiative of being a reference on packaging.

What a thrill it was to have a full to overflowing attendance at the Board meeting. The Board ratified the agreement

between IoPP and WPO to launch the new monthly electronic magazine World Packaging News. Honorary awards were presented to Aleksander Soltan and Dharma Ratnayake; their contribution to the organisation was greatly appreciated and it is hoped they will continue to make meaningful contributions. The newly formed Association in Kazakhstan were welcomed as associate member with Bangladesh reapplying for membership.

Membership applications had been received from Chile, Iran, Iraq and Indonesia and these applications would be considered at the next board meeting with representatives from these countries making their formal applications. A decision was made to once more sponsor the International workshop run by the Indian Institute of Packaging and our UK partner The Packaging Society. The course will be run during September 2011.

The exciting news from the Board meeting was the election of Thomas Schneider as the new WPO President for the term 2012 – 2014. Tom is the IoPP representative and has been a faithful WPO member for many years and is scheduled to continue to elevate WPO'S global relevance.

Over 450 people attended the WorldStar Award Ceremony; Sanjay Bhatia the Chairman of the Indian Institute of Packaging delivered the keynote address. The event was sponsored by PMMI. As part of their sponsorship they raffled an all-expenses paid trip to PackExpo Las Vegas, scheduled for September 26-28, 2011. It was most rewarding to see the excitement that winning a WorldStar Award generates. We were very proud of the winners brochure sponsored and produced by Packaging Today. This year's WorldStar entries will be judged during the WPO meetings scheduled to take place in England during November 2011.

WPO continues to uphold its vision of providing "Better quality of life through better packaging for more people" and the organisation's strategies are geared to achieve this goal.



Hangzhou  
Waiting to see vice-Governor



Hangzhou – China  
Asian Packaging Centre, new building  
project – Invitation for WPO to take up  
office space



The construction of the APC twin  
towers

*\*Keith Pearson is the President of WPO (World Packaging Organisation)*

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## Inside WPO

### New model for Country Report

In the last WPO meeting, during Interpack, Dogan Erberk, from Ambalaj in Turkey and WPO Vice President, presented a model for a Country Report as part of the Information & Statistics working Committee. The model is recommended to be used by WPO members when reporting the status of packaging industry in their countries.

The basic information are: General country information (population, geographical position, neighbours and size, industrial sectors); per capita figures (income, family size, age distribution, sizes of cities, trade channels, shops/shopping mall ); size of packaging industry (production, quantity & amount, exports, quantity & amount - if not available, at least country names, imports, quantity & amount - if not available, at least country names).

Members interested in participating in the project should contact Dogan at [doganerberk@ambalaj.org.tr](mailto:doganerberk@ambalaj.org.tr).

## Opening of Tanzania Institute is a success

The President of WPO, Keith Pearson, attended in the beginning of August the inauguration of TIP (Tanzania Institute of Packaging) in Dar es Salaam; at the same occasion he also participated in a well organised Packaging Workshop.

Both events counted with the presence of a number of Government employees, The Director for Industry Development and the Director of Small and Medium Enterprises, as well as Joyce Mapunjo, Permanent Secretary Ministry of Industries Trade & Marketing. She spoke positively about the importance of packaging and that the Ministry would be keenly interested in what impact TIP was able to make on the Tanzania industries growth.



**Inauguration of the Tanzania Institute (TIP)**  
Arrival of Mrs. Joyce Mapunjo Permanent Secretary Ministry of Industries Trade & Marketing, seen here with TIP committee members



**Inauguration of the Tanzania Institute (TIP)**  
The high table with Kishan Singh , Vice Chairman IPSA(SA), Keith Pearson President World Packaging Organisation, Joyce Mapunjo, Permanent Secretary Ministry of Industries Trade & Marketing, Sachindra Shetty, President Tanzania Institute of Packaging, Narayan Saha, Director Indian Institute of Packaging



**Inauguration of the Tanzania Institute (TIP)**  
Mr. Sachindra Shetty President Tanzania Institute of Packaging delivering a keynote address



**Inauguration of the Tanzania Institute (TIP)**  
Unveiling the Tanzania Institute of Packaging logo





**Inauguration of the Tanzania Institute (TIP)**  
Group picture



**Inauguration of the Tanzania Institute (TIP)**  
Group photograph taken on the lawns of the Hotel Movenpick Dar es Salaam



**Inauguration of the Tanzania Institute (TIP)**  
Mrs. Christine Kilindu Executive Director of the Confederation of Tanzania Industries congratulating the Tanzania Institute of Packaging on its successful inauguration and wishing the organisation best wishes for the future and committing her support.



**Inauguration of the Tanzania Institute (TIP)**  
An influential business person offering encouragement and stating that packaging education and technology was important for industry growth



**Inauguration of the Tanzania Institute (TIP)**  
Keith delivering his keynote address



**Inauguration of the Tanzania Institute (TIP)**  
Mr. Sachindra Shetty President TIP (left) with Professor Narayan Saha, Director Indian Institute of Packaging standing alongside the TIP logo and the vision statement



**Packaging Workshop Tanzania Institute (TIP)**  
Kishan Singh making a point  
during the Packaging Workshop



**Packaging Workshop Tanzania Institute (TIP)**  
Mr. Manoj Sahu of GM, Industrial Packaging Ltd, speaking  
during his excellent presentation on Flexible Packaging



**Packaging Workshop Tanzania Institute (TIP)**  
Group photograph of those  
attending the Packaging workshop



**Packaging Workshop Tanzania Institute (TIP)**  
Attendees of the workshop receiving their certificates



**Packaging Workshop Tanzania Institute (TIP)**  
A member of the Government  
Ministry receiving her certificate



**Packaging Workshop Tanzania Institute (TIP)**  
President of the Tanzania Institute  
of Packaging receiving his certificate



**Packaging Workshop Tanzania Institute (TIP)**  
 Professor Saha, Director of the Indian Institute of Packaging  
 receiving a gift in appreciation for his excellent lectures

## Group to evaluate training programs

The Education Committee, coordinated by Gordon Stewart, joined during the meeting at Interpack and decided to form a group to evaluate future training programs. The group is formed by Gordon Stewart (UK), Oscar Faber (Netherlands), Pierre Pienaar (Australia), N C Saha (India) and Andrey Zagorskiy (Russia).

Gordon also presented the programs which have been applied for recognition until the date of the meeting. And they are:

Dip in Pkg Tech and Cert in Pkg Tech (UK)	Australian IoP
Dip in Pkg Tech (S Africa)	IoP Ghana
Post graduate programme in logistics packaging	Hungarian Assoc of Packaging and Materials Handling
Dip in Pkg Tech (S Africa)	IoP Nigeria
Dip in Pkg Tech	IoP S Africa
Certificate Course in Packaging	Sri Lanka IOP
Packaging Education Programme	Argentina

More information on the programs contact Gordon Stewart at [gordon.stewart@iom3.org](mailto:gordon.stewart@iom3.org).

## Website upgrade

The Indian company Custage Marketing Solutions is contracted to run the WPO website. WPO members have now approved an upgrade of the website and formed a group to go ahead with the project, including extended use of social media.

The participants in the group are Luciana Pellegrino (Brazil), Dogan Erberk (Turkey), Thomas Schneider (US) and Gordon Stewart (UK). This project will be under the responsibility of the Marketing & Communication Committee coordinated by the Vice President, Luciana Pellegrino.

More information on the project contact Luciana Pellegrino at [luciana@abre.org.br](mailto:luciana@abre.org.br).



## WPO will have an electronic publication

The Marketing & Communication Committee, coordinated by Luciana Pellegrino (Brazil), also presented a new project: a monthly electronic publication, supported by a web site, called World Packaging News (WPN). The publishing house will be Landon Farrey & Associates, represented by Patrick Farrey.

The publication will be written by a team of highly respected international packaging journalists and will be distributed to WPO members for forward-distribution to their members, and to IPPO (International Packaging Press Organization) members. The journalists will cover Europe, Asia, India, South America, Africa and North America. All content will be available for re-publication in any recognized packaging publication worldwide.

WPN will be a short, easy-to-read format with monthly expanded content on the web site. It will contain about 10-12 brief articles, with links to the complete versions on the web site; 25 packaging news items, with summary and analysis of global impact; Calendar of Events featuring WPO member activities and special content extracted from WPO News (including relevant facts, market figures, etc.). The first issue should be in circulation by September.

This new publication will supplement, not replace, the existing WPO newsletter, which will remain focused on WPO member news and activities. Instead, it will focus on global packaging industry news and analysis, which complements WPO News. More information on the new publication contact Patrick Farrey at [pfarrey@landon-farrey.com](mailto:pfarrey@landon-farrey.com).

## More support for project in Tanzania

During WPO meeting at Interpack, in May, WPO President, Keith Pearson (South Africa), reported on the Tanzanian educational project. He had visited the country for a workshop and cocktail function to establish the new Tanzanian Packaging Association.

Pearson also reported on the financial situation for the Tanzanian project: 10.000 EUR has already been received; where of around 3.000 EUR has been spent so far. The Board approved an additional support of 6.000 EUR to finalize the project.



WPO in Tanzania Entrance to cocktail function



WPO in Tanzania - business leaders at presentation  
Work on trying to establishing Tanzania Institute of Packaging



WPO President visiting the Tanzanian Institute of Standards Packaging Laboratory financed by ITC

## New Marketing projects

Luciana Pellegrino (Brazil), coordinator of WPO Marketing & Communication Committee, presented some key projects for her area during WPO meeting at Interpack.

- establish WPO logo's Pantone and metrics;
- create honorary member certificate;
- organize WPO representation at PackExpo, Las Vegas;
- create trade show member's identification;
- generate new press releases;
- reinforce and increase media presence;
- continue with WPO News;
- participate in LinkedIn.

## **WPO supports new Association in Kazakhstan**

Kazakhstan provides a good example to the organisation requirements that has emerged in developing countries. The Association of Packers in Kazakhstan that was founded in Kazakhstan at the beginning of this year recently became a member of WPO. Their membership was accepted in the WPO Board Meeting at Interpack.

Doğan Erberk, WPO Vice President and Carl Olsmats, WPO General Secretary attended their launch event, the first international packaging conference in Kazakhstan, Almaty, on June 15 2011 as guest speakers. Both were hosted under auspices of Kagazy JSC Chairman Mr. Thomas Mateos.

The Association of Packers in Kazakhstan is being supported by the Kazakhstan National Chamber of Economy (Union Atameken) and the National Export and Investment Agency called Kaznex Invest. Kagazy JSC which supplies more than half of the corrugated cardboard requirement in Kazakhstan is the driving force behind the establishment of the new Association.

The first part of the conference, moderated by Kazakhstan Kagazy General Manager and Packers Association President, Taisa Kogutyuk, started with a short introductory presentation of WPO and its mission by Carl Olsmats. A WPO membership certificate was presented to the Association of Packers in Kazakhstan, to formally acknowledge the WPO membership and wish the Association success in its mission. Speeches then followed by representatives of supporting organisations and continued with the execution of a cooperation and support agreement between the Association of Packers in Kazakhstan and the Association of Financers of Kazakhstan.

In the second part, an expert from the standards organisation of Kazakhstan Ministry of Industry and New Technologies gave information about the food and packaging standards that came into question in relation to the new customs union agreement, called Eurasia Union, among Russian Federation, Kazakhstan and Belarus. This briefing was followed by a short briefing and celebrating speech by the President of Kazakhstan Association of Food Producers and Processors Industry.

Doğan Erberk then told about the historical development of packaging, gave detailed information on packaging types and examples, provided intensive visuals about the trends and expected developments, continued with the status of global packaging industry and presented comprehensive information concerning the packaging materials and machines produced in Turkey. Erberk invited Kazak business people to make use of the above in order to meet their commercial and industrial needs and to make strategic cooperation or direct investments.

Today the country has a population of 16 million as indicated by the census in 2009; ethnic groups are distributed as follows: 63.1% Kazak Turks, 23.7% Russian, 2.8% Uzbek Turks, 2.1% Ukrainian, 1.4% Uygur Turks, 1.3% Tatar, 1.1% German and 4.5% other. Only 1.7% of the 2.724.900 km<sup>2</sup> surface area of Kazakhstan has water sources. However, the country has a long coast in the west along the Caspian Sea and is surrounded by the Russian Federation in the north, People's Republic of China in the east and Kyrgyzstan, Uzbekistan and Turkmenistan in the south.

Exhibiting a dynamic economic development, Kazakhstan is considered to be one of the developing markets after the global recession. The GNP growth of 0.1% in 2009 is calculated to be 2.4% in 2010 and 3.9% in 2011. The total GNP of 196.4 billion \$ according to 2010 figures (PPP) is about the same as Turkey with 12.602 \$ of per capita income.





Carl Olsmats, Dogan Erberk, Taisa Kogutyuk and Thomas Martinez



Carl and Dogan with the lost Apple of Almaty



Kazakhstan welcomes WPO vehicles



Delivery of WPO Member Certificate to Ms Taisa Kogutyuk

## Former president of WPO passed away

Raul Hernandez, former president of WPO, passed away on March 4 in the Philippines. He was president from 1997 to 1999, succeeding Gerald K. Townshend (UK). According to an article written by Sergio Haberfeld, also a past president of WPO, Hernandez first created the phrase "Better Quality of Life Through Better Packaging," while serving as President. Today, this phrase still embodies WPO's commitment to the world-wide packaging community.

He was active in Philippine business, government and education for most of his career, retiring as president of San Miguel Packaging Products Company in 2000. Before, during and after his leadership role at San Miguel, Hernandez also served as Undersecretary of the Department of Trade and Industry and Managing Head of the Philippine Board of Investments, President of the Foundation for People Development; Governor, Secretary & Life Member, Management Association of the Philippines; President Southeast Asian Commodities & Food Exchange, Inc; Director, United Pulp & Paper, Inc., of Siam Cement Group, Thailand; Consultant Adviser, Packaging R&D Center; and Adviser to the Central Philippines University School of Packaging Engineering.

## International Conference in China

Under the title "Situation & Trend of Global Packaging Industry" the China Packaging Federation hosted a big conference with the presence of a number of WPO board members and three hundred packaging industry leaders from across the supply chain. As always leaders were keen to gain insights of global trends. The conference was sponsored by the Global Packaging Centre, a WPO affiliate member.

WPO members were prominent in the presentations list, with Keith Pearson and Dharma Ratnayake doing introductory speeches and Carl Olsmats undertaking a presentation on global packaging trends. According to the WPO General Secretary, the "Mega Trends" must be followed: more from less as regards sustainable resource utilization; personal touch - customisation, divergent demographics and lifestyles; on the move –convenience food; i-world with everything

connected to the Internet. Andrey Zagorsky, from Russia, spoke about packaging in his country and the new customs arrangements being implemented in the area surrounding Russia. There was also a very interesting presentation about packaging trends in Taiwan with facts and illustrations. A presentation by the Coca Cola Chinese representative dealt with the progress made in respect of making their packaging more sustainable. According to the company, their positive sustainable strategies were essential at reducing business risk and avoiding economic impact of penalizing government packaging legislation. Progress had been made in reducing material usage by the introduction of the PlantBottle. But the recurring theme by the Chinese speakers was "making a big packaging industry a strong packaging industry".

At the conclusion of the conference, Global Packaging Centre undertook a very important step forward in establishing a major packaging conglomerate with six listed packaging related companies signing an agreement on forming an organization that will aim to jointly develop the Chinese, Asian and Global packaging sector.

Yu Jianhu, Chairman and President of the Global Packaging Centre (GPC), made a press release and outlined the prime strategies of the new entity. Key actions would be to establish a GPC development fund, form a packaging training institution, create a global packaging bank, sustainable packaging initiatives would be a priority, and being of service to the global packaging fraternity. The member list of the new company was announced and certificates handed out to the members. Membership was made up of CPF & WPO boards.



International Conference  
Beijing, China 18 July 2011  
"Situation & Trend of Global Packaging Industry"  
Dignitaries & Speakers



Opening address



Conference speaker



Conference attendees



Mr. Yu welcomes, Mr. Shi  
onto the GPC membership



GPC Agreement  
Signing the agreement

## Visit to Shanghai With Global Packaging Centre

On the 20 July I joined Mr. Yu the Chairman and President of Global Packaging Centre and Mr. Wang President of China Packaging Federation, at meetings with local Government and packaging leaders in the Shanghai area. The reason for the meeting was twofold. Firstly I gave a presentation on the strategies of WPO and reported on some of the organisation's activities. The second part of the discussions revolved around the fact that GPC were looking for ground in the Shanghai area. Mr. Ju outlined the GPC's strategy of serving both the Chinese as well as the global packaging's interests. GPC would facilitate packaging training, investment and packaging manufacturing facilities. The financial strength of the newly formed GPC was mentioned, the strength lay in the fact that an agreement had been signed between six of the strongest listed packaging groups to work together to make China's packaging industry not only a large industry but a strong industry. At the same time I as the President of WPO encouraged the local Governments to treat GPC's application for land seriously as GPC was making a meaningful contribution to achieving WPO objectives and would play a meaningful role in the Shanghai industrial arena. Some of the important dignitaries attending the meeting were; Mr. Fei Yili the chairman of Shanghai Jielong Industry Group Co. Ltd., he was a very respected Chinese business person who was a signatory of the GPC agreement. Mr. Zhuang Ying Jie Chairman of the Shanghai Packaging Technology Association spoke positively regarding the GPC's land application and committed his association to the project. Mr. Wang Ming Fa represented the Communist Party of China Jinshan Industrial Zone, it was in the Jinshan Industrial Zone that GPC would like to acquire land. Mr. Gia Zhong Has the Vice Chief – Economist of Shanghai Packaging and Paper (Group) Co , Ltd also supported GPC. The media at the meeting were represented by Mrs. Miao Wei Ming a director of China Packaging News, the General Manager of PPI Shanghai Huaning Culture Media Co. Ltd and Tinna Feng the Chief Editor.

After lunch we were taken on a tour of the very impressive Shanghai Jielong industry Group's manufacturing facility. They are converters of corrugated, carton board and undertake book printing as well as manufacturing litho plates. Due to time constraints we were unable to tour the manufacturing plants, but viewing their product showroom it was clear that this group is world class. The manufacturing facilities cover a large area and are large contributors to the local



employment scene. Evidence of China's rapid growth was clearly seen as we left the Jielong facilities, there were huge buildings been constructed as part of the new Disneyland facilities, I wondered how much pressure this project would bring to the salary and wage rates at Jielong.

The visit to Shanghai was both stimulating and challenging, things happen here and most of the "things" are big, but on numerous occasions we were reminded that the Chinese Packaging Industry did not only want to be big, but wanted to be a strong excellent industry and was willing to share the opportunities with international partners.



**Shangai Jielng Industry Group Co., Ltd**

Owner Mr. Fei Yili and his son talking about one of the group's first machines



**Shangai Jielng Industry Group Co., Ltd**  
Part of the product showroom



**Shangai Jielng Industry Group Co., Ltd**

Mr. Yu, Mr Fei Yili, Mr. Wang and Keith



**Shangai Jielng Industry Group Co., Ltd**  
Reading the news regarding the morning meeting in the china Packaging News. The newspaper is owned by the JielongGroup



**Shangai Jielng Industry Group Co., Ltd**  
Mr. Fei Yili founder and chairman



## Events

### Packaging show in Ukraine

From April 04-06, 2012, the Pack Fair, in Kyiv, Ukraine, will be organized by Kyiv International Contract Fair and co-organized by Packagers Club of Ukraine, a member of WPO. The exhibition is officially approved by the Global Association of Exhibition Industry (UFI) and Confederation of Organizers of Packaging Exhibitions (COPE). The 2012 edition will be based in the 3P model – packaging, printing, plastics – and will cover raw and packaging materials, packing and packaging, auxiliary packaging products, technologies and equipment, labeling and marking, printing. For more information e-mail [topack@kmkya.kiev.ua](mailto:topack@kmkya.kiev.ua) or visit [www.packexpo.kiev.ua](http://www.packexpo.kiev.ua).



### Strategic design in Brazil

The Strategic Design Committee of ABRE (Brazilian Packaging Association), a WPO member, will promote the Strategic Design Forum on October 05th and 6th in São Paulo. Two important presentations are already confirmed "We all want to be young – Trends in consumption", by Lucas Liedke of Box 1824, a research company specialized in young behavior, and "Connecting with consumers on a powerful emotional level" by Steve Kazanjian, Vice President Global Creative of MeadWestvaco.



The central subject of the Forum is "Consumer 3.0: the new consciousness of consumption" and the sponsors are Clariant, Suzano, Ibema and Papyrus. Follow the updating of the list of presentations in [www.abre.org.br](http://www.abre.org.br).

### Packaging show in Italy



The 700 exhibitors, 25% of whom from outside of Italy, as early as eight months from the opening of the exhibition, show that interest in Ipack-Ima 2012 is definitely on the rise. Industry leaders representing the global supply chain have already secured their stands. Packaging machinery is the most represented product category (29%) followed by processing machinery with 23%. There is also a significant presence of consumer/industrial materials, which combined amount to 24%.

The dominant trend in the upcoming event, now in its 22nd edition, is large exhibiting areas and the installation of complete production lines and machinery. Ipack-Ima is once again set to be a great system exhibition, the benchmark event for technology and materials for the European and Mediterranean processing, packaging and material handling industry on stage at FieraMilano from February 28th to March 3rd 2012. More information visit [www.ipack-ima.com](http://www.ipack-ima.com).

## Seminar for food packaging in India

The Indian Institute of Packaging, a WPO member, is organizing the National Conference on Modern Trends in Packaging for Food and Pharmaceutical Products on November 25th in Hyderabad International convention Center in Hyderabad (India). The event, supported by WPO and by the Asian Packaging Federation, will focus on packaging for consumers' need, packaging trends and technologies, packaging for global market and packaging innovation. It will be held at the same occasion of the Indpak 2011 – National Packaging Exhibition from November 24th to 26th. More information on both events visit [www.iip-in.com](http://www.iip-in.com).



## PackExpo Las Vegas

The dates for PackExpo Las Vegas are September 26-28, 2011. Organized by PMMI (Packaging Machinery Manufacturers Institute) this trade show is the second largest packaging show in North America, surpassed only by PackExpo International, held in Chicago every other year. PackExpo was WPO's platinum sponsor for the WorldStar Awards event in Düsseldorf during Interpack in May, 2011. For more information visit [www.packexpo.com](http://www.packexpo.com).

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## Around the world

### New waste law in Finland



WPO member from Finland, Roger Bagge, from the Finish Packaging Association, informed that a new waste law has been passed in the country to implement the EU Waste Framework Directive. It places full Producer Responsibility on packers/fillers as in other European countries.

So far Finland has had a law based on shared responsibility, which has enabled the sector to have packaging fees which have been a fraction compared to many other countries. There are still local regulations to be issued to specify points of collection and targets for recycling.

The local packaging industry is working to find cost effective solutions to adapt to the new situation. The starting point is that all targets in the European Directive have been reached in the reference year 2008, so additional efforts will only bring marginal benefits.

More information contact Roger at [roger.bagge@pakkaus.com](mailto:roger.bagge@pakkaus.com).

## ABRE promotes International Innovation Meeting



The special event organized by Brazilian Packaging Association (ABRE), a WPO member, had as its main subject "Universal design: the functionality of packaging as the key for innovation". The key speaker was Soren Ostergaard, from the Danish Technological Institute and project leader for the implementation of the Packaging Directives in Danish companies for the Association of Danish Industries. He gave a complete historical of a packaging project considering it an inclusive item and its concepts.

He also showed specific studies and main cases such as the one of a Danish company that applied a methodology that can be used as a base for Brazilian companies. Most of Ostergaard presentation was based in the normative initiative adopted by Sweden and Japan; he also showed the main parameters.

The event was completed with the presentation of Lisa Gunn the Executive Coordinator of IDEC (Institute of Consumption Defense) that showed the desires and expectations of Brazilian consumer. The President of ABRE, Mauricio Groke, was responsible for the opening of the event.

## Help for small and medium companies in Africa

The Empowering African Private Sector Networks is an European Commission that funds a program designed to reinforce the capacities of intermediary organizations (IOs) in Africa, by creating strong networks of trainers and experts, available and used by the IOs for capacity building in African exporting SMEs (small and medium enterprises). It focuses specifically on packaging, quality and supply chain. Over the last ten years, partner organizations and exporting SMEs in the region, have benefited in excess of \$2 million USD from ITC packaging support programs. The packaging component of this initiative banks on these capacity-building efforts, focus on (1) building packaging expertise in Africa for Africa; (2) formalizing regional networks; and (3) connecting the packaging expertise to other capacity building expertise for SMEs (quality, supply chain management, etc.).



Three IOs from Ghana, Kenya and Uganda have been selected as key partners for the program. By the end of September 2011, 15 carefully selected professionals from these three countries will have been trained and certified to deliver packaging training in country/region.

A first six day regional packaging training workshop has been held in Ghana between 4 and 9 July 2011 by international packaging experts from India, South Africa and Thailand. Exams took place at the end of this first training to check knowledge acquisition of the candidate trainers.

This regional event is followed by a two day national training in each country in the month of August. The future trainers will practice the skill sets acquired through hands on practical training to SMEs, coached by international packaging experts.

Upon completion of these national trainings, a 5 day training program at TPC Thailand will complement the training cycle. By then, the 15 candidates will have completed the full cycle of their training program and be certified as packaging trainers. Partner IOs will develop a training plan and fully commit to roll out packaging training in their respective countries.

The three step process of train-practice-retrain is based on the experience accumulate by ITC in training trainers in developing countries. This practice will be rolled out to other countries as a standard program moving forward.

For more information contact Rajiv Dhar at [dharrajiv@gmail.com](mailto:dharrajiv@gmail.com) or Valeriu Stoain at [stoain@intracen.org](mailto:stoain@intracen.org).

## Packaging award in Germany



To register to the German Packaging Award, organized by the Deutsches Verpackungsinstitut e. V., a WPO member, its necessary to send all information, on line, by September 1st. The Jury is formed by experienced experts that will nominate a group of candidates at the beginning of October, from which the award winners will be determined at the beginning of November. The ceremonial appreciation and award-giving will take place on November 9th in cooperation with the NürnbergMesse and within the scope of the Brau Bevale.

The Award is divided in seven categories and is open to participants along the entire supply chain. The competition spans a range of materials and is an internationally recognized platform for quality, innovative spirit, and strength in the creation of value in development, technology, and design.

In 2011, there is a special award, the "Young Talent" category focused on innovative packaging solutions from students, scholars and apprentices for the *Non-Alcoholic Beverages*. This special award is done in cooperation with the Wirtschaftsvereinigung Alkoholfreie Getränke e.V. (*wafg*) (Trade Association of Non-alcoholic Beverages).

To register and get more information visit <http://verpackungspreis.de/packaging-award-english.html>

## Thanks from Japan

Mitsuhiro Sakai, General Managing Director of Japan Packaging Institute (JPI), a WPO member, wrote WPO a message thanking for all the encouragement received from packaging people in the world including WPO and APF members.. He explains that the massive earthquake and tsunami that struck Japan's northeastern coast caused crucial damage to both Japanese society and industry.

He also reported that the earthquake heavily shook the JPI office in Tokyo. Some cracks were developed and a part of the ceiling fell off. Fortunately, all 23 JPI staff members and their family were safe and sound. The office has got back to work as usual, though still suffering from the scheduled 3-hour power cut as a result of power shortage caused by the disaster. As part of the relief efforts, the Institute is working to secure paper cups, plates and bowls for the people in the disaster area, requested by the Japanese government; JPI members are supporting this activity.

## Japan I - Production problems

Japanese manufacturers are accelerating offshore production of main products as the yen's historical rise against the dollar continues. Due to credit uncertainty in Europe since the beginning of 2010, as well as competitive devaluation and easy-money competition, the decline of the dollar seems endless. Strong yen, high tariffs, corporate taxes, and regulations have been making manufacturers leave Japan at an accelerated rate. The domestic packaging industry urgently faces the need to address this situation.

Another problem faced by the country is the abnormal weather that is affecting daily foods and packaging material consumption. The weather reduced farm and marine production, damaging the packaging industry significantly. The heat wave delayed vegetable growth and reduced catch quotas, fish catches and fish farming output, in turn triggering high prices and low production/shipping volumes of vegetables and marine products. As a result, people's diets were greatly affected. At the same time, the consumption of packaging materials, such as corrugated cardboard, was also damaged seriously.



## **Japan II - Carbon footprint (CFP) system**

At the end of 2009, a trial project for promoting the CFP system started and the Product Category Rule (PCR) Committee approved rules concerning packaging and distribution. Consequently, companies began to introduce products displaying the CFP mark one after another. ISO-based international standardization of packages has also been in progress. It is desirable that, in the future, all products should display the CFP mark based on visualizing CO<sub>2</sub>, which is the original purpose of the CFP system.

Another important thing is that the proposal calling for ISO-based standardization of environmentally conscious packaging was approved. It was made at the initiative of Japan as an environmentally-advanced country in Asia. The establishment of WGs 1-7 under SC4 (Packaging and environment subcommittee) was decided. On the basis of the European Norm (EN) and the Asian Guidelines, the proposal will be further discussed at the SC4 meetings and the seven WGs meetings. Environmentally conscious packaging is scheduled to be standardized by the ISO in approximately two to three years.

## **Japan III - 3D trademark approved**

Registration of plastic Yakult (beverage product) containers as a 3D trademark was approved. Yakult accounts for more than 40% of the market of lactic acid bacteria beverage, and the shape of its containers have not changed since 1968. Anyone can distinguish Yakult from other products by shape alone. Therefore, the Japan Patent Office judged that its containers are distinctive enough for patent registration. Such a registration approval—an approval by which a container shape, not a logo, is registered as a patent—is the second case following Coca-Cola bottles.

## **Japan IV – increase of used PET bottles**

In principle, under the Containers and Packaging Recycling Law of Japan, registered contractors are supposed to collect and dispose used PET bottles domestically. Currently, however, exports to foreign countries, mainly China, account for approximately 40% of Japan's PET-bottle beverage sales. This may make it difficult to maintain the current domestic recycling system and endanger the domestic circulation of PET bottles.

From the other hand, a soft drink producer developed PET bottles made of plant-derived materials for the first time in Japan. The bottles use a maximum of 30% PET resin components converted from syrup (molasses), which is a by-product when sugar is purified from sugar cane.

More information about Japan news contact H.Furuya from Japan Packaging Institute at [furuya@jpi.or.jp](mailto:furuya@jpi.or.jp).

## **Environmental priorities in US**

Ameripen (American Institute for Packaging and the Environment) recently announced its three organizational priorities for 2011-2012. These priorities, designed to guide the organization in its efforts to effectively represent the interests of the packaging industry, include increasing the understanding and communicate the value of packaging; increasing the recovery of used packaging; and analyzing varied approaches and alternatives to extended producer responsibility for packaging.

The Institute developed its 2011-2012 priorities during a roundtable discussion at its first annual members meeting in Chicago on June. Prior to the meeting, 14 potential priority activities were pared down to 5 critical priorities. These five were discussed thoroughly and refined to three definitive priorities for the year. In developing this framework, Ameripen also sought input from its Technical Advisory Group (TAG), which is made up of thought leaders from

industry trade associations, government and non-government organizations and academic institutions. For a full list of TAG affiliates, visit [www.ameripen.org](http://www.ameripen.org).

## Record of votes in Brazil

The Professional Popular Vote category of the Brazilian Packaging Award 2011, organized by ABRE (Brazilian Packaging Association), a WPO member, registered 2,000 votes during Fispal Tecnologia 2011. The importance of this category is also justified by the number of projects that participates this year: more than 300. Another innovation in this edition of the Award is the Consumers Popular Vote that is made electronically, through internet, and considers the same projects that participate in the Professional category.



This year the Brazilian business magazine Época Negócios will promote all winners just after the Award Ceremony scheduled to September 1st in São Paulo. It's worth to remind that the winners can be immediately registered in the WorldStar, promoted by WPO of which ABRE is the only entity in Brazil that officially participates.

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## Country Report

### Japanese packaging industry in numbers

The Japan Packaging Institute (JPI), a WPO member, reported the performance of the local industry in 2010. See below the statistics and for more information contact H.Furuya by e-mail [furuya@jpi.or.jp](mailto:furuya@jpi.or.jp).

#### Value

<b>A) Shipment value of packaging materials and containers</b>	<b>¥ 5,703 bil. (yen)*1</b> Previous year: ¥5,778 bil. (yen)*2 Ratio to the previous year: 98.7%*3
<b>B) Production value of packaging machinery</b>	<b>¥ 425 bil. (yen)</b> Previous year: ¥392 bil. (yen)*2 Ratio to the previous year: 108.5%*3
<b>Total (A+B)</b>	<b>¥ 6,128 bil. (yen)</b> Previous year: ¥6,170 bil. (yen) Ratio to the previous year: 99.3%

\*1 The values of PVDC and High density expanded PE are not included as they are not open to the public.

\*2 The shipment value of previous year (2009), if excluding the values of PVDC and High density expanded PE, was ¥ 5,720 bil (yen).

\*3 The ratio to the previous year would be 99.7% if compared to the above value.

## Volume

**A) Shipment volume of packaging materials and containers** **18.85 mil. ton**\*4  
 Previous year: 18.29 mil. Ton\*5  
 Ratio to the previous year: 103.1%\*6

\*4 The volumes of PVDC and High density expanded PE are not included as they are not open to the public.

\*5 The shipment volume of previous year (2009), if excluding the values of PVDC and High density expanded PE, was 18.23 mil. ton.

\*6 The ratio to the previous year would be 103.4% if compared to the above volume.

**B) Production number of packaging machinery** **358,200**  
 Previous year: 359,400  
 Ratio to the previous year: 99.7%

**Table 1 – The scale of Japanese packaging industry, 2006 - 2010**

\*unit: billion yen

\*including estimation value in 2010

	2006	2007	2008	2009	2010
Value of materials & containers	6,049.6	6,215.7	6,282.3	5,778.0	5,703.2
Ratio to the previous year	101.3%	102.7%	101.1%	92.0%	98.7%
Value of packaging machinery	464.5	476.2	447.7	391.7	424.9
Ratio to the previous year	103.2%	102.5%	94.0%	87.5%	108.5%
Total Value	6,514.1	6,691.9	6,730.0	6,169.6	6,128.1
Ratio to the previous year	101.4%	102.7%	100.6%	91.7%	99.3%

**Table 2 – A rate in scale of the Japanese packaging industry to the nominal GDP**

\*unit: billion yen

	G D P (a)	Packaging Indus. (b)	(b) / (a)
2008	507,615	6,730	1.326 %
2009	474,219	6,170	1.301 %
2010	479,179	6,128	1,279 %

**Table 3 – Share of packaging materials in shipment value & volume in 2010**

Share in shipment value		Share in shipment volume	
Paper & paper products	42.4 %	Paper & paper products	61.7 %
Plastic products	30.1	Plastic products	19.3
Metal products	16.7	Metal products	8.8
Glass products	2.3	Glass products	7.2
Wooden products	2.2	Wooden products	3.0
Other materials	6.3		
Total	100.0 %	Total	100.0 %

**Table 4 – Overview of shipment value of packaging materials and containers**

Upper column: Shipment volume in 1000 tons

Figures in ( ) shows composed ratio - %

Lower column: Comparison with previous year - %

	2008 - final -	2009 -final-	2010 (incl. estimate)
Grand Total	62,823 (100.0)	57,780 (100.0)	57,032 (100.0)
	101.1 %	92.0 %	98.7 %
Paper & Paperboard Products	25,879 (41.2)	24,624 (42.6)	24,161 (42.4)
	103.5	95.2	98.1
Plastic Products	19,770 (31.5)	17,555 (30.4)	17,150 (30.1)
	101.6	88.8	97.7
Metal Products	9,831 (15.6)	9,431 (16.3)	9,552 (16.7)
	97.9	95.9	101.3
Glass Products	1,358 (2.2)	1,336 (2.3)	1,317 (2.3)
	98.6	98.4	98.5
Wooden Products	1,708 (2.7)	1,303 (2.3)	1,248 (2.2)
	96.8	76.3	95.8
Miscellaneous Incl. seals, labels, tapes, textile products, cellophanes	4,277 (6.8)	3,530 (6.1)	3,605 (6.3)
	94.8	82.5	102.1



**Table 5 – Overview of shipment value of packaging materials and containers**

Upper column: Shipment volume in 1000 tons

Figures in ( ) shows composed ratio - %

Lower column: Comparison with previous year - %

	2008 - final -	2009 - final -	2010 (incl. estimate)
Grand Total	20,325 (100.0)	18,289 (100.0)	18,850 (100.0)
	97.1 %	90.0 %	103.1 %
Paper & Paperboard Products	12,463 (61.3)	11,026 (60.3)	11,635 (61.7)
	98.0	88.5	105.5
Plastic Products	3,835 (18.9)	3,655 (20.0)	3,645 (19.3)
	93.4	95.3	99.7
Metal Products	1,837 (9.0)	1,677 (9.2)	1,654 (8.8)
	98.3	91.3	98.6
Glass Products	1,400 (6.9)	1,346 (7.4)	1,359 (7.2)
	98.1	96.2	100.9
Wooden Products	790 (3.9)	584 (3.2)	557 (3.0)
	97.1	73.9	95.5

**Table 6 – Overview of production number and value of packaging machinery**

Production value in 100 million yen(¥)

( ); Comparison with previous year - %

	2008 -final-		2009 -final-		2010 (incl.estim.)	
	Number	Value	Number	Value	Number	Value
Grand Total	397,441 (83.9)	4,477 (94.0)	359,365 (90.4)	4,094 (91.4)	358,247 (99.7)	4,249 (103.8)
1. Packaging & packing machines Total	395,816 (83.9)	4,031 (93.9)	358,062 (90.5)	3,742 (92.8)	356,848 (99.7)	3,853 (103.0)
Unit & inner packaging machine Sub-Total	299,546 (83.4)	3,281 (94.3)	268,792 (89.7)	3,016 (91.9)	268,466 (99.9)	3,113 (103.2)
-Scaling machines	3,404	203	3,201	181	3,246	185
-Filling machines	4,024	421	3,533	370	3,406	380
-Bottling machines	2,898	473	2,701	412	2,946	478

-Canning machines	135	20	126	17	125	16
-Pouch form/filling machines	6,056	580	5,426	561	5,731	600
-Container form/filling machines	431	216	412	206	312	156
-Labeling machines	183,073	127	162,127	120	164,881	121
-Cartoning machines	358	111	295	93	328	107
-Over wrapping machines	16,405	191	11,623	152	12,328	152
-Sealing machines	49,355	183	48,143	177	44,241	171
-Shrink packaging machines	2,467	104	2,462	90	2,637	101
-Vacuum packaging machines	6,280	93	5,665	80	6,099	107
-Others	24,660	560	23,078	557	22,186	540
Outer packaging & packing machines Sub- total	96,270 (85.5)	749 (92.1)	89,270 (92.7)	726 (96.9)	88,382 (99.0)	740 (102.0)
-Case landing machines	702	146	532	121	610	138
-Case gluing machines	126	9	169	12	156	11
-Taping machines	3,504	19	3,191	18	3,287	18
-Strapping machines	72,593	119	64,681	106	63,795	100
-Typing machines	3,057	51	3,092	62	3,074	64
-Boxers	6,629	5	6,069	5	5,479	5
-Uncasers	13	2	11	2	19	5
-Others	9,646	397	11,525	401	11,962	400
2. Bag-making machines Total	1,191 (95.7)	262 (101.6)	1,036 (87.0)	229 (87.6)	1,112 (107.3)	255 (111.3)
3. Paper & paperboard converting machines Total	434 (86.1)	184 (86.8)	267 (61.5)	122 (66.4)	287 (107.5)	141 (115.1)

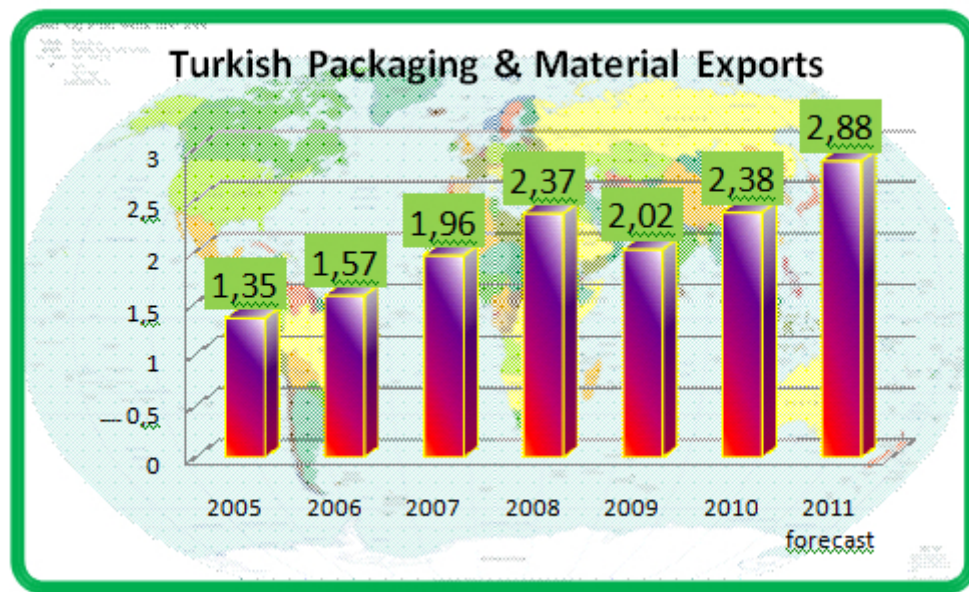
## Turkish Packaging Industry's rampant progress is forcing speed limits

Prepared by: Doğan Erberk, General Secretary of Turkish Packaging Manufacturers Association and Vice president at WPO

Several indicators are showing a rampant trend for Turkish Packaging Industry.

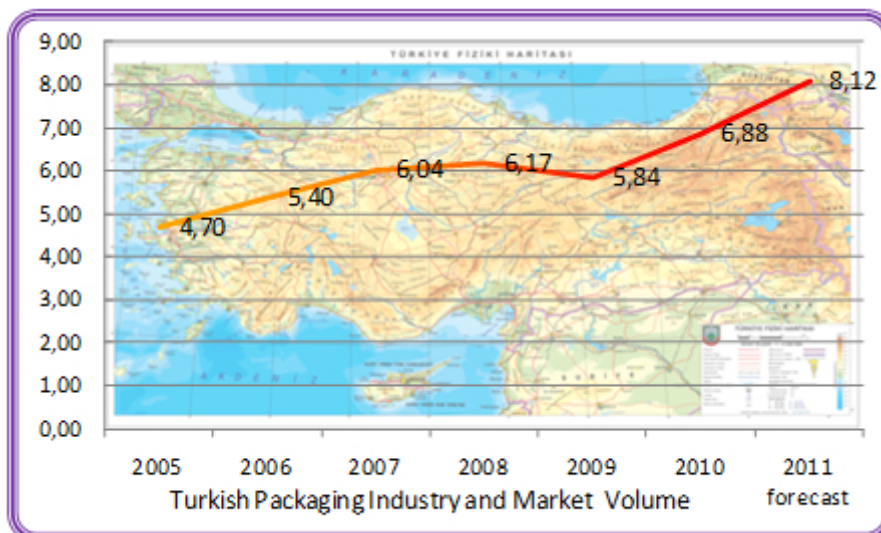
According Turkish Statistics Institutes announcements the purchase orders index in May 2011 for durable goods is %17,8 and for non durable goods %19,7 higher than May 2010 . This increase points to a demand and a related production increase for retail packaging.

Exports of Turkish packaging sector is announced as 1,2 billion US \$ for the first 5 months of 2011. This trend indicates to an exports value of around 2,88 billion US \$ which shows an increase of %21 vs 2010.



The calculations related to temporary export results shows a % 16,3 increase in production for exports, which leads to a prevision of increase in production of various transport packaging.

In correlation to above developments we estimate around %18 percent expansion in Turkish packaging industry and market for 2011. The trend of the progress is in favour of plastics (mainly various flexible and bigbags) and corrugated cardboard production, which are used for domestic and abroad transports.



Moreover 122 Turkish exhibiting companies at Interpack have beaten their record of 2008. There were 103 Turkish companies at Interpack 2008. For this issue we will continue below.

#### **Activities of ASD- The Turkish Packaging Sectors' leading association**

We exhibited at Interpack 2011 exhibition, which is the most important and largest activity in global packaging sector where conditions and trends in global packaging sector can: be closely followed, in order to promote Turkish Packaging Industry during the exhibition period. 3 of ASD staff has taken place at various activities of WPO, IPPO, PMMI, IIP and Canvironment, during the exhibition.

#### **A view through the eyes of ASD:**

##### **Interpack 2011**

With its 2.700 exhibitors from 60 countries, Interpack 2011 was an indication of the fact that global packaging sector had recovered from the recession period. In the written declaration by the exhibition administration, it was stated that the number of visitors this year was about 166.000, %60 of which was from abroad. In 2008, this figure was 179.000. The figure may be affected by the fact that in the same week Düsseldorf also hosted the Eurovision song contest semi-final and final organisations. Many of the visitors reached the exhibition area after May 14 on which the contest final took place.

Although the squaremetre figures of the exhibition area have not been declared by the exhibition administration, the occupancy of the halls was remarkable. On the other hand, the "Innovationparc Packaging" area based on Bioplastics, Sustainability and Sales Point theme and the "Metal Packaging Plaza" area reserved for Metal Packaging occupied a large space and were located in halls no 7a and 11, respectively. In the exhibition, the conference series themed "Save Food" attracted much attention. It was reported that an audience of about 300 people followed this conference.

**Table 1:** The top 10 countries among the exhibition participants

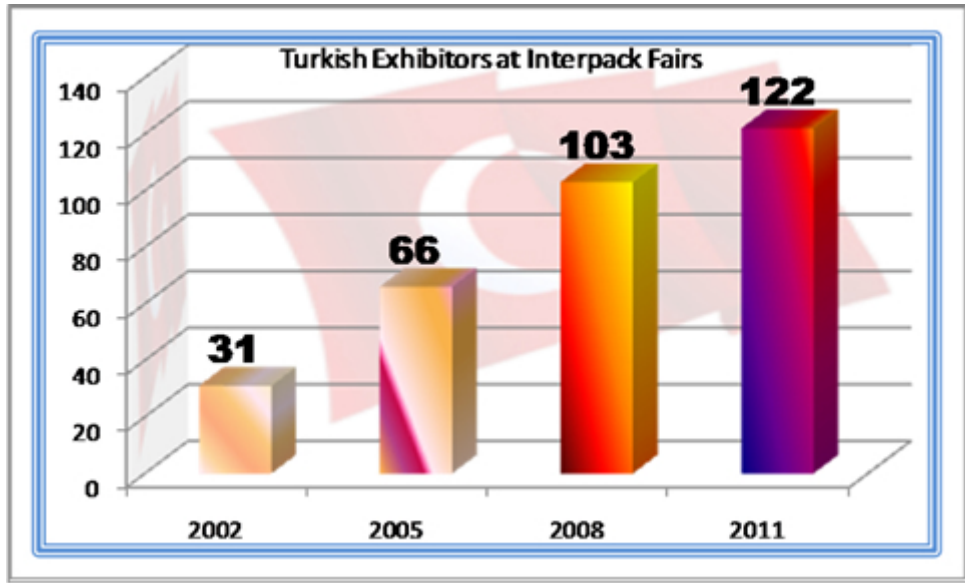
<b>Countries</b>	<b>Number of exhibitor companies</b>
Germany	822 (The figure was 847 in 2008)
Italy	432
China	146
France	127
<b>Turkey</b>	<b>122 (The figure was 103 in 2008)</b>
The Netherlands	114
USA	99
Taiwan	93
UK	86
India	72

Turkey was the focus of interest in Interpack 2011 with the number of Turkish exhibitors continuously increasing through the last 4 exhibitions to finally reached 122. Besides the companies that were included in the Turkish National Participation that was located in halls no 7.1, 8a and 9 organised by Istanbul Exporters' Unions, the other Turkish companies made a strong impression by being spread all over the exhibition area. The number of Turkish exhibitors was raised from 103 in 2008 to 122 this year, of which 57 were ASD members, and our country was the 5th on the list, leaving the Netherlands, the USA, Taiwan, England and India behind. Looking to the figures of France and even China we feel to share the footboard of third rank.

While the booth of companies included in the National Participation was elegantly plain; most of the individually exhibiting companies were located on the corners of the plot they were in. The table below will help you better to observe the increasing interest of our countries packaging companies for global markets through this exhibition.

**Table 2:** Number of Turkish companies that have been in Interpack between 2002 – 2011





In conclusion, Interpack exhibition is a platform with 53 years of history that is significant and big enough to reflect the trends in global packaging sector. We assume believe that we have conquered all exhibitors and visitors with the Turkish presence in this platform; and we would like to say that in the next Interpack exhibition we will be there for you with our new activities and contributions that reflect the growth of our sector.



Interpack Northern Entrance Photo taken by ASD staff IKÖ indicating ASD stand

Organised for the 19th time this year, Interpack 2011 – International Packaging Machinery, Packaging Materials and Confectionery Machinery exhibition was held in Düsseldorf, Germany, at Messe Düsseldorf exhibition area between May 12 – 18.

#### Activities of ASD Team

ASD – Turkish Packaging Manufacturers Association team was serving at the booth located in the North Entrance which is the most important entrance to the exhibition. Our team worked on the following main topics both at the booth and by visiting the exhibitor companies and attending the meetings in the exhibition:

- To promote our sector in order to contribute to the corporate identity of Turkish Packaging Industry; to give information about the efforts of our association; to distribute the booklet that we prepared especially for Interpack

2011 and that contains information about all Turkish companies participating in the exhibition as well as the catalogue published by AMD-Turkish Packaging Machinery Association that contains Packaging Machinery Manufacturers; and to promote Turkish Packaging Sector Catalogue and Ambalaj Bülteni – The Packaging Bulletin magazine,

- To promote İstanbul Packaging Exhibition (Eurasia Packaging 2011 İstanbul) which we perceive to be the most important commercial platform for the development of our Packaging Sector; to work in cooperation with our partner TÜYAP A.Ş. team in order to draw visitors and proper exhibitors to this exhibition,
- Our basic activity during Interpack exhibition was to attend the meetings and activities of organisations which we are a member of or with which we have relations in order to maintain our relations with international organisations that are related to our packaging sector.

In that context, we attended the annual General Meeting of IPPO – International Packaging Press Organization with which our Ambalaj Bülteni – The Packaging Bulletin employees have membership relations. Ambalaj Bülteni was delivered from both our booth and the International Trade Press booth located in the North Entrance to the Exhibition where packaging press examples from all over the world were distributed.



IPPO General Council

Our General Secretary Doğan Erberk also attended the 2011 Executive Committee and task forces meetings of WPO – World Packaging Organisation in order to actively participate in WPO efforts. Relationships were developed with WPO member organisations.



WPO Meeting



WPO Members and friends at PMMI reception

The award ceremony of the WorldStar 2010 Competition was held on 17th Mai , which was organised by WPO and IOM3 . The jury sessions was held in September 2010 in İstanbul, ASD Team was happy to contribute to the promotional and supportive work during awards ceremony and at our booth , which was set and used as a meeting point of WPO.

In addition to these general and periodical meetings at IPPO, PMMI, WPO ); we also made dual work based on cooperation and information exchange with representatives of VDMA – German Machinery Manufacturers Association, UCIMA – Italian Packaging Machinery Manufacturers Association, PMMI – American Packaging Machinery Manufacturers Institute, EPIC – European Packaging Institutions Consortium, EPI – European Packaging Institute, ABRE – Brazilian Packaging Association and IIP – Indian Institute of Packaging.



Our General Secretary Doğan Erberk, together with Interpack Exhibition Director Bernd Jablonowski and WPO General Secretary Carl Olsmats

We have taken place also at meetings of IIP and Canvironment under leading of our General Secretary Doğan Erberk.



Doğan Erberk, Tom Schneider and Carl Olsmats together with N.C. Saha and Sanjay Bhatia along other executives at IIP event.

In addition to these institutions, we also made contacts based on current relations with several press members and managers of some exhibition companies including Messe Düsseldorf, Pack Expo, Ipack-Ima and Reed Exhibitions and new relations were established and developed.

Within the scope of this work, as the ASD team, we attended meetings and conferences in order to improve our knowledge and experience. We visited the booths of Turkish companies, including our members, in order to make assessments of the exhibition. We took photographs of the booths of our exhibitor members. We collected many documents, magazines and catalogues in order to use in our Packaging Bulletin magazine and to add as a reference to our Packaging Literature Library.

We were excited by the fact that the 122 Turkish Packaging and Packaging Machinery Manufacturer Companies conquered Interpack 2011 by landing on the exhibition area.

#### **ASD Board Meeting**

ASD Board gathered for the Board Meeting organised by our General Secretary Doğan Erberk and chaired by the Chairman Saadetin Korkut in spite of their busy schedule during the exhibition, which was a further demonstration of their pace of work and exemplary cooperation. Having a meeting for lunch on May 14 Saturday, our Board made opinion exchange in order to evaluate the exhibition and the developments in packaging sector. The lunch was attended by Sadettin Korkut (Naksan Plastik), Cemal Ayla (Aymaksan), Zeki Sarıbekir (Sarten Ambalaj), Kurt Kuruç (Farmamak), Serdar Başarır (Konbaş Ambalaj) and Haldun Başarır (Konbaş Ambalaj). Other Board Members could not attend the board meeting because of not being present on the very day in the exhibition area.



ASD Board Meeting



## Metpack 2011

### Has Now Become the Meeting Point of International Metal Packaging Professionals

METPACK Metal Packaging Exhibition, which is organised every three years on a date that overlaps Interpack for few days, was held for the seventh time this year on May 10-14, 2011. On the days that overlap with Interpack, there are bus trips to this exhibition in neighbour city of Essen which takes about 1 hour to Düsseldorf.

We visited this year's exhibition for you. METPACK occupied 2.5 halls with 7.100 professional visitors from 102 countries (79% from abroad) and tied its own record. According to the information provided by exhibition management, another record held by METPACK is that it has reached the level of 230 as the number of exhibitors. Of these exhibitors from 24 countries, 80% were foreigners.

This success is significant, not crucial though, despite the fact that there is an impressive section in Interpack which is specific for metal packaging this year.

During the visits and short interviews performed by me with Turkish companies it was concluded that the exhibition was an efficient event and they have positive impressions for post-exhibition period.

The three Turkish exhibitors, all of them presenting their state-of-the-art technology metal packaging production machinery, namely Varlık Makina, Batı Makina and Umar Makina expressed their satisfaction when I visited their booths. Also I preferred to wait because of the busy visitor traffic around these booths. Another company that we may call half-Turkish origin/based company was Arcelor-Mittal. I had a conversation with Arcelor Turkey representative Ms Anna Vadillo who told me that they were pleased with the event too.

Mr. Nail Umar , CEO of Varlık Makina said that although there was a visible reduction in Metpack Exhibition as compared to previous years, the place is still the meeting point of metal packaging professionals and therefore it is expected to maintain its name as an indispensable organisation for metal packaging producers. Going through my visiting reports from 2005 and 2002 I came to the same opinion.

### Crescent and Stars for Packaging 2011 competition has been finalized

Organized for the second time this year by our Packaging Manufacturers Association (ASD) Crescent and Stars for Packaging 2011 has been concluded. Based on the concept of packaging manufactured in Turkey, this competition also included the products that Turkish packaging companies produced in their facilities abroad and for those produced in Turkey but launched in foreign markets. Crescent and Stars for Packaging has been accredited and recognized by WPO- World Packaging Organization.

The competition which was first announced this year in February was participated by 109 products until the deadline on May 20th 2011. Last year we welcomed 48 products. Besides the high number of participation, remarkable qualification of packaging products that participated in our Competition proves that Crescent and Stars for Packaging Competition is in right conditions and well-adapted to the purpose.



Entries for the competition were grouped into 10 categories including food, beverages, health and beauty products, home-automotive-office tools and equipment, other non-food products packaging, industrial and transportation packaging, packaging materials and sales point display, presentation and protection products, flexible packaging and graphic design.



17 Jury members consisted of well known and expert representatives of packaging producers, brand owners, academicians of fine arts , industrial design, food technologies and engineering disciplines.

In addition to competency awards there are 47 nominated prize awards. According to the specifications of the Competition, Gold, Silver, Bronze Prizes will be announced in 9 September 2011 in Award Ceremony taking place in the magnificent Çırağan Palace Kempinski İstanbul Hotel. The awards



ceremony will be accompanied by an entertainment program.

All complementary information about the competition and illustrated list of finalist are available at [www.turkishpackagingcompetition.com](http://www.turkishpackagingcompetition.com) web site.

### 7th National Packaging Design Student Competition

The Turkish Packaging Design National Student Competition 2011 organized for the seventh time by ASD – Turkish Packaging Manufacturers Association with the support of TÜYAP the Organizer of International Packaging Industry Fair was held in Istanbul. The first announcement of the competition was in April and 50 entries were registered until the deadline of June 30, 2011. The judging was accomplished on 3rd of July . The jury consisted of academicians from leading Universities, free entrepreneur in packaging design and members of industry. After the pre-evaluation, the jury members evaluated remaining 23 projects and decided the first, second, third places and the nine honorable mentions.



The first winner has been rewarded with 2,500 TL  
The second winner has been rewarded with 1,500 TL  
The third winner has been rewarded with 1,000 TL  
And 9 honorable mentions have been rewarded with 300 TL /mention

The projects which have been chosen to participate in the WPO's World Star Student Competition have received certificates.

As mentioned in the specification document of the competition, the award ceremony of the Turkish Packaging Design National Student Competition will be held on September 15th, 2011 during the 17th International Packaging Industry Exhibition – Eurasia Packaging 2011 Istanbul.

The placement of the projects that ranked in the competition will be announced at the award ceremony with the decision of the Jury members.

An illustrated list of finalists and other conditions are available at [www.ambalaj.org.tr](http://www.ambalaj.org.tr).

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## WorldStar 2010

### WPO accomplished award ceremony during Interpack 2011



The ceremony to announce the winners of the WorldStar Awards 2010 was held on May 17th, during Interpack, in Düsseldorf (Germany). The 2010 edition of WorldStar, the most important packaging award in the world, organized by WPO, brought in 278 entries from 30 countries from around the world.

The event gathered more than 400 people and was sponsored by PackExpo Las Vegas, organized by PMMI and scheduled for September 26-28, 2011. During the ceremony, Charles Yuska, CEO of PMMI, conducted a drawing among the attendees for a trip for two to PackExpo Las Vegas; the winner was Andrew Kilkenny from Clorox Company, in US.

During the ceremony, besides the winners in all the seven categories – Beverage, Electronic, Food, Health & Beauty, Household, Pharmaceutical & Medical and Other WPO's President, Keith Pearson, from IPSA (South Africa) personally selected the President's Award winners. They were: Gold - Tubapack (Slovakia) and Colonia Press (Czech Republic); Silver - DS Smith (UK); and Bronze - Crown Bevcn (France).

In the Sustainability Award category the winners were: Gold - Kirin Beverage (Japan) and DS Smith (UK); Silver - Greenpac (Singapore); and Bronze - Fosfa akciova spolocnot (Czech Republic). It is worth remembering that all packages become eligible for WorldStar judging by winning a national or multi-national packaging award.

During Interpack, WPO also had its first Board Meeting of 2011 with the presence of 50 professionals, representing 30

countries. The most important decisions taken at the meeting were:

- election of the new President, Tom Schneider from IoPP (US), beginning in 2012;
- decision to sponsor a repeat training program in India in September this year, with assistance from The Packaging Society (UK);
- decision to financially support the establishment of a packaging association in Tanzania (Africa);
- Acceptance of a new WPO member, Packers Association of Kazakhstan;
- approval for the launch of WPO's new monthly e-Newsletter, World Packaging News;
- Global Packaging Centre, Hong Kong donated € 30,000 towards WPO projects;
- two honorary memberships were presented at the WPO Board meeting, one membership went to Aleksander Soltan (Poland) and the other to Dharma Ratnayake (Sri Lanka).

High resolution pictures of the WorldStar winners as well as the ceremony can be downloaded at [www.worldstar.org](http://www.worldstar.org).



Interpack



WPO Board – Germany



Wpo Board Meeting – Germany June 2011














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## WorldStar Student 2012

### Entries are already accepted!

On October 27th CEPI - China National Export Commodities Packaging Research, a WPO member, will organize the judge session for the WorldStar Student 2011 to take place in the Beijing Institute of Graphic Communication, in Beijing, China. The event is co organized by Beijing Institute of Graphic Communication (BIGC) with the total support of WPO.

The panel will be made up of 10 judges, including 3 from WPO member organizations outside of China. One of the 3 judges comes from the US, the country that will host the 2012 competition. Seven judges come from famous Chinese universities and packaging design institutes.

Results will be announced in November 7th and published in two webpages  
[www.cepi-china.com/worldstarstudent2011.htm](http://www.cepi-china.com/worldstarstudent2011.htm) and [www.worldpackaging.org](http://www.worldpackaging.org).

It's worth to remember that WorldStar Student2010 attracted 178 entries from 12 countries; 125 were selected as WorldStar Student2010 winners being 3WorldStar Student winners,10Honorable Mention winners and 112 Certificate of Recognition winners.

**Information about entries visit [www.worldpackaging.org/worldstar-studentaward/default.asp](http://www.worldpackaging.org/worldstar-studentaward/default.asp).**

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## Education

### Residential training program in India



WPO in partnership with Indian Institute of Packaging and IOP (Packaging Society UK), both its members, will accomplished the Second Global Training Initiative in Mumbai, India, from September 7th to 16th. Guided by the educational mission of WPO the Program objectives are: deliberate new trends in packaging materials, techniques and technologies; get acquainted with



new trends along with specific sector (food, pharmaceutical, consumer products, industrial products etc.); have an exposure towards product differentiation with packaging and marketing trends; create country platform to disseminate information on the latest packaging advances.

The 10 days course will cover multi-disciplinary topics like Basics of Packaging Principles and Concepts; Packaging Materials; Packaging of Food Products; Food Safety and Food Testing Techniques; Packaging Systems; Significance of Quality Control and Testing; Printing Processes and Printing Inks; Packaging & Environment – Recycling; Packaging Machinery; Packaging Line Operations.

In addition to classroom lectures, the program will include case studies, group discussions, participatory exercises, visits to industries.

The course will be limited to 20 participants from WPO member countries. The WPO and IIP will jointly issue certificates to the participants on successful completion of the program. The best country paper presentation/project work will also be awarded. More information contact Carl Olsmats, WPO General Secretary by e-mail [carl.olsmats@innventia.com](mailto:carl.olsmats@innventia.com) or visit [www.worldpackaging.org](http://www.worldpackaging.org).

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## Special Article

### The importance of a Packaging Department and its value to the Organization

*By Pierre Pienaar\**



We all need to understand the definition that packaging is the art, science and technology of enclosing or protecting products for distribution, storage, sale, and use. We further need to take cognisance that packaging also refers to the process of design, evaluation, and production of packages; that packaging can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use; and that packaging contains, protects, preserves, transports, informs, and sells. In many countries it is fully integrated into government, business, institutional, industrial, and personal use.

Packaging is often an agglomeration of conflicting and competitive groups, all business related and comprising of large numbers of individual enterprises, all motivated by the need to provide goods and services for customers and at the same time generating profit. To make all this work well lies often in the hands of the packaging engineer or technologist. He or she steers all those involved in a particular packaging project towards a common goal, usually the launch or relaunch of a product. The packaging technologist at an early stage in the project, and timing is often critical, needs to involve the converting equipment producers who provide the machinery to transform the basic elements of the earth into raw materials; to transform those into packaging materials; and to help marry packaging materials to the product.

Then to the packaging equipment suppliers that provides the machinery required for packaging operation step. The success is often how well the packaging technologist combines the afore mentioned with the concepts and understanding of the raw materials, packaging material supply, converters, equipment suppliers and suppliers of ancillary materials and services. He or she needs to comprehend the totality of packaging. The concept that the user of packaging material, i.e. the packager, is important to understand. The user is not the consumer. The user of packaging materials is the food, pharmaceutical, cosmetic, hardware, furniture or appliance manufacturer who intends to protect their product.

So the packaging technologist needs to have a sound understanding of packaging related raw materials, what can be used for what type of products, always considering the commercial, economical and environmental aspects of each material and at the same time seriously considering the marketing desires and needs to ultimately make the sale. Very broadly the potential materials that can be considered would be:

- Steel
- Aluminium
- Paper

- Paperboard and folding cartons
- Corrugated fibreboard
- Plastics
- Glass
- Composite cans
- Tubes
- Cups, tubs and trays
- Labels
- Flexible packaging

In each of the above list of packaging materials, one needs to consider the possible compatibility issues, shelf life requirements, equipment requirements, machine packaging/filling speeds, cost, availability of the material supply ongoing, and suitability.

Then the need to consider ancillary materials, e.g. decoration, coatings, pigments, solvents, lacquers, primers, binders, adhesives, plasticisers, inks, dyes, resins, starch, tapes, closures, sealing devices, dispensers, barcoding, and the list goes on. Bearing in mind that each of the above is a science of its own.

The aspects of distribution and supply chain are an integral part of the design aspects of the end shape and size of the packaging as it directly relates to how well it fits on a pallet or a container in this country or any other country as many countries have different size pallets.

A good knowledge is required by the packaging technologist in relation to who supplies or distributes what machinery, what equipment is suitable for which type of packaging. Also one must have an understanding of converting equipment, packaging machinery in relation to what area of packaging that packaging technologist is concerned with, for example, canning, bottling, pouching, filling or wrapping or for that matter a combination of any of the aforementioned disciplines of packaging. The packaging requirements will also be affected by whether it is food, confectionery, pharmaceutical, cosmetics, agriculture, or simply non-food.

The packaging technologist must have a sound knowledge of the various requirements as stipulated by the country's governing packaging related laws and rules, trade association requirements, or simply the consumers' specific requirements relating to packaging. In Australia the two leading grocery companies have very detailed and specific packaging requirements that need to be strictly adhered to should you want to be one of their suppliers.

It is clear, therefore, that packaging shares a common forum with many other professions that a good understanding of the science and technology of packaging, the attention to detail required, and the need for a packaging department focusing on these areas, will improve an organisation's packaging tenfold.

***\*This article does not reflect WPO opinion. All responsibility is from the author Pierre Pienaar, National President of Australian Institute of Packaging (AIP), a WPO member. More information contact [info@aipack.com.au](mailto:info@aipack.com.au) or visit [www.aipack.com.au](http://www.aipack.com.au).***

## Marketing & Communication

### WPO completes research to measure the reach of its activities

A recent research conducted by IoPP (Institute of Packaging Professionals), US member of WPO (World Packaging Organization), concluded that WPO serves, through the Association and Institutes members, more than 5.5 thousand companies and 23 thousand packaging professionals. "These numbers only mirror the reach of 60% of all members in WPO, the ones that participated in the research. If all members are taken into account, we can imagine a much bigger impact", explains the President, Keith Pearson.

The research was prepared as part of the Marketing Plan conducted by the Marketing & Communication Committee, coordinated by Luciana Pellegrino (Brazil), also WPO Vice President. The results were presented by her and IoPP's

Executive Director and responsible for the research, Patrick Farrey (US).

"This is our first attempt to measure the overall reach of WPO's membership," says Farrey. And continues: "The packaging business is among the largest global business sectors, producing products and services which improve the lives of virtually every person on the planet. WPO members represent the most influential people and companies in this industry."

In terms of sales, the respondents represent a packaging market totaling nearly US\$ 400 billion. It is worth considering that the 21 WPO members that participated in the on-line research are packaging associations and institutes and what was taken into consideration are the reach of their members. In terms of areas of activities 35% of their members are packaging suppliers; around 26% packaging users; and 25% converters.

"WPO is planning further studies into global trends and information, which will be made available through new communications channels, such as the new electronic magazine that will be launch this year", ends Keith Pearson.

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## Highlights

### The biggest show in the world



We can summarize Interpack news in two main trends: lines for packaging production with an intense use of servo technology and consequent reduction of packaging price per unit. Besides the initial investment in this kind of equipment being higher, it is easily recovered due to the modern working cycle, besides the low energy consumption. Packaging machinery manufacturers also showed that it is important to optimize all the line and through simple solutions, supplied by only one company, reduce the costs.

Another important fact is that decision makers accounted for roughly three quarters of the 166,000 trade visitors at Interpack 2011, held from May 12th to 18th in Düsseldorf, Germany. The show is being considered one of the most successful events in the 53-year history of the world's most important trade fair for the packaging sector and related processing industries. This was the unanimous sentiment among the 2,700 exhibitors from 60 nations in all of the 19 fully booked halls of the Düsseldorf trade fair centre.

The results of the visitor survey confirm the impressions of exhibitors. An especially large proportion of trade visitors came from top management, who turned out at Interpack in even greater force. Interpack's internationality again underlines its standing as the world's most important trade fair in its sector. Over 100,000 of the total of 166,000 trade visitors travelled to the fair from abroad, which is a share of over 60%.

Sustainability, safety and convenience were the overriding themes in the exhibition halls. But the show also gained a special appeal due to the choice of the special themes and the way they were presented. Unparalleled in quality worldwide, these themes made Interpack all the more into a unique communication platform – this was the feedback from the participating companies and visitors alike.

The premiere of the Save Food campaign, which aims to fight international food loss and was organised by Messe Düsseldorf in cooperation with the Food and Agriculture Organisation (FAO) of the United Nations, attracted over 300 congress participants from all over the world on two days. The representatives of the food value chain, ranging from

producers and the packaging industry through to retailers and representatives of politics, society and non-government organizations were very taken with this opportunity for critical dialogue.

Top-notch speakers, such as Ilse Aigner, Federal Minister of Food, Agriculture and Consumer Protection; Klaus Töpfer, former Executive Director of the UN Environment Programme and Chairman of the Ethics Committee for Atomic Energy recently convened by Federal Chancellor Angela Merkel; and Shraddha Shridhar Jadhav, Mayor of the Indian city of Mumbai, highlighted the problem of global food loss from various points of view.

"The success of the Save Food initiative shows that Messe Düsseldorf have placed its international packaging expertise in a context enabling areas outside the packaging industry to benefit. We have sparked off a highly promising dialogue on one of the most important issues of our time. We shall therefore continue to pursue the topic in cooperation with the FAO," says Werner Matthias Dornscheidt, President and CEO of Messe Düsseldorf. In October of this year, the Save Food exhibition on show at Interpack will be on view at the FAO headquarters in Rome in the week of World Food Day.

Other special themes were the Innovationparc Packaging and the Metal Packaging Plaza. In its five different shops on the themes of Health, Meaning, Aesthetics, Simplicity and Identity, Innovationparc Packaging, under the motto of "Quality of Life", brought together companies from across the value chain. Developed specifically for the special show, best practices and visions for the future that had been devised beforehand in a concerted team effort were presented by these shops. This concept not only went down well with visitors, but was also highly commended by the participating companies. It created a unique forum, they claimed, that offered space for constructive talks and creative ideas. Many visitors had also been well prepared and approached individual companies with specific requests.

The special theme Metal Packaging Plaza was also devoted to dialogue and information. Numerous presentations were held in the central lecture forum, while suppliers and potential customers met in the lounge to discuss metal packaging. It also became a central meeting place for anything to do with metal packages at Interpack, much to the satisfaction of the participating associations for metal packages, VMV and Empac.

The next edition of Interpack is scheduled to May 08th to 14th, 2014 in Düsseldorf, Germany. More information visit [www.interpack.com](http://www.interpack.com).

## **Lebanon Student StarPack 2011**

For the second time in Lebanon, LibanPack (Lebanese Packaging Center), a WPO member, organized Lebanon Student StarPack Contest 2011" which was addressed to university students. The event went regional this year with the participation of students from Jordan. StarPack 2011 Award Ceremony was held under the patronage of the Lebanese Minister of Industry, Apraham Dedeyan, on March 22 in the Unesco Palace, in Beirut. The Ceremony was attended by 760 people including ministers, ambassadors, leading professionals of the food and packaging industries, representatives of private & public sector associations, NGOs, academia, students and LibanPack members. Moreover, the ceremony included a exceptional performance by young students of the Lebanese Band Association for the Promotion of Music (LeBAM).

LibanPack launched the Lebanon Student StarPack 2011 to honor the best student packaging designs under three distinct categories: visual, structural and sustainable packaging. The objective of the contest was to acknowledge and promote "creation" whether visual or structural in the domain of packaging. The contest featured a total of 240 students from Lebanese & Jordanian universities. The students' projects were showcased at an Exhibition of the Students' Projects that followed the ceremony.

The Judging Panel was composed of senior art directors from leading advertising agencies, representatives of leading Packaging & food industry in the country, academia and members of the Board of LibanPack. Through the StarPack, LibanPack created a bridge between the young generation of future graphic designers & industrial engineers and industrialists, reinforcing its role as a platform of exchange and as an incubator for links and first contacts to evolve into long-term work relationships.





Le Bam



Audience of StarPack2011



Group photo of the winners with the Minister of Industry & other officials



Exhibition of Students' Project



Winner of visual Category



Winner of Sustainable Category

## The success of Tokyo Pack

Tokyo Pack 2010, held from October 5th to 8th and sponsored by Japan Packaging Institute, was a comprehensive and the largest-scale packaging exhibition in Asia. The main theme was "Keys to success lie in packaging." During the four days, 551 companies and groups, including 91 companies and groups from overseas, participated as exhibitors, while 170,859 visitors attended.

## Record of area at Fispal Tecnologia

The 27th edition of Fispal Tecnologia, held from June 7th to 10th in São Paulo, Brazil, confirmed the good moment of the local packaging industry for food and beverage. The show exhibited more than 2,000 brands and received 64,00

qualified visitors. This edition also represented an important moment to the trade show business in Brazil: BTS - Brazil Trade Shows, Fispal organizer, was sold to Informa Group, assuming the second place in the trade business shows' ranking in the country.

Many exhibitors attested that this was one of the best Fispal editions in the last 10 years, both because of qualified visiting and because of the huge presence of international companies from 14 countries – South Africa, Argentina, China, US, Spain, Netherlands, Italy, Peru, Switzerland, Poland, Taiwan, Turkey, Malaysia and Canada. "Most contacts made during the show will become business in the next six months", predicts Alexandre Barbosa, CEO of BTS. Fispal Tecnologia occupied 76,000 square meters of Pavilhão de Exposições do Anhembi, 13% more than in the last edition in 2010.

## **New concepts at German Packaging Congress**

On 24 March, over 180 leaders and project managers from the packaging industry gathered at the German Packaging Congress in Berlin. Sustainability, Emerging Trends and Operational Excellence were focal issues of an event which carried the motto "Think. Rethink. Think Ahead".

The Congress held by the German Packaging Institute (dvi), a WPO member, took a look at the big picture, exploring new ways of cutting off old habits, learning lessons and finding answers - impulses and insights that also triggered a substantiated debate on the following evening, fostering networking and finding its temporary end late in the night, with a clear view over the German capital.

The lecture series moderated by the well-known German TV presenter Dagmar Binder started with a striking presentation by Prof. Dr. Michael Braungart on the Cradle to Cradle® principle of eternal cycles. The scientific director of the Hamburg Environmental Institute praised packaging as one of the greatest success stories of humanity and followed by making a clean sweep of cherished truths about sustainability and ecology. He urged the delegates to talk about quality and beauty, rather than about sustainability, which in his view is backward-looking management. "The thing was not to make products less harmful – this only postpones damage and turns us into a generation of debt managers. Instead of optimizing the wrong things, we should do the right things."

With impressive examples and studies, the head of the Cradle to Cradle® Chair at the University of Rotterdam called for a new way of thinking based on cycles and producing in cycles, which brings benefits instead of causing damage. Using practical products as examples, Braungart showed that his Cradle to Cradle principle is not an unreal or distant future utopia.

A presentation on biopolymers by Prof. Dr. Hans-Josef Endres also evolved around the closing of cycles. As the professor from the University of Applied Sciences in Hannover explained, biopolymers offer, as part of the biological cycle, a variety of disposal options and have high entropy efficiency. The ultimate "player" in the future, according to Endres, will be the sun, because everything which is based on this source of energy is renewable.

A controversial view on sustainability was presented by Macsioszek Marcus, head of marketing at Gerolsteiner Brunnen GmbH & Co. KG. In his opinion, consumer confidence lost through food scandals can not be recovered through rather obscure concepts such as sustainability, but only through actively communicating product quality.

The block Emerging Trends was opened by Stefan D. Seidel, Deputy Head PumaSafe Global, who with the Clever Little Box presented an innovative and sustainable packaging solution which in 2011 has gone into bulk production, and a year later will become Puma's standard "shoebox".

In the wake, Adrienne Héon-Kleinen, Corporate Strategy & Innovation Manager of Nestlé SA, presented the packaging trends and innovation management of her company. On the basis of a new Nestlé Nutrition study and using concrete product examples, she showed that more than "just" new products are needed – namely, new concepts and forms. Packaging is a central aspect here.

Dominic Bakic, managing partner of DieterBakicEnterprises GmbH, also demonstrated, based on specific products, that innovation can only be asserted through comprehensive form concepts. In times of the interchangeability and functional approximation of products, packaging design plays a crucial role.

The thematic block Operational Excellence was opened by Stephan Horn, managing partner of the rlc packaging group. He outlined the development of packaging, which is no longer just a logistics and marketing platform or tool for convenience and differentiation, but has shifted its focus to the meaningfulness of consumption and sustainability of lifestyles. "Industries must face these market dynamics by actively addressing the paradigm shift. Customer satisfaction could only be achieved by waste-free production and the resulting associated increase in flexibility and efficiency."

In the final speech, Ulf Pillkahn, inventor, author and strategy consultant at Siemens AG, addressed the issue of how innovation enters a company and which forces can hinder it. Pillkahn showed how people and organizations try to reduce complexity by masking out unwanted information and how in unfamiliar situations they rely blindly on behaviour patterns they have previously learned. Innovations, however, also need detours or waste and often arise in the sphere of half-knowledge, hunch or intuition.

Pillkahn recommended the deliberate introduction of disturbing factors and also presented a proposal highlighted by numbers, surveys and practical tips: the innovation roulette. Because 80% of 100 new ideas were not really assessable, rather than stunt innovation potential one could use a dice to make a choice. In principle, evolution does not function differently. Mr. Pillkahn's conclusion: whoever does not make mistakes is not innovative enough.

Information and impressions on the German Packaging Congress 2011 are available at the website [www.verpackungskongress.de](http://www.verpackungskongress.de).

## Packaging discussion in Ukraine

On June 1st and 2nd, Club Packagers of Ukraine, a WPO member, held the 5th scientific-practical conference "The packaging industry - status and prospects for food". The aim of the conference was to learn about the latest achievements of the packaging industry in Ukraine and worldwide and to discuss the problems of packaging industry in Ukraine, identifying solutions. The 50 participants could also exchange ideas and establish business contacts. There were presented 18 reports and there was a round-table about "System of technical regulation in the aspect of food safety and packaging".



## Big event in Korea

Jin Kie Shim, Director of Korea Packaging Center (Kopack) and Korea Institute of Industrial Technology, member of WPO, reported that Korea Pack, held from 14 to 17 of June has become one of the three biggest Asia packaging exhibitions. It not only presented the latest international packaging technology, including packaging machinery and material for food, pharmaceuticals and cosmetics, but also showed packaging design and conceptions. It was designated as the packaging-field brand exhibition from the Ministry of Knowledge Economy in 2008.

Another important event is Korea Star Awards organized by Korea Institute of Industrial Technology (Kitech) and Kopack that is focused in new technology of future packaging. The aim is to inspire a desire for technology innovation, to enhance a pride and to strengthen technological competitiveness of all domestic packaging industries. The award exists since 2007 under the support of the Ministry of Knowledge Economy and the last edition was accomplished during the Korea Pack.

More information contact Jin Kie Shim, Director of Kopack, by e-mail [swhwang@kitech.re.kr](mailto:swhwang@kitech.re.kr).



Korea Star Awards & Product Introduction Seminar



Eco-packaging Special Group Technology Seminar



Packaging P-IICC (Packaging Industry Innovation Cluster Committee)



Exchange of Technology Seminar

### **ISO TC122/SC4 5th Meeting on May 21 ~ 24, 2012 in South Korea**

The 5th International Organization for Standardization (ISO) meeting for TC122/SC4 will be held in South Korea during the Korea Pack event, May 21 ~ 24, 2012.

### **APF Meeting in South Korea**

The Asian Packaging Federation (APF) meeting will be held in 2012 at South Korea

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## Sustainability

### WPO approach in sustainability

The Sustainability Committee coordinated by Thomas Schneider, from IoPP (US) and recently elected WPO President, also discussed in the WPO meeting during Interpack the new criteria for the Sustainable Award. Based in the Consumer Goods Forum and European principles, the Committee understands that the principles of sustainable packaging are:

- packaging should be designed in a holistic way - design should begin at the same time as the product in order to maximize compatibility with the external and internal environments that the package will come in contact with;
- use materials that are sourced in a responsible way;
- product and package must meet the needs of the marketplace at a competitive cost;
- manufacturing process should incorporate environmentally clean methods and safe machinery;
- packaging should be easily recoverable once its primary purpose is satisfied;
- energy sources for manufacturing and distribution should be renewable.

The group also concluded that there will always be at least some used packaging materials that cannot be used further. A goal is simply to minimize this reality.

"It's probably fair to say that in some cultures, the general public doesn't know what to do with used packaging materials, or doesn't care", states Thomas Schneider.

He introduced some questions that can guideline packaging professionals in helping the general public:

1. Understand their role in making packaging more sustainable?
2. Execute an organized recycling program?
3. Send a message back to manufacturers that their customers demand products produced and packaged in a more sustainable way?

The Sustainability Group summarized the elements of a successful sustainable packaging program as employing sustainable packaging holistically, as a component of sustainability in general, as well as use the 'life cycle analysis' method. It also recommends to apply all the principles of sustainable packaging:

- holistic design;
- source materials responsibly;
- get the costs right;
- use clean manufacturing methods, safely;
- plan beforehand for reuse or recovery at the end of product and package life;
- focus on renewable energy sources.

The Committee also concluded that the three pillars of Sustainability - Social, Environmental and Economic - must all be addressed and optimized in context with each other. All three stakeholders - People, Business and Government - have important roles to play, in harmony with each other. Finally, it is necessary to educate the People every day, in every way.

The new criteria for WPO Sustainable Award will be based in these principles. More information contact Thomas Schneider at [tom.s@issi-texas.com](mailto:tom.s@issi-texas.com).

### WPO's Sustainability awards are a hit!

Sustainability and its place within the packaging community continues to be a focus of WPO. The WorldStar Sustainability awards were well received in Düsseldorf during Interpack in May and the winners were:

**Bronze – Fosfa akciova spolesnot, Czech Republic**  
The Feel Eco Washing Powder

**Silver – Greenpac (S) Pte Ltd, Singapore**  
Environmentally Friendly, Sustainable, Collapsible & Returnable Packaging

**Gold – DS Smith Specialty Packaging, UK**  
Vitacress Transit Case

**Gold – Kirin Beverage Company Limited, Japan**  
Pecology Bottle - weightless & universal-designed 2 liter PET bottle

WPO judges were impressed with the increase in the number of entries over the previous year as well as with the write-ups and descriptions of the new entries. It is clear that packaging professionals around the world are taking up the cause of Sustainability in a serious and effective way.

So again for this year, WPO will be offering bronze, silver and gold prizes in the Sustainability category. Judging will take place in UK in November 2011. Entries must win a WorldStar during the same judging period in order to be considered for a Sustainability Award. All entries who wish to be considered must expressly state so on their entry form. Entry forms are available at the WPO website: [www.worldstar.org](http://www.worldstar.org) or [www.worldpackaging.org](http://www.worldpackaging.org).

The criteria this year will include:

1. Responsible raw materials sourcing, including materials from renewable resources.
2. Weight reduction when compared to previous package.
3. Energy usage optimization during transportation and storage.
4. Reusability, recyclability, recoverability, post-consumer reuse, ease of disposal.
5. Communicates to consumers that the package is more sustainable.
6. Benefit to Society/Community.

Compliance within each category will be judged on a qualitative basis and will receive a quantitative score based upon the judges opinions' relative to conformance to each criteria. Entries with the three highest scores will be declared the winners. Good luck to all the entrants!

Please go to the WPO website for photos of the 2010 winners' designs along with other WorldStar Award winning packaging designs [www.worldpackaging.org](http://www.worldpackaging.org).

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## New Packages

### Soy sauce in pouches

Some soy sauce manufacturers in Japan have been introducing pouches with better preservation that prevents oxidization and maintains the product freshness for longer, even at room temperature. These products also have the benefit of keeping the freshness for a long-time after the pouch is opened. They quickly become a success in the local market.

### PET bottles for wine

A Japanese wine company, together with a brewery company, has adopted 1.5 liter high-barrier PET bottles for wine. The new bottles have their inside surface coated with diamond-like carbon (DLC). Since the oxygen transmission rate of these bottles is minimized, they can maintain wine quality for as long as traditional glass bottles - about one and a half year. Another appealing point for consumers is their convenience: light, unbreakable and easy to dispose.

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## Special Report

### Packaging activities in Australia

*By Pierre Pienaar\**

In May of this year I was honoured to have the opportunity to present to a forum at the WPO Board Meeting details of the status quo of packaging in Australia. This presentation reflected too on what the Australian Institute of Packaging (AIP) has done and continues to do regarding all matters related to packaging.

The conclusion is that AIP will need to implement a number of activities to promote WPO in the South East Asia, Pacific rim and Oceania/Australasia region and to promote this region to WPO.

Some ideas which could be implemented in our region include:

- extending an invitation to WPO to visit the region; a good time would be June 2012 to coincide with the AIP National Conference on the Gold Coast;
- ensuring that there is a WPO stand at the AIP National Conference 13 - 15 June 2012;
- using the monthly AIP newsletter to release WPO news on a regular basis;
- ensuring maximum media presence of the role of AIP and WPO and their relationship;
- offering greater recognition for education program participants and graduates;
- supporting neighbouring, developing countries with the implementation of relevant, appropriate education programs.

The AIP currently has the following scholarships on offer:

- *Cormack Innovation Awards* - annual fully-funded scholarship *Certificate in Packaging Technology*
- *Packaging Council of Australia* - annual, fully-funded scholarship *Certificate in Packaging* through the Southern Cross Awards Program
- *Australian Process and Packaging Machinery Association* - annual, fully-funded scholarship *Diploma in Packaging Technology*

The AIP can expand these scholarships to include South East Asia, the Pacific Rim and Oceania/Australasia.

The AIP is also involved at a university level by giving lectures on the Science and Technology of packaging to the following university departments:

- School of Chemical Sciences and Engineering
- Food Sciences

The AIP is happy to offer these services to universities in South East Asia, Pacific Rim and Oceania/Australasia.

The AIP gets involved with industry and have written packaging courses for specific companies in the:

- Pharmaceutical industry
- Confectionery Industry
- Wine Industry
- Department of Defence

The same can be done for industry in South East Asia, Pacific Rim and Oceania/Australasia

The following half day courses are currently offered throughout Australia and New Zealand and are available for further afield deployment and development:

- Introduction to Plastics - rigids
- Advanced course in Plastics
- Introduction to Pharmaceutical & Cosmetic
- Introduction to Packaging Economics

- Packaging for Product Life Extension
- Packaging Specifications
- Demystifying the Packaging Covenant
- Introduction to Corrugated Boxes
- Introduction to Packaging Materials
- Packaging for Transport
- Introduction to Life Cycle Inventory & Carbon Foot Printing

Education, I believe, is what stands between status quo and a successful, productive, competitive and rewarding future. Packaging is a science and if we want to prevent a void of knowledge in the near future of packaging we need to ensure that we continually update our knowledge. If manufacturing or printing plastic bottles, for example, do you understand the molecular make up of that end product? The why's and how's of the material, its rigidity, its capacity to be bulk packed or displayed or re-used or recycled? When last did you attend a training course or support your employees to update their knowledge? Are you among the best in your industry? Have you ensured that you can compete with the best? Management consultants for retailers, wholesalers and manufacturers suggest that the packaging industry will suffer if it does not take itself seriously enough and ensure that its participants are continually being educated to improve packaging knowledge and skills. I'd like to suggest that back-to-strong-basics, consolidation of business, a cooperative, consultative approach within the industry underpinned by ongoing education will ensure you reach the future in a vibrant industry.

This is all in line with the WPO Education Policy, namely:

- continuing the support for education needs of its members;
- assisting in preparing country education programs;
- sharing the information regarding education activities;
- encouraging innovation and complementing the education program.

Australia looks forward to a long and committed association with the WPO who we believe offer exemplary leadership to all participants in the packaging industry.

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

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