



DECEMBER 2010 n° 10

*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

#### An overview of a busy 2010



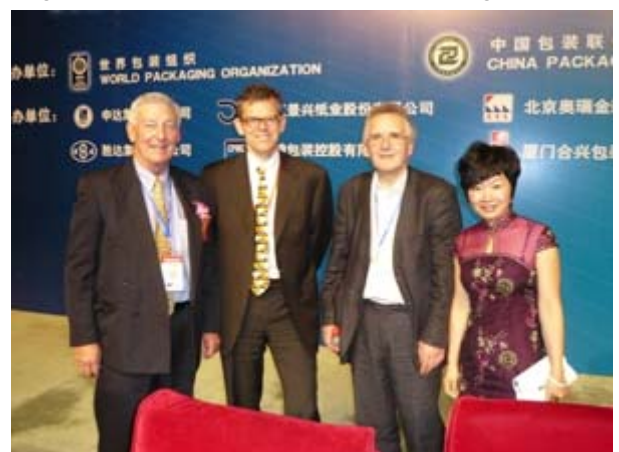
The last few months I have had the privilege of visiting activities arranged and supported by WPO members in a number of countries. Their level displayed has been most impressive and they have truly committed to the WPO vision of helping to create a "Better quality of life through better packaging for more people".

Commitment to the principles of sustainability has also been in evidence in the countries visited - Turkey, India and the USA. There have been congresses and exhibitions that have all had sustainability as themes; packaging machinery manufacturers and congress speakers have accepted the sustainability challenge in meaningful ways, endeavoring to make practical sense out of the high ideal of honoring the "triple bottom line".

The World Packaging Organization continues to be a responsible player in the global packaging arena by inspiring excellence in packaging design, innovation, capacity building and knowledge transfer. And a key WPO objective is to continue to build on the last forty years of being a relevant sustainable organization. In order to achieve this high objective there needs to be commitment and sensitivity to working towards making the world a more sustainable place to live.

The 2010 WorldStar Competition has once more been a very successful event with 278 entries from 30 countries. This confirmed the competition's status as one of the pre-eminent international packaging competitions. The WorldStar Awards will be presented at a gala function that will be held alongside Interpack on May 16th, 2011. Congratulations go to all the winners. The President's and Sustainability Award winners will also be presented in connection to Interpack.

China National Export Commodities Packaging Research Institute (CEPI) has successfully completed their first year of managing the WorldStar Students award program. There were 176 entries from 11



countries; 123 entries received awards with the top three students from United Kingdom, Brazil and China. These top three winners will be invited to attend the WorldStar Student 2010 Award Ceremony in Chengdu (China) this December.

At the board meeting held in Istanbul, the WPO board unanimously agreed to bestow honorary WPO membership on the following individuals: Alexander Soltan (Poland), Jens-Christian Sorensen (Denmark), Rajiv Dhar (India) and Dharma Ratnayaka (Sri Lanka). Their contribution to the running of WPO and making above average contributions in promoting the status of WPO has been greatly appreciated.

The city of Istanbul is one of the most historical and romantic in the world and as the World Packaging board members began to arrive in the European Capital of Culture 2010, they could not help but be influenced by the excitement that goes to make up the city's vibe. The attendances at the meetings were excellent and provided opportunities for meaningful networking to take place in addition to offering a platform for the board to make meaningful decisions. Three new WPO members were accepted: Korea Packaging Centre (KOPACK), Global Packaging Centre (GPCH) from Hong Kong and Österreichisches Forschungsinstitut für Chemie und Technik (ofi), from Austria.

It was reported that ongoing dialogue continues to take place with EUROOPEN and that an application had been submitted for WPO to become a member of IAPRI. The application has in the meantime been approved and WPO is now an affiliate member of IAPRI. IAPRI and EUROOPEN form important links in the global packaging infrastructure.

A number of position papers were in the process of development and it is anticipated that they would be ready for publication during the first quarter of 2011. The success of the two weeks Global Training Workshop run in Mumbai (India), during June of this year, has prompted the board of WPO to support a repeat of the program during 2011. The Indian Institute of Packaging (IIP) and iom3 combined to arrange proceedings via a residential and online program. The response has been very positive and the WPO board, together with the IIP and iom3, agreed to duplicate the program during 2011.

Work was ongoing in the area of supporting the Tanzanian initiative. Encouraging sponsorship has been received for the running of educational training and the establishment of a Tanzanian Institute of Packaging.

It was a privilege to attend and participate in the International Packaging Congress held from September 16 to 19. The Congress, arranged by the Turkish Packaging Manufacturers Association and the Turkish Chamber of Chemical Engineers, gave specific attention to updates and new packaging processes and substrates. There were opportunities for WPO members to attend the Istanbul Trade Show held over the same period as the Congress. Istanbul is a strategic centre for world trade as it is ideally situated to serve the packaging needs of both the East & West. Our hosts ASD held their first ever packaging awards evening.

The Indian Institute of Packaging arranged and managed two excellent events, Indiapack 2010 and the International Summit for the Packaging Industry. It was a privilege to attend and participate in these events, both supported by the packaging industry and the Indian Government.

The Turkish Standards Institute (TSE), a full member of WPO, hosted the 54th European Quality Organization Congress between October 26-27 in Izmir. There were over 400 delegates from all over the world. During this same period TSE hosted their 23rd Golden Packaging Awards that awarded 26 companies. It was great to be invited to participate in the awards procedures with the presence of the Governor of the region that also delivered a keynote address.

WPO was also well represented at 2010 Pack Expo held in Chicago between October 31 and November 3rd. This exhibition is one of the largest packaging related exhibitions in the world covering an area of 110,000 sqm. Sustainability was once more high on the agenda with the slogan "Green- Sustainability Starts at Pack Expo". Charles D. Yuska the President and CEO of PMMI visited us at the WPO booth and confirmed the new positive mood expressed by many of the exhibitors that admitted receiving meaningful machinery and equipment orders.

The WPO booth was surrounded by members from China, Brazil, Argentina and the USA. IoPP had a large presence and with over 5,000 members were kept busy. Pat Farrey, IoPP Executive Director, was very supportive of the WPO presence at the exhibition. On the night of November 2, PMMI's Packaging Hall of Fame gala dinner took place and Tom Schneider and I were guests of IoPP. It was an exciting evening as four new members were inducted into the Hall of Fame, including Edwin O. Landon, Executive Director Emeritus of IoPP.

For all these activities and accomplishments one thing we can be sure: the global packaging industry continues to become more important in national economies and the recognition of WPO as the representative of the sector is more evident. Thanks to all our members for the total support in all these activities and be sure that there is much more to come in 2011.



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

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## Inside WPO

### Next steps in Marketing & Communication

During the WPO meeting in Istanbul, the coordinator of the Marketing & Communication Committee, Luciana Pellegrino, from Brazil, stated that the main challenges for the Organization were: to keep tracking; find ways to re-publishing published articles at WPO's website in other medias; generate more information; enhance brand communication within members; study the possibility of a "local" packaging congress supported by WPO; and participate in trade shows with a WPO booth.

According to Pellegrino, to promote WPO's cause – "Better quality of life, through better packaging for more people" – it is necessary to have a program that contemplates: connection with the packaging community; promotion of information exchange; promotion of packaging education and promotion of the development of the industry worldwide.

### Brainstorm of future education projects

The following proposals were presented by Gordon Stewart, from IOM3 UK and Chair of WPO Education Committee in the meeting at Istanbul. According to him the four suggestions below came from discussions with colleagues in the Packaging Society in the UK.

- To mount free half day "Packaging Taster" training sessions at packaging exhibitions in parts of the world where access to training is limited. This could feed into courses run by WPO members possibly at discounted rates. Such an idea could also enhance the WPO presence at exhibitions. It might also attract support from conference organizers as an element to draw people to the show.
- To fund a "barefoot packaging trainer" to work for a period in a developing country visiting SMEs to give advice/training on packaging supported by a local WPO member organization.

### A working year for the President

Keith Pearson, President of WPO, made his activities' report in Istanbul meeting. During 2010 he made six consultancy works to countries like Kenya, Tanzania, Cote d'Ivoire, Senegal, Mali and Burkina Faso. He also attended the two WPO meetings – China and Turkey; participated in the training program sponsored by WPO in India; visited PackExpo (USA) and Indiapack (India); and participated in WorldStar Students, in China, and in a WPO initiative in Tanzania.

## Every year more activities

According to the report of the General Secretary of WPO, Carl Olsmats, presented at the WPO Board Meeting in Turkey, 2010 was a good year to reinforce and make new alliances and partnerships. Among them he mentioned the one with IPPO (International Packaging Press Organization), through Liliam Benzi (IPPO Past President and IPPO Honorary Member and WPONews editor) and Bo Walteg (President); FAO (meeting planned with Italian Institute in October); Iapri (affiliate member application submitted), Europen (meetings in Beijing and Brussels to change links on website, newsletter article and possibility to link to position papers) and ITC (meeting with new officer).

Regarding the website, Olsmats reported the inclusion of member guidelines and explained that the management structure was updated as well as it was created a separate site for WorldStar online, [www.worldstar.org](http://www.worldstar.org). Finally he announced that new Position Papers are being prepared about Trade, Packaging Waste, Awards, Packaging as a Marketing Tool, Packaging Contribution to Economy and LCA and other tools to assess packaging.

## Updated information

Dogan Erberk, from ASD (Turkish Packaging Manufacturers Association), Chair of Information and Statistics Committee and WPO Vice President, reported in Istanbul meeting that the packaging education directory will be updated before the end of the year. He also said WPO received a new offer from a market research organisation regarding packaging market research and statistics that will be properly studied and evaluated.

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## Events

### Great exhibitor interest in Interpack 2011

Interpack 2011 picks up where its highly successful predecessor left off in 2008. The booking level for the overall exhibition space had already reached similar proportions as in 2008. The last Interpack occupied 19 entire halls, showing processes and packaging solutions for a wide range of industries: food and beverages, confectionery and baked goods, pharmaceuticals and cosmetics, non-food consumer goods and industrial goods and related services, so that the entire exhibition centre was used to capacity.



As before, the outstanding position of Interpack as a leading international trade fair is reflected not only in its response from exhibitors but also – in 2011– in a highly topical range of thematic areas that are at the very centre of the industry. Visitors can look forward to the Innovationparc Packaging with the focus on Quality of Life and to two special shows entitled “Metal Packaging Plaza” and “Save Food!” – areas that have been expressly welcomed by the members of the Trade Fair Advisory Board.

With its “Metal Packaging Plaza”, Interpack creates a new meeting point for the international metal packaging industry and its suppliers. The show will centre around an information platform that provides background details about current issues from a professional perspective. The area will be surrounded by companies with innovative metal packaging solutions.

“Save Food!” is about the way in which each stage in the packaging value chain and also in food transport and logistics can make a positive contribution to the combat against the pressing global issue of large-scale waste. The special show is being set up by the Düsseldorf Exhibition Centre in collaboration with the Food and Agriculture Organisation (FAO) of the United Nations and the supporting associations of Interpack. As well as highlighting the current situation, a raft of solutions and approaches will be presented, showing how the protective function of packaging can effectively prevent food from going off between production and consumption. It is also planned to host an accompanying congress.

WPO plans to have a booth in this huge show as well as a Press Conference and the Award Ceremony to present the winners of WorldStar 2010 on May 16th.

## Packaging show in Ukraine



Pack Fair, to be held from February 23 to 25 2011 in Kyiv ExpoPlaza, is the biggest exhibition of package, packaging and printing equipment, technologies and materials in Ukraine. This exhibition demonstrates the newest development trends of Ukrainian packaging industry, reflects the state of the world packaging market, presents the last achievements of packaging and polygraphic branch.

Over the years the exhibition became the most popular business platform for Ukrainian packaging companies, gained the international authority and was recognized by the world community and by World Packaging Organization (WPO). Since 2004 the exhibition also became a member of Confederation of Organizers of Packaging Exhibitions (COPE). Pack Fair is supported by the French Agency for International Development UbiFrance; it is organized by Kyiv International Contract Fair Ltd and co organized by Packagers Club of Ukraine, a member of WPO.

Within the framework of the exhibition, conferences, round tables devoted to the most actual problem of the branch are held. To get more detailed information, visit [www.packexpo.kiev.ua](http://www.packexpo.kiev.ua) or contact Veronika Khalaydzhi from Club packagers of Ukraine [upakjour@nbi.com.ua](mailto:upakjour@nbi.com.ua).

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## Around the world

### Efficient packaging for fresh produce growers

As a result of several years' hard work, supported by experts from Belgium, Germany, The Netherlands, Russia, Norway, and co-financed by the Norwegian Financial Mechanism, a brand new system is emerging to help the horticultural supply chain participants in selecting the right packaging for a particular fruit or vegetable to be marketed. The system, in the form of an internet portal called Packaging Selection Platform (in short PSP), has been proclaimed at the International Horticultural Congress FRESH 2010 in Petersburg, February this year.

The PSP is devoted to those who want to sell, buy or deliver the fresh produce in a proper packaging, responding to market and environment demands, including protection, economy, logistics, legislation and disposal. It may also serve packaging manufactures as a "clearing house" to check proposed design. For further information contact [office@swdo.pl](mailto:office@swdo.pl).

### Ghana first diploma in packaging

The first batch of the one-year Diploma in Packaging Technology course organised by the Institute of Packaging, Ghana (IOPG), a WPO member, in collaboration with the Institute of Packaging, South Africa (IPSA), also a WPO member, completed their training on October 28, 2010.

The course, which is the first long-term professional packaging training programme to be held in the country, is aimed at developing and upgrading the professional skills of persons engaged in the industry. It was held during weekends to enable participants to combine work with studies.



Seven participants, drawn from Qualiplast Ghana Limited, the Cocoa Processing Company, Paramount Distilleries and Tema Lube Oil enrolled for the programme which started in February this year. The participants, whose previous qualifications were in Marketing, Information Technology and Logistics described the course as rewarding. Participation in the course has prepared them for enrolment in the 18-month postgraduate course offered by the Institute of Packaging, India.

According to Kofi Essuman, President of IOPG, the low enrollment figures encountered with the first programme was due mainly to the relatively high tuition fees. He appealed to the World Packaging Organisation (WPO) to support such capacity building programmes as a means of building strong links with industry.

Essuman commended the Organizer and Co-ordinator of the IOPG who took the students through the course for the free services offered. He believes the benefits of the course will soon be noticed in industry and attract more participants. The next programme will be held from February to October 2011.



## Brazilian Packaging Congress delivered information and promoted networking



With the presence of more than 200 packaging professionals each day, the Brazilian Packaging Congress, accomplished by ABRE (Brazilian Packaging Association), a WPO member, on September 22 and 23, in São Paulo, presented a general overview of the national and international market. The event explored fundamental subjects to the strategic management of the supply chain. One of the subjects was related to sustainability; another one was the trends for the retail industry that have a direct influence in the consumption of packed goods.

The presentations were done by very well known professional from Brazil and abroad like Tom Szaky, CEO of Terra Cycle, that showed how to redefine the sustainability approach, making it more suitable to the market reality. Ben Miyares, Director of Packaging Management Institute, from USA, gave a general overview of the packaging market after the economic crisis. Another interesting presentation was done by Anne Johnson, Director of SPC (Sustainable Packaging Coalition), that showed the challenges and opportunities of sustainability for companies in developing countries.

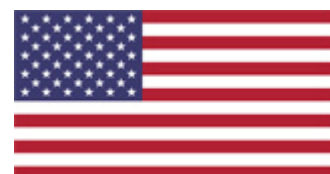


Other speakers were Gino Berninzon Di Domenico, from the Brazilian beverage company Schincariol; Wagner Coelho and Mauricio Ferreira, from Kraft Foods; Daniela de Fiori, from Walmart Brasil; Hugo Bethlem, from Pão de Açúcar; Michael Kern, from Nivea Brasil; Gilberto Tomazoni, from Bunge; João Carlos Lazzarini, from Nielsen Brasil; and Marcos Scaldelai, from Bombril. Besides the market presentations, there were also special speakers from Braskem, Henkel/Liofol, Papius; Arteccla and Vitopel.

The Congress also included Innovation and Networking Space where companies could show their recent developments. It is worth to remember the ABRE's Congress is carbon neutral and was sponsored by Papius, Arteccla, Ibema, Henkel/Liofol, Suzano, Braskem, Fispal Tecnologia, Vitopel, Tetra Pak, Du Pont, Dixie Toga, Indexflex, SIG Combibloc and PH FIT; with support from Dil Brands.

## New publication about food safety hazards

The Food Safety Alliance for Packaging (FSAP), technical committee of the Institute of Packaging Professionals (IoPP), a WPO member from USA, has announced the publication of Hazardous Analysis and Critical Control Points (HACCP) models for packaging materials. HACCP is defined as "a systematic approach to the identification, evaluation, and control of food safety hazards." It is an internationally recognized system used to identify and control food safety hazards. It is a preventative approach to food safety developed in the early 1970s by the Pillsbury Company and the National Aeronautics and Space Administration (NASA).



According to FSAP, food safety starts at the packaging supplier and continues through consumption. The packaging HACCP models are a series of publications designed to assist producers of food packaging with the implementation and installation of a HACCP program. They are designed to provide guidance in the development of HACCP plans. The packaging HACCP models have been created by FSAP.

The packaging HACCP models are intended to be used by companies supplying packaging components to food producers. They may be used by those packaging companies that are just beginning to implement HACCP and those wishing to evaluate their existing plan. FSAP has developed HACCP models for packaging materials in the categories of cartons, rigid plastics, cut and stack labels and composite cans. These models are currently available for download at <http://www.iopp.org/fsap> and will also

serve as the basis for education and training programs for stakeholders.

## IoPP Scholarship Winners

IoPP (Institute of Packaging Professionals), a WPO member from USA, announced the winners of the Institute's academic scholarships for 2010-2011. Four \$2,500 academic scholarships were awarded, recognizing exceptional college students headed for a career in packaging.

The 2010-2011 winners – all student members of IoPP – are: Christin Allesio (Rochester Institute of Technology), Emily Cumpata (Michigan State University), Chad Kreye (University of Wisconsin-Stout) and Allison Littman (Clemson University).

This program aims to pave the way for the next step for the students, working as a mentoring program that fosters the career development process and connects tomorrow's leaders with those of today. The scholarships have been created to support packaging education and to raise awareness of packaging as a career choice. The scholarships are funded by founding supporters, including the Minnesota, Tejas and Chicago IoPP chapters and IoPP benefactor companies.

As an added bonus, the top talent identified through this program will be shared with IoPP Benefactor companies as a recruiting tool for their organizations. This could be that post-graduation foot in the door that jump-starts your career. Candidates must be students in their Junior or Senior year, pursuing a degree at an accredited college, university or vocational/technical school in a course of study relevant to a career in the packaging industry. 2011-2012 Scholarship information will be announced shortly. For more information contact Sarah Washburn [swashburn@iopp.org](mailto:swashburn@iopp.org) or visit [www.iopp.org/scholarshipfund](http://www.iopp.org/scholarshipfund).

## DTI partnership in Korea

Jens-Christian Sorensen, Director of Danish Technological Institute (DTI - a WPO member), WPO Vice President and recently elected WPO Honorary Member, participated in a mission to Korea, in the end of September. As part of the food packaging R&D laboratory, of one of the worlds leading food clusters, DTI had been asked to give assistance and also to give a presentation at the kick-off conference on the Foodpolis – Korea National Food Cluster packaging lab initiative.



Before the conference there was a ceremony where it was signed a Memorandum of Understanding between the Korean Ministry of Agriculture and DTI on assisting in the establishment of a commercial food quality/hygiene and a food packaging lab in the Korean large Foodpolis plan for becoming a substantial player in the North East Asian food market.

Foodpolis aims to attract more than 150 world leading food producers and packaging companies, supporting them with infrastructure, laboratories, high speed railway access etc and being positioned close to a large reclaimed river delta area behind a brand new sea wall 40 km long.

Michigan State University (MSU), from USA, signed on the same occasion an academic cooperation agreement. More information contact Jens-Christian Sorensen [jss@teknologisk.dk](mailto:jss@teknologisk.dk).



## Asia sustainable packaging summit

The Singapore Packaging Agreement Governing Board and Packaging Council of Singapore organized the Asia Sustainable Packaging Summit 2010 on October 25 and 26 at The Pines. The theme for the Summit was “Building Brands & Driving Sales Through Sustainable Packaging” and aimed to address critical issues pertaining to the sustainable packaging industry in Asia and equipping the industries with the know how to create a sustainable waste to resources system in their manufacturing process.



The Asia Sustainable Packaging Summit 2010 was supported by the National Environment Agency (NEA), SPRING Singapore, Singapore Food Manufacturers' Association (SFMA), Singapore Manufacturers' Federation (SMA) and Waste Management and Recycling Association of Singapore (WMRAS), as well as world supporting organisations from Asian Packaging Federation (APF) and World Packaging Organisation (WPO). Information contact Chai Ho [chaiho@smafederation.org.sg](mailto:chaiho@smafederation.org.sg).

## Singapore and Asia Star Award Ceremony

The Singapore Packaging Star Awards (SPSA), that first started in 1993, is now the platform for recognizing excellence in packaging and the level of industry engagement. This prestigious award is given to companies and students that also compete in awards beyond national standards, such as Asia Star Awards. There were more than 80 entries altogether for commercial and student category. In total 15 awards were given out to commercial sales and display category, 5 to transportation and protection category, 4 to environmental category and 17 to students, of which 7 were sponsored by Starlite Printers. These winners have been selected based on the following criteria: innovativeness, efficiency of design, graphic appeal, appropriate efficiency, environmentally friendly designs, overall impression.

The Asia Star Awards, organised by Asian Packaging Federation and supported by PCS and SMA, is also important. In total 17 Singaporean companies and students won the competition divided in four main categories: consumer, transportation, eco-package and student package. Its jury comes from APF members which means higher standards due to the various perspectives, tastes and preferences. The winning entries have got the universal appeal to Asian jury and consumers and play a great role in bringing the Singapore spirit and standards to a higher level of a global competition. Information contact Chai Ho [chaiho@smafederation.org.sg](mailto:chaiho@smafederation.org.sg).



# Changes in Japanese packaging industry

*By Hajime Furuya\**

In recent years, Japan's packaging industry has been required to review the social significance of packaging and develop in harmony with society given environmental protection, the declining birthrate and aging population, and globalization. Especially today, when awareness of corporate social responsibility (CSR) is being raised, approaches to such trends from the perspectives of CSR as risk management and as a business opportunity are being tried.



Businesses positively approach CSR as a business opportunity. The industry must deepen understanding of the relationship between CSR and packaging, and promote the development of environment-conscious packaging by addressing waste and environmental pollutants and enhancing the 3Rs (Reuse, Reduce and Recycle) regarding environmental protection. To address our aging society, the industry must also develop and improve packaging that meets social needs such as strengthening proper labeling and promoting universal design.

People are also greatly concerned about food safety and security. Approaching further improvement in packaging technology to increase confidence in food is also urgent for the packaging industry. Amid the growing importance of commodity traceability and spreading IC tags, the industry should attempt to develop technology and applications indispensable for establishing such advanced systems, establish a strict quality assurance system, and enhance approaches to food safety and security.

**Promotion of the 3Rs** Under such circumstances, packaging has undergone major changes. Amid substantial changes in lifestyle from a mass-production and consumption society to creating a recycling-oriented society, national and local government, employers and consumers must work together to promote approaches to the above-mentioned 3Rs, as required in the amended Containers and Packaging Recycling Law. In promoting the 3Rs, taking integrated action from selecting container and packaging materials to procedures after disposal is also necessary. The eight recycling associations and councils regarding containers and packaging organized the "Liaison conference of 3R promotion councils." They announced their independent action plans with 2004 as the basic year and 2010 as the target year to make their respective approaches.

**Carbon footprint promotion** Recently, all packaging-related industries have started to follow an approach to establishing the carbon footprint system promoted by the Ministry of Economy, Trade and Industry. The carbon footprint system uses the Life Cycle Assessment (LCA) method to easily and understandably show the greenhouse gas emissions of commodities and services throughout their entire life cycle in terms of CO<sub>2</sub>. The LCA method quantitatively calculates the environmental load throughout the entire life cycle from procuring raw materials to disposal and recycling of such commodities and services. This is expected to serve as an effective means for realizing a low-carbon society because the integrated action of all businesses in reducing emissions enables total optimization and raising consumer awareness of CO<sub>2</sub> emissions during consumption and use.

To spread, firmly fix and utilize the carbon footprint system as an effective means to realize a low-carbon society, businesses and all people including consumers must share information on the system to further deepen the mutual understanding.

**Universal design promotion** Along with developing universal design packaging— packaging that considers senior citizens and disabled people in our aging society— the evaluation items for container and packaging usability, which are established as "JIS S 0022-4 2007 "Guidelines for older persons and persons with disabilities—Packaging and receptacles—Evaluation method by user," provide guidelines. In the JIS, the method of evaluating usability is classified into eight stages of (1) purchase, (2) storage before opening, (3) opening, (4) use, (5) resealing, (6) storage after opening, (7) separation and (8) discharge, and the evaluation items for each stage are listed.

**Toward appropriate packaging** Packaging developed and improved in this context is referred to as good or excellent packaging. However, one principle of packaging development never changes even if times change: the concept of appropriate packaging, which is the foundation of packaging development. The seven principles of appropriate packaging announced by the Japan Packaging Institute in 1972 remain the continued basic guidelines on packaging development today and will remain unchanged in the future.

Seven(7) principles of appropriate packaging established by the Japan Packaging Institute in 1972

- (1) Appropriate protection and quality maintenance of the contents
- (2) Safe packaging materials and containers
- (3) Appropriate amount of contents and convenient as a retail trading unit
- (4) Appropriate labeling or descriptions of the contents
- (5) The volume of space in addition to the commodity shall not be unduly large

- (6) Reasonable packaging costs appropriate to the contents
- (7) Appropriate for disposal

Among the challenges that packaging technology currently faces is emphasizing development that considers social significance and harmonizes with society. The Japan Packaging Institute now promotes educating the public on packaging development that contributes to a sustainable recycling-oriented society. The Institute also promotes enhanced approaches to safety and security and technological development in packaging, working with industry-academic-government sectors and consumers. The Institute also addresses the globalization of packaging activities and enhancement of international activities as a major subject along with the two policies above. As international standards are being reviewed and newly addressed since international standardization and rule-making for commodities and services greatly affect business expansion, aggressive approaches to reflect Japan's opinions in the ISO or other international standards are necessary. The education of Asian and other countries concerning the above and establishing a network for exchanging information with related agencies are important current issues to be followed up on.

*\*Hajime Furuya is Director of Japan Packaging Institute, a WPO member.*

## Successful shows in Russia

There are a lot of exhibitions this autumn in Moscow, the capital of Russia, and many of them connected with the packaging sphere: the World Food 2010 (September 14th to 17th) an exhibition of food technologies including packaging technologies for different food segments; the Agroprommash (October 11th to 15th) where visitors could attend the Salon of Packaging and see innovations in materials, equipment and packaging projects; Sklad Tranzit, Logistika (October 25th to 28th) with themes closely connected to packaging; and LabelShow (October 19th to 22nd).



The LabelShow is the show for packagers: it is the 15th international specialized exhibition where visitors could see materials, machinery, equipment and technologies for label printing and package marking as well as ready products: package and labels as means of products promotion. The show is organized by MVK – International Exhibition Company.

Nowadays the labeling industry is facing an important task of developing and improving native technical base, increasing competitiveness of Russian enterprises. The Russian Federation Government is very much concerned about abolishing customary duties on imported raw materials, as well as about enhancing taxes on imports of labeling and packaging products.

Consequently, the exhibition is to provide innovative opportunities for packaging and label printing and introduce Russian specialists to new labeling technologies, new label types and their communication, marketing, advertising and protecting qualities and functions.

The exhibition is also noticeable as there was a professional packaging competition within the frame of it - The 6th International Awards Grand Etiquette 2010 - on the best label. The contest was held in accordance with the main idea of the show – “a label is a business card of your trademark, so it must be of the finest quality”. More than 90 participants from Russia, Belarus, Armenia and other countries of Commonwealth of Independent States (CIS) took part in the contest. Some winners are planning to take part in WorldStar Competition 2011, the WPO award.

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## Country Report

In this edition, we give an overview of the economy and packaging situation in the countries that participated in the Residential Training Program on Packaging Principles, Materials & Systems, organized by the Indian Institute of Packaging and sponsored by WPO.

## India

India is one of the oldest civilizations in the world with a rich cultural heritage; it is a subcontinent in itself with diverse cultures, religions and beliefs. It comprises 28 States, 7 Union Territories and has 22 recognized languages with about 844 dialects spoken in various parts of the country.



India is one of the fastest growing economies and its GDP is about 9%; around 18% of total GDP comes from agriculture sector that also accounts for about 35% of the total workforce in the country. The country is the world's largest producer of milk and the 2nd largest producer of fruits and vegetables. But there are losses around 50% of the crop because of improper post harvest management, preservation methods, packaging and handling.

Food and pharma sectors are the largest consumer of packaging materials and the packaging industry is growing at the rate of 15% per year. It is predicted that Indian economy will become the third largest economy by the year 2035. Seeing the current trends and the future predictions one can say that there is a huge potential in India and most of the global businesses have already setup their offices in the country.

## Sri Lanka

Sri Lanka is a small island in the Indian Ocean located 31 km off the southern coast of India with a total area of 65,610 square kilometers and a population of about 20,450,000. Most of the population is Sinhalese and Buddhism is the religion followed by majority. Capital of Sri Lanka is Sri Jayewardenepura, Kotte.



Packaging is not a recent phenomenon in the country; the activity was always closely associated with the evolution of society. So during the past 25 years Sri Lankan packaging industry has experienced very healthy growth. This very high growth rate is generally attributed to the liberalization of the market economy introduced by the Sri Lankan Government in 1977, which increased competition in the local market resulting in a demand for high quality packs on every consumer product and The Government's concerted effort to develop non-traditional exports such as fruit and vegetables, seafood, cut flowers, foliage and garments. Recently, electric, electronic and industrial products have also been added to the list. Even traditional products such as tea and coconuts are now exported in greater quantities in consumer packs.

## South Africa

South Africa's packaging industry manufactured 2.9 million tons of packaging during 2009; glass and paper are the largest contributors to this number with participation of, respectively, 34.9% and 30.8%. In terms of value, the total in 2009 was R39.6bn, contributing 1.8% to the local GDP. Although the glass and paper sectors manufactured the largest volume of packaging, plastic contributes the most in value with 41.8% share.



The reality about environment is that packaging is actually only 0.2% of the total solid waste stream in SA. Yet the SA packaging industry is adopting a proactive approach in demonstrating its environmental responsibility as well as sustainability principles. Over the past 10-15 years, the SA Government and the Packaging Industry have been more concerned about the impact of packaging on the SA waste stream.

## Ghana

Ghana is a small country located in the center of the earth. It is a beacon in the world that serves as the gate way to West Africa with a population of over 24 million people. The oil found in the country opened up new investment opportunities and solved some of the energy short falls in the sub-region. Ghana's economic is basically agricultural (56% of labour force and contributing to 38% of GDP).



As the country seeks to add value to the primary commodity it is faced with the challenges of globalization. The impact of globalization is felt in the field of packaging because exports have to comply with increasingly complex international

standards and regulations, as well as target market specifications and requirements on safety, health and environmental protection with goal post shifts day by day,.

In African countries, poor packaging has been identified as one of the major reasons for the failure of locally manufactured goods to compete favorably on the global market.

African packaging converters and users are unable to meet the demands for high quality packaging due to several constraints. These include: inadequate or old fashioned technology and machinery; low level of expertise in packaging technology, especially structural designs; lack of facilities for packaging development; absence of national industry standards and facilities for testing packages; and absence of a source for reliable data on the packaging industry.

Effective packaging will cut down the 30–50% post harvest losses in Ghana. Ghana exported raw commodities carry about 20-40% waste, therefore processed/semi processed commodities are preferable. Effective packaging would facilitate export, minimizing as well as managing the commodity waste (which can be replenished), reducing logistical cost as well as the commodity cost. This would result in an increased value of trade commodities by a substantial percentage on the continent.

## Turkey

Turkey has about 73 million people and a population increasing 1.5% every year. The population is young and highly dynamic and can adapt rapidly to novelties and new developments. The number of working women is increasing while family size is shrinking. Self service offered in distribution channels increases significantly, but chronic inflation in the last 30 years has reduced purchasing power. Fortunately inflation rates of 70% have dropped to below 10% pa.



In this scenery packaging is becoming extremely important in purpose-oriented marketing of a variety of agricultural and food products and non-food products made in the existing and emerging industries in Turkey.

Turkish packaging industry generally manufactures in line with the demands from the end users. Therefore, both qualitative and quantitative developments of the packaging industry depend on the growth of those industries as well as the developments in commerce.

The growth of the packaging consumption in Turkey has been boosted by legislations directed at protecting public health and consumers. In the beginning of 2005, three important expansions of packaging related legislations went into force: packaging waste management; control of food and materials which are in contact with food articles production facilities; packaging of ready packed commercial articles. The ultimate goals of these legislations are to protect the consumer and to harmonize with EU legislations in order to enable free movement of goods.

The Turkish packaging industry has been developing in connection to the general economy that has a growing trend for the last five years in Turkey. In general, it is either very difficult or even impossible to obtain statistical data from the manufacturing industries in Turkey. However, estimation can be made for the outline of the size and the global position of the sector. The following estimations have been made for the physical volume (in weight) and financial volume.

There are about 2,850 packaging industries in the country that employs between 80,000 to 100,000 people and register a turnover of \$ 6 billion based on 2007 scale. Exports in packaging industry are \$ 1,958,000.000 or € 1,428,000,000 in 2007 (to approximately 140 countries). Imports in packaging industry are \$ 516,000,000 or € 379,000,000 including raw material.

## Latvia

Latvia – officially the Republic of Latvia - is situated in Northern Europe, on the eastern coast of the Baltic Sea. The state is bounded by Estonia to the North, Lithuania to the South; these three countries are Baltic States. Their neighbors are Russia and Belarus to the East. Across the Baltic Sea to the West lies Sweden.



Latvia has a 500 km coastline on the Baltic Sea – along which lie some ice-free seaports: Riga, the capital of the state,

Ventspils and Liepaja. The country has a population of about 2.3 million.

Reforms implemented in Latvia and integration in the EU left a positive impact on economic development of the country after 2004. Latvia has shown the highest economic growth rates in the EU. In 2005 the average annual growth of gross domestic product (GDP) was 10%. Rapid economic growth continued in 2006 and 2007. GDP annual growth rate was 10% to 11 % achieved by the stable dynamics of domestic demand and increase in exports.

Latvian statistics do not account separately for the packaging industry. As a result there are no credible statistics available and the numbers given are rough estimates. Packaging for local transportation and for exports are imported and locally produced. But primary packaging for food products is mostly imported due to the demand for high-quality packaging, required mainly for exports to Western countries. Many producers do not differentiate between production for exports and for local sales, as local markets are quite small. Most of the local food industry, therefore, uses imported packaging.

Significant local production of transport packaging includes the manufacture of corrugated board, shrink-films, wooden boxes and pallets. PP straps are the only significant transport packaging accessory produced locally.

Local production of non-food packaging consists mostly of plastics: plastic shop-bags and bottles for chemical products. The production of metal cans for paint and other chemicals is significant. Other types of packaging are imported. Package design agencies are also quite numerous; but most of them only offer services for primary packaging design.

## Nigeria

The Nigerian Packaging Industry is well diversified and versatile. It is a service industry that derives its existence from the demands of the goods manufacturers. The printing and the conversion sub-sector is the most vibrant and visible and their activities vary from the simplest manual screen printing process to the most sophisticated multi-color gravure presses known to modern civilization.



Most origination works are handled locally. These include artwork preparation, photo illustration, color separations and lately gravure cylinder engraving/etching, which was hitherto done overseas.

Generally, the packaging industry is capable of meeting most of the demands of the Nigerian manufacturers in terms of quality and quantity.

The strength of this industry is: huge market – Nigeria population is over 152m; good expertise in printing and conversion technology; slow but growing economy; liberal government policies to promote/encourage local manufacturing; labour relatively cheap.

Nigeria packaging demand driven mostly by a large domestic market (contribution of non oil sector to GDP / export still modest, yet growing). All materials are represented and well developed - plastics, glass and paper/board.

The weakness is in: heavy dependency on imported raw materials and machinery; poor infrastructural facilities, such as power, road networks, potable water, etc; low capacity utilization, largely a consequence of poor infrastructure and weak technological base.

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## Cover Story

### Istanbul: the capital of culture and.... packaging

*By Liliam Benzi*

For one week (September 13 to 17), Istanbul, in Turkey, was not only the 2010 Capital of Culture in Europe, it was also the capital of packaging in which the representatives of 20 packaging associations all over the world joined to discuss important issues for the sector. With an amazing organization done by ASD – the Turkish Packaging Manufacturers Association, WPO could accomplish its second annual meeting of the year enjoying the atmosphere of pure





history.

Surrounded by the Blue Mosque, Hagia Sophia and the Topkapi Palace, 35 packaging representatives discussed the current activities of the Organization as well as planned some future actions. Among the main decisions taken during the two days meetings we highlight the entrance of three new members: Korea Packaging Center (Kopac) and Österreichisches Forschungsinstitut für Chemie und Technik (ofi), from Austria, accepted as new full members and the Global Packaging Center Holdings Company Ltd (GPCH), from Hong Kong, China, accepted as affiliate member.

With some emotion, the board also appointed four new Honorary Members for their long time contribution, commitment and excellent services rendered to WPO: Alexander Soltan (Poland), Jens-Christian Sorensen (Denmark), Rajiv Dhar (India) and Dharma Ratnayake (Sri Lanka).

Among many things discussed and proposed by the Education Committee, the preparation of the second edition of the Residential Training Program in Packaging Principles, Materials and Systems to be held in India in 2011 was no doubt one of the most important. The idea is that after 2011 other countries apply for hosting this course. This Committee also launched a packaging education endorsement program in pilot scale.

Another responsibility of the Education Committee is the organization of WorldStar Student. CEPI (China National Export Commodities Packaging Research Institute), organized the 2010 competition and will also organize the 2011 event. For 2012 and 2013 this responsibility will be in the hands of IoPP (Institute of Packaging Professionals), USA.

But it is not only doing and planning things. The board and members concluded that it is also important to measure the results. That is why the Marketing & Communication Committee, with the support of IoPP (USA) will conduct research to measure the impact of WPO connections in the world packaging industry. The results should be presented during a press conference to be held in May 2011, with the global packaging media, during Interpack.

Sustainability was present in most of the discussions, but the Sustainability Committee decided to focus part of its efforts in reducing the numbers of criteria for the WorldStar Sustainable Packaging Awards, from 10 to six already in 2011.

The WPO meeting in Istanbul also encompassed the first part of the WorldStar judging process, which this year has been divided in two parts. Entries accepted until August 20th were judged in Istanbul on September 15th; entries that came in September and until October 15th were judged by the same jury in a new innovative online process that took place at the end of October. The WorldStar results were announced in November and the winners will be honoured in a ceremony during Interpack, in Düsseldorf, May 16th, 2011.

In Istanbul the 24 jury members, including an IPPO (International Packaging Press Organization) member, judged 278 packages (47 from India, 37 from Japan, 33 from Turkey, 29 from China, 18 from Mexico, 12 from the USA, 10 from France, 10 from Germany, 9 from Hungary, 9 from Spain, 7 from the Czech Republic, 7 from Switzerland, 6 from Singapore, 5 from Brazil, 5 from Russia, 4 from Ukraine, 4 from Poland, 4 from Israel, 4 from Slovakia, 3 from the UK, 3 from the Netherlands, 2 from Austria, 2 from Norway, 2 from Thailand; Belgium, Colombia, Denmark, Finland, Latvia and Sri Lanka had one entry each.).

Also during the week in Istanbul, WPO members had the opportunity of participating in the 6th International Packaging Congress and visiting the Packaging 2010 – 16th International Packaging Industry Fair, both events organized by ASD – the Turkish Packaging Manufacturers Association. Keith Pearson, President of WPO, opened the Congress with the presentation “Better quality of life through better packaging for more people”, a subject totally aligned to the central theme of the event: “Packaging and food safety”. Keith believes that “in order for the global packaging industry to improve its image and to best serve humanity, there is a need for serious cooperation to take place and for all nations to be involved in knowledge transfer”.

WPO thanks all the efforts of Dogan Erberk and his team from ASD – the Turkish Packaging Manufacturers Association for the perfect work week in Turkey.



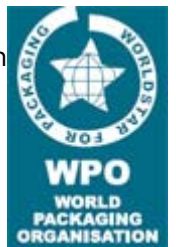
### Be part of the World Packaging community!

Join the World Packaging Organization (WPO) group at LinkedIn – [www.linkedin.com](http://www.linkedin.com) – and follow all the global packaging activities, discussions and proposals.

## WorldStar

### 2010 brings in 135 winners!

The 2010 edition of WorldStar, the most important packaging award in the world, organized by WPO (World Packaging Organization), brought in 278 entries from 30 countries from around the world (47 from India, 37 from Japan, 33 from Turkey, 29 from China, 18 from Mexico, 12 from the USA, 10 from France, 10 from Germany, 9 from Hungary, 9 from Spain, 7 from the Czech Republic, 7 from Switzerland, 6 from Singapore, 5 from Brazil, 5 from Russia, 4 from Ukraine, 4 from Poland, 4 from Israel, 4 from Slovakia, 3 from the UK, 3 from the Netherlands, 2 from Austria, 2 from Norway, 2 from Thailand; Belgium, Colombia, Denmark, Finland, Latvia and Sri Lanka had one entry each.



The projects were judged by 24 jury members (from 20 countries), including an IPPO (International Packaging Press Organization) member, in two stages. Entries accepted until August 20th were judged in Istanbul, on September 15th, during the second WPO annual meeting. Entries that came in September until October 15th were judged by the same jury in a new innovative online process that took place at the end of October. The WorldStar results were announced in November and the winners will be honoured in a ceremony during Interpack, in Düsseldorf, May 16, 2011. 135 WorldStars were awarded and the top three countries taking awards are India with 20 winners, Turkey and Japan with 15 winners each.

The Sustainability Award is proving to be successful as there were over 40 entries for this special category. Until the

closing of this edition, the jury has not yet made their final vote. Nominations for the President's Award are about to be announced. The WPO President will select the three winners from the nominations. The complete list with all WorldStar 2010 winners is posted on the website at [www.worldpackaging.org](http://www.worldpackaging.org) and [www.worldstar.org](http://www.worldstar.org) as will the pack pictures.

For information about the next edition, contact WPO WorldStar assistant Rachel Brooks, [rachel.brooks@worldstar.org](mailto:rachel.brooks@worldstar.org) or WPO General Secretary Carl Olsmats, [carl.olsmats@worldpackaging.org](mailto:carl.olsmats@worldpackaging.org).

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## WorldStar Student 2010

Winners are selected in China!

WPO WorldStar Student 2010 International Packaging Design Competition attracted 178 entries from 12 countries around the world. Out of these, 125 were selected as WorldStar Student 2010 winners by the jury, including 3 WorldStar Student winners, 10 Honorable Mention winners and 112 Certificate of Recognition winners.

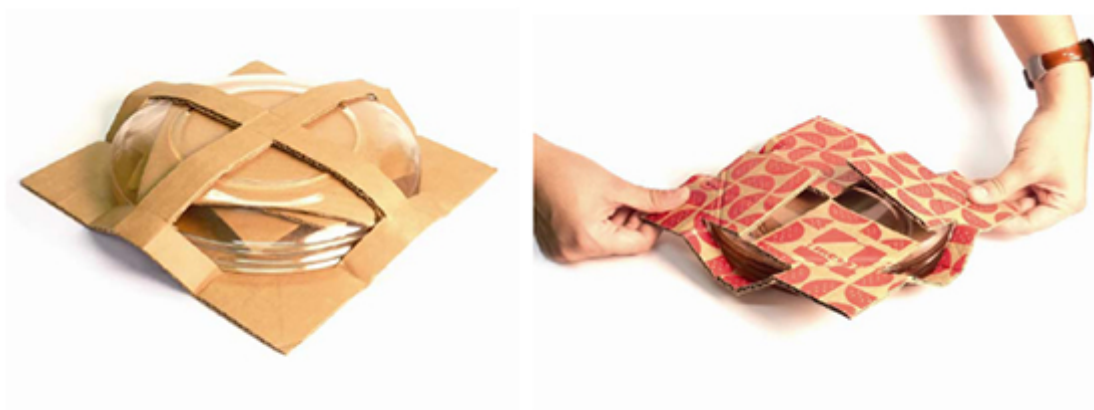
This year's WorldStar Student jury meeting was held on October 20th in Tsinghua University in Beijing, China, hosted by China National Export Commodities Packaging Research Institute (CEPI). The jury consisted of three representatives from WPO, one representative from International Council Societies of Graphic Design (Icograda) and three local representatives from China.

The three winners of WorldStar Student 2010 are:

- Blair Wightman, United Kingdom - Japanese Food to Go



- Bárbara Gomes de Lima Moreira, Brazil - Mesa 4 – Packaging for Dishes



- Liu Yonghan / Li Aili, China - TIMES-Cold Heart Particles



According to Ken Gruhl, a participant of WorldStar Student from Michigan State University Alumni, "entering in the Student WorldStar competition for two years was a highlight of my college learning experience. This competition provided an outlet to combine knowledge from all of my packaging courses, and deliver an end product that I was proud of. The recognition received on a global level has provided a great boost to my resume and portfolio. My participation in the Student WorldStar competition has often come up in job interviews and helps employers understand my thought processes when developing packaging systems. I highly recommend entering this packaging competition for the learning and benefits provided".

The full list of winners is available at <http://www.worldpackaging.org> and also at <http://www.cepi-china.com/worldstarstudent2010.htm>.

The three WorldStar Student 2010 winners will be awarded at the Award Ceremony for the WorldStar Student2010 winners in connection with International Packaging Design Forum in Chengdu, China, in December 2010. For further information, please contact. Zhang Xian, from CEPI, [worldstarstudent@163.com](mailto:worldstarstudent@163.com).

## Pack Expo Report

### An impressive show in North America

*By Thomas Schneider\**

Carl Olsmats, Keith Pearson and Tom Schneider, from WPO board, worked at the Organization's stand during PackExpo International, in Chicago, from October 31 through November 3. WPO is grateful to the Packaging Machinery Manufacturers Institute (PMMI), the show's organizer, for providing the opportunity of participating in such an important packaging exhibition that joined 1,900 exhibitors, spread out over 1 million square feet (93,000 square meters) of space and attended by approximately 50,000 visitors, including packaging professionals from over 100 countries. The show included packaging machinery, materials, services and food processing systems. It also featured education programs produced by Institute of Packaging Professionals (IoPP), member of WPO, in cooperation with PMMI.



Other WPO members were also exhibiting in the show, like IoPP, ABRE (Brazil), Instituto Argentino Del Envase (Argentina), China Packaging Federation, AMEE (Mexico) and International Safe Transit Association (ISTA), a WPO Affiliate Member.

21 Universities from North America had stands as well; all of them offer packaging curricula and, in many cases, full undergraduate and post-graduate programs. They used their complimentary booth space to promote their curricula, provide a meeting place for their alumni and especially use their best efforts to make corporations aware of the high quality of their students and graduates. It is a fact that most graduates with packaging degrees from North American universities find jobs very quickly after graduation.



Along with meeting and talking with influential individuals from all corners of the packaging community, WPO representatives had good discussions with Chuck Yuska, President of PMMI and Pat Farrey, Executive Director of IoPP. In particular, WPO met with leaders from the International Packaging Press Organisation (IPPO), including Bo Walteg, President, Pat Reynolds, Vice President, and Liliam Benzi, Past President and Honorary Member (and our own WPO colleague). <http://www.ippopress.com>. During that meeting, it was agreed that WPO would put all IPPO members on the email list for publicity and the newsletter.

WPO representatives also discussed its plan for activities during Interpack next May in Dusseldorf, including a press conference to bring the international press current with WPO activities. On Tuesday evening, Keith and Tom had the opportunity to attend the ceremony for 4 packaging industry leaders who were inducted into the Packaging Hall of Fame, including IoPP's former Executive Director, Ed Landon. The Packaging Hall of Fame, founded in 1971, now has over 150 packaging professionals in its exclusive membership. Very few of the members of the Hall of Fame are from countries outside of North America and WPO will do its best going forward to promote the Packaging Hall of Fame as a place where packaging professionals from all over the world could receive consideration. Do you know someone whose life-long career in packaging could qualify them for such a great honor?  
<http://www.pmmi.org/a/article.asp?id=1765&navitemid=602>.

The next PackExpo show will be in Las Vegas, September 26-28, 2011. PMMI also sponsors PackExpo Mexico, located in Mexico City and scheduled for June 21-24, 2011. <http://www.pmmi.org>.

Our thanks to WPO representatives who gave their time to participate in this important trade show.

*\*Tom Schneider is Vice President of WPO and member of IoPP [tom.s@issi-texas.com](mailto:tom.s@issi-texas.com)*

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## Education

### Success of packaging education program in India

The Residential Training Program on Packaging Principles, Materials & Systems, organized by the Indian Institute of Packaging and sponsored by WPO from June 8th to 19th was a huge success. The program was aimed at meeting the following objectives: deliberate new trends in packaging materials, techniques and technologies; get acquainted with new trends along with specific sectors (food, pharmaceuticals, consumer products, industrial products, etc.); to have an exposure towards product differentiation with packaging and marketing trends; create a country platform to disseminate information on the latest packaging advances.



There were 14 participants from eight countries (Ghana, India, Latvia, Croatia, Nigeria, Sri Lanka, South Africa and Turkey) and it lasted two weeks in Mumbai. The participants had varied background; they were academics packaging material converters, packaging users and members of Packaging Associations. The content of the Program included: basics of packaging principles and concepts; packaging materials; packaging of food products; packaging of pharmaceutical products; packaging of cosmetic products; packaging systems; significance of quality control & testing; printing processes and printing inks; packaging & environment – recycling; packaging machinery; packaging line operations.

There were also industrial visits to Cadbury India; Fibre Foils (composite container); Rexam HTW Beverage Can; Jayna Packaging (converter of corrugated fiber board) and Sanjeev Flexipack (flexible packaging and printing unit). The program also contemplated lab tests and classes and on-line training. After all the classes, groups of students had to create packaging projects in a simulated competition.

The evaluation of the Program by the participants was very positive. In terms of overall arrangements, 70% considered them excellent and 20% very good. In relation to the knowledge, 55% considered it excellent and 25% very good. Below, some comments made by the participants:

- "The course was highly successful and the main strength was that it was focused and goal oriented."
- "The program was excellent and in my 25 years of experience it is the best I have attended."
- "It was an excellent platform to clear all doubts and gain knowledge on the latest trends and technologies in packaging."
- "The hospitality offered was excellent."



- “The technical write ups provided are very informative and will be useful guide in future.”
- “Such programs should be an annual feature.”

WPO has already approved a second edition of the Program for 2011 also to be held in India. More information with WPO General Secretary Carl Olsmats [carl.olsmats@innventia.com](mailto:carl.olsmats@innventia.com).



N.C.Saha, Director IIP, welcomes Keith Pearson, President of WPO



Visit to Jayana Packaging Pvt



Award Winning Package



Visiting the labs



Making the evaluation tests



In the classroom

## Special Article

### Packaging: a key to more food and economic development

*By Kenneth S. Marsh\**

All member nations of the United Nation have pledged to reduce world hunger by 50% by the year 2015 as part of the Millennium Development Goals (MDG). Most efforts to reduce hunger center on agricultural production – producing more food. This is very important but does not take into account the 20% to 60% of annual world-wide food production that is lost between harvest and end-user in the food chain. These post-harvest food losses are enormous and present an opportunity and need for improved packaging.

Food is lost to over-ripening, poor storage at farm and distribution levels, transport from farm to market, crushing, bruising, oxidation, water transfer, and attack by rodents, birds, insects and microorganisms. Cultural factors and legal requirements also play a major role in post-harvest food losses. Perfectly good food is thrown out everyday because of legal requirements in public food services.

Food losses occur in every country. Sophisticated multinational companies may claim to have no losses. In fact, they have significant losses that are not even acknowledged on their accounting books. For example, a standard shrinkage allowance in shipping enables companies to price goods to compensate for anticipated losses. Losses not exceeding a 1/4 to 1/2% shrinkage allowance per transfer, are considered zero loss. This may seem inconsequential but it does add up. With an allowance of 1/2% per transfer, for example, 8 transfers made for one shipment allows for 4% loss without any acknowledgement. On 1 million bushels of corn, this amounts to 40,000 bushels that “evaporate” from accounting records. On corn that currently costs about \$5.00/BU in USA, this amounts to \$200,000 of lost revenue. No one knows how much grain was actually lost. On official accounting records, the loss was zero.

The Institute of Packaging Professionals (IoPP), a WPO member, organized the International Symposium on Packaging, Economic Development and the Environment in 1992. Representatives of the World Packaging Organisation (WPO) and numerous packaging institutes discussed issues about packaging related to the symposium title. After many delegates from the developed world expressed problems with packaging disposal, the representative from Vietnam suggested that the developed world could send their unwanted packaging to Vietnam to reduce their tremendous food waste resulting from unavailability of packaging materials. This incident reminded packaging experts from the developed world that they also often underestimate the value of packaging. Since that meeting Vietnam has developed a substantial packaging industry and major programs to address post-harvest losses. But that bold statement in 1992 has influenced packaging policy to this day and Vietnam is now a source of post-harvest technology.

In general, packaging materials and machinery are available in both developed and developing countries. However, developing countries tend to experience higher levels of post-harvest food losses and they tend to underestimate the potential of packaging to reduce these losses. A study conducted in Sri Lanka, for example, demonstrated that collapsible plastic crates could reduce crushing/bruising damage of fresh produce by 20%, yet produce is often transported in jute bags because they are much cheaper. Packaging is viewed as an expense rather than an opportunity.

Packaging also offers opportunities for promoting international trade. It is the packaging “presentation” that sells a product for the first time. Very high quality products that are well known in their country of origin often fail on export because packaging was chosen for minimal cost to protect the product, but lacked adequate presentation value to a new market that was unfamiliar with the product. Such scenarios are evident in both developed and developing countries.

Food products recovered from improved packaging can be used to reduce hunger and also used as inputs for value-added products. An official with the UN Food and Agricultural Organization (FAO) developed a program of economic development through village level food processing. The concept was to produce value-added packaged food products from recovered food with limited shelf life. Ripe bananas, for example, last days, but packaged fried banana chips last for months and command higher prices. The village food processing program has already led to economic development in 4 countries in SE Asia - yielding more food as well as enhanced economic security that helps purchase more food. None of this would be possible without packaging.

The packaging community recognizes concerns mentioned above, and it is now timely to bring this message to the global community. WPO has published numerous articles on the role of packaging to reduce hunger. The Global Food Security program of the Woodstock Institute for Science in Service to Humanity is emphasizing the role of packaging in reducing food waste, and working to bring international cooperation and exchange of post harvest technologies, with an emphasis on packaging and processing. A global network of food and packaging scientists have pledged to assist technology transfer, encouraged by food and packaging organizations that have endorsed this program - including WPO, IoPP, Asian Packaging Federation, International Division of the Institute of Food Technologists and numerous country institutes. This article is written following PackExpo 2010 at which numerous packaging companies also expressed interest in the program.

Packaging has always been used to protect food and cut post-harvest food losses. It is now time for packaging and post-harvest technologies to be recognized as joint contributors to reducing hunger - equal to the more traditional efforts to boost agricultural production. Production is absolutely necessary, but not effective if food cannot be delivered after it has been produced.

*\*Kenneth S. Marsh is Ph.D. and CPP [ken@drkenmarsh.com](mailto:ken@drkenmarsh.com)*

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## New Members

WPO welcomes its new members and gives a brief overview of their activities.

### Austria

The Austrian Research Institute for Chemistry and Technology (ofi), a new full member of WPO, is a research and service providing body focusing on polymer technology, life science, construction and environmental technology. It offers the following products and services to its members:

- consulting on packaging for foodstuffs and non-food articles;
- contract research and development of innovative packaging solutions for specific purposes;
- individual client and industry projects in the R&D sector;
- establishing customized quality assurance systems;
- drawing up practical specifications;
- expert opinions and damage appraisal for packaging materials and packaging;
- packaging tests;
- assessment of plastics utensils regarding compliance with food legislation;
- audits according to IFS, BRC, BRC/IoP, FEFCO GMP;
- events and training courses.

More information visit [www.ofi.at.or](http://www.ofi.at.or) or send an e-mail to Johannes Bergmair [johannes.bergmair@ofi.at](mailto:johannes.bergmair@ofi.at).

### China

The Global Packaging Center (GPCH) is a packaging industrial center located in Hong Kong that has close co-operations with people in packaging industry all over the world. Its objective is to provide the packaging industry with a new platform to promote the import and export trade of China's packaging products, the integration of packaging intelligence, resources and training system for innovative specialists.



With this in mind, the idea is to speed up the innovation of the China's industrial policy and infrastructure; benefit the integration of China's and the world's various packaging developmental resources; spurs on the advancement of the overall technology and innovation ability of the world's packaging industry; and advance a long-term stable, fast and sustainable development for China and even the world's packaging industry.

Yu Jianhu is the Chairman and President of GPCH. More information visit [www.gpcnet.hk](http://www.gpcnet.hk) or send an e-mail to [sbz@gpcnet.hk](mailto:sbz@gpcnet.hk).

### Korea

The Korea Packaging Center (Kopack) is a new full member and its main activities are: R&D projects (packaging technology support and development); packaging infrastructure establishment; packaging education; packaging industry promotion; policy research; and international cooperation with important entities around the world like WPO. It also has laboratory facilities for packaging engineering design and tests and analysis with updated equipment. More information visit [www.kopack.re.kr](http://www.kopack.re.kr) or send an e-mail to [kopack@kitech.re.kr](mailto:kopack@kitech.re.kr).



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