

April 2022 – 049



# WPONEWS

The packaging community around the world



Better quality of life, through better packaging, for more people

## President's Word

### Embark on a new normal!

**Pierre Pienaar\***

I am glad to be welcoming you to this the first edition of WPO News for 2022. We are into our third year of the Corona Virus and what a tumultuous past few years it has been. Our temporary home offices are now permanent home offices, and we have become good at home schooling. We have embarked on a new normal.

I have enjoyed the casualness of dressing only from the waist up. I do however miss the handshake and hugs. In the face of all adversity and adapting to this new way of life, people tapped into their creative minds.

In the packaging industry it was no different. Manufacturers have proven again that when faced with challenges, ingenuity can yield innovative results. The e-commerce packaging market continues to grow at an alarming rate, thanks to the boost these past few years. We cannot be devoid of packaging, we cannot escape; it is all around us, so let us embrace it!

We have a responsibility and a challenge to ensure packaging gets better and better in all respects. The WPO continues to form relationships with other related industries in the pursuance of better packaging outcomes, hold webinars congresses and conferences, some physical and some virtual and some in a hybrid format.

Statistics from the Smithers Pira indicate demand for the world packaging industry will reach \$1.05 trillion by 2024. Consumer trends and industry trends for packaging drive this gigantic growth rate. To understand this phenomenon and appreciate where it is heading, it's necessary to examine the top packaging industry trends for 2022.

Packaging is an all-encompassing industry term for the technology and design work going into protecting or enclosing every sort of product destined for storage, shipping, and sale. Packaging also takes in the product manufacturer's marketing efforts.

Every industry has megatrends. That means overall changes in the marketplace that affect manufacturers' product placement and presentation. At the forefront of today's market change from brick-and-mortar stores to e-commerce is a definite swing in how every type of product is getting packaged, labelled, and offered for sale. According to York Saw & Knife



here are the top packaging trends for 2022.

**Digital printing**, 2022 is in the early stages of a decade dominated by the digital world. Digital printing utilizes computer generation as the principal mechanism behind designing physical product packaging and creating the images or graphics governing their appearance. It's fair to say digital printing influences every part of today's packaging and shows no signs of stopping.

**Personalised packaging**, this trend has been building for a few years, and it has a major industry impact in 2022. Many of the top product brands have explored personalised packaging and found a significant return on this innovative marketing investment.

**Clean and transparent labelling**, this trend is all about trust and honesty. In today's world, where consumers have so much access to information, they can better educate themselves about product choices. At the top of smart consumers' interest list are 'what their product choices contain' and 'the packaging methods they use'.

**Individual store brands and private labels**, this is an interesting trend for the packaging industry. This move finds many stores offering product lines with a specific brand name unique to that store. It creates in-house brand awareness and local customer loyalty, as opposed to generic brands offered by every competitor. This trend also helps stores compete in the retail landscape, where consumers have a plethora of ways to buy the same products.

**Playful colours and designs**, the move toward bold designs and effects on packaging has been expanding for some time. In 2022, this trend remains strong. Many companies recognise how well strong colours, designs and dramatic effects stand out. They also see how well this trend results in increased sales volume.

There is no doubt about how well humans respond to packaging with unique designs and colours. Information from the Pantone Colour Institute states people experience 80% of their awareness from sight. Strong colours like neon green and bright yellow quickly attract a person's attention. So do effects like shining metallic sheens and reflective surfaces.

**Flexible packaging** is a trend that continues to gain great popularity and there's a good reason for it. Technological advancement in flexible packaging materials makes them suitable to far more consumer products today that were once restricted to rigid and hard materials. Flexible packaging takes in all non-rigid materials. The most popular flexible packages are wraps, bags, pouches and envelopes.

**Recycled packaging** trend has never been so popular. The movement started a generation ago with the 3-R principle: reduce, reuse, and recycle. Today, the 3-R model creates a circular economy where it's a mainstay for how proper product packaging performs.

Recycled packaging is part of the worldwide sustainability movement. For years, most of the packaging waste found its way to landfills. Worse yet is the mass of non-perishable plastics currently floating in the oceans. That pollution cannot be ignored and many consumers want to do what they can to prevent it. They're choosing recyclable product packaging instead.

**Vintage packaging** pays homage to the phrase, "What's old is new again." Whether young or old, nostalgia has a significant effect on people. Many companies are channelling the vintage packaging trend in 2022 to promote products that reflect the values of years ago.

**Minimalist product packaging**, "less is more" is an adage that is true for many types of packaging. It is certainly true in 2022 packaging industry trends. Minimalist product packaging is popular for conscientious consumers who prefer products that do not have extraneous wrapping and protection. This trend is especially strong in the modern food packaging industry. Minimalist packaging works well because it is simple. Consumers appreciate simplicity and economy, which is one reason brown paper wrappings are so popular. It is a pushback to unnecessary excessiveness.

**E-commerce packaging** will only grow as consumers increase online buying. Smithers Pira estimates the current e-commerce market, which is valued at \$35 billion will grow to \$55 billion by 2022.

**Sustainable packaging**, the green movement has the momentum to carry itself through 2022 and beyond. Every company that deals with packaged goods should consider joining the green wave. It is all about responsibility through sustainable goods and environmentally friendly products. The green scene also involves smaller packaging.

On behalf of all at the WPO, I wish you, good health and safety. Take care and best wishes.

**\*Pierre Pienaar is President of WPO**

## From the Editor

# Why the retail movements are so important to the packaging industry?

By Liliam Benzi\*



It is well known that a better understanding of the future in the packaging industry can be facilitated by the understanding and tracing of the retail actions and plans. It has been a while retailers are pushing the boundaries of innovation. Stores are the first touchpoint of packaging with consumers and today they do not only sell products; they also immerse customers in a brand story. And new technologies – and new packages – can turn once-unattainable concepts into reality.

A recent study from Euromonitor International states that "several competing forces dictate where retailers invest and how the industry ultimately develops in the future. For example, delivery and logistics have become competitive advantages. Consumers have long said their motivation for shopping online is to save time and money. But this convenience comes with operational and environmental costs, leading consumers to rethink purchase decisions and retailers to adjust their priorities. At times, the biggest retail trends seem to be at odds. The challenge is that this ever-evolving landscape makes it harder to innovate fast enough."

Considering this new reality, Euromonitor listed 10 competing forces that are reshaping the retail:

1. Accessibility vs. Exclusivity
2. Choice vs. Curation
3. Consumers vs. Companies
4. Consumption vs. Minimalism
5. Efficiency vs. Effectiveness
6. Human vs. Bot
7. Personalisation vs. Privacy
8. Physical vs. Virtual
9. Retailers vs. Brands
10. Value vs. Values

No doubt that at the forefront of these new realities, there is the battle between physical and virtual, unfolding from fast-tracked digitalisation. And also as a result of these competing forces listed above, Euromonitor defined three themes that should have the most influence near term. And I would dare to say: they will also influence packaging industry! These novel retail concepts seen across the globe, can be summarized in:

**RETHINKING THE STORE** Creative brick-and-mortar concepts, including but not limited to store formats, displays, unattended commerce, collection services, checkout processes and new in-store services.

**DIGITAL SHOPPING AND ENGAGEMENT** Innovative online shopping concepts, including but not limited to improved digital shopping experiences, new apps or digital loyalty programmes, livestream shopping, last mile delivery and integration of new technologies like AR (augmented reality) and/or VR (virtual reality).

**SOCIAL AND ENVIRONMENTAL RESPONSIBILITY** Retail concepts with a core social and/or environmental purpose, including but not limited to recycling and reselling, reducing use of plastic or other waste, transparency in the supply chain, services for underserved demographics and promotion of minority-owned businesses.

But if the packaging industry had to choose one of these three, I would recommend 'digital shopping and engagement' that reflects the reality of online customers raising their expectations of the shopping journey. And a very important piece in this journey, that can make all the difference in the consumers' experience, is packaging.


Social and environmental concerns, guiding purchase decisions and loyalty, are also key because packaging can materialize part of it, specially through a circular model, based on recycling.


So, what is next to retail and to packaging? According to Euromonitor experts, technology will continue to break down barriers and digital touchpoints became a necessity to reach and engage shoppers. For sure e-commerce will continue challenging the store's role. In resume: all these shifts must be reflected in the strategic priorities of retailers and will certainly, in some point, influence the packaging industry strategies.



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## Message from General Secretary

**What are we missing most? Yes! Meeting REAL people on a REAL event! We go for that. Be prepared and make your registration!**

Our WPO Meetings in May 2022 will be held as a NORMAL meeting. We plan that most attendees will join the meeting in person at IPACK IMA fairground in Milan (Italy). According to registration, we will set up hybrid participation via zoom, if necessary.

The WPO program will start on Tuesday, 3rd May, with the Executive Meeting (restricted to the executive members of WPO only). On Wednesday, 4th May you are invited to take part in our parallel Working Group Meetings. At the evening of this day, we finally will have a big WorldStar Ceremony

again! Our crowning finale on Thursday, 5th May, will be the WPO Board Meeting. You are invited to use Friday 6th May for visiting IPACK IMA trade show.



Beside these intense meetings, we are planning some social events, too. On Tuesday, 3rd May, there will be a cocktail party at the new location of our Italian member Istituto Italiano Imballaggio. Additionally we will have an evening program after the Board meeting on Thursday, 5th May. The format depends a bit on covid situation – we will announce accordingly, where to meet.

## Preparation to the meeting

As we plan personal meetings, we will have more time for presentations, like before Covid. Nevertheless, be sure to prepare well for the meetings. One week before the meeting, you will receive an email with a shared folder where you find all presentations and documents. Please schedule enough time to go through this information prior to the meetings.

Additionally, you will have the possibility to write proposals to the WPO Board prior to the meeting. If you have any points for the agenda of the WPO Board Meeting, please let us know until 2022-04-18 latest.

## Visiting IPACK IMA

With more than 1.500 exhibitors in 2018 edition, IPACK-IMA represents the excellence of processing & packaging at an international level. An international system exhibition, showcasing each step of the production chain: from processing to packaging, from materials to labeling to end of line. Further info about IPACK IMA visit: <https://www.ipackima.com>

We agreed with IPACK IMA, that all guests of the WorldStar Ceremony (4th May) will receive a 2-days entry ticket to visit the trade show and discover all the exhibitors. The organizers will send an email to all guests as soon as they are registered.

For all member and partner not joining the WorldStar Ceremony: visit <https://ticketonline.fieramilano.it/ipackima/2022/op/index.jsp?type=inv&lang=en> and get your free ticket with the code 6003274177. Each ticket will be issued to a single email (1 email address = 1 ticket) and no duplicate email is admitted by the site. The code is only available online and will last till May 6th. Please respect that this code can only be used by WPO member.

Finally, some internal things: at the moment we are working on a restructuring of our WPO Secretariat. Ulla is still in the team, but will work more in the back office. So, you won't see or read her directly that much anymore. But we have two new staff members available! Fiona Kogler will take over responsibility over WPO finance and bookkeeping. You can reach her via [finance@worldpackaging.org](mailto:finance@worldpackaging.org) for such issues. Leelavathy Baskar (short: Leela) is helping me with all other administrative work for WPO. She takes care of the [info@worldpackaging.org](mailto:info@worldpackaging.org) address. It is most likely, that she will be your first point of contact.

You want to know how the look like? Come to Milan and meet them!!!

### Leela Baskar

WPO Secretariat

[info@worldpackaging.org](mailto:info@worldpackaging.org)

### Johannes Bergmair

WPO General Secretary

[j.bergmair@worldpackaging.org](mailto:j.bergmair@worldpackaging.org)

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## Around the World

### IOPPK has a new Board of Directors

WPO member, Institute of Packaging Professionals Kenya ([www.ioppk.com](http://www.ioppk.com)) announced its new Board formed by packaging professionals with wide experience and that intend to move the Institute to the next level. The goals are to strengthen IOPPK membership, management/governance, training programs, visibility, communication, and strategic engagements with government and business associations. An strategic plan is being prepared and will soon be presented as well.

Members of the new Board are: Dishon Mutei Terrah, Zippy Shiyoya, Robert Muchiri, Enock Okoth and Moses Mbatha. Joseph Nyongesa stays as General Secretary. For more information, contact him by e-mail [jnyongesa@ioppk.com](mailto:jnyongesa@ioppk.com).

## Crescent and Stars for Packaging Competition from Turkey





WPO member in Turkey, ASD Turkish Packaging Manufacturers Association ([www.ambalaj.org.tr](http://www.ambalaj.org.tr)), announced that applications for the 'Crescent and Stars for Packaging Competition' are open until June 3, 2022.

The competition, that recognizes unique packaging designs, different and innovative packaging applications that made their mark in the industry worldwide, also accepts applications from abroad. Packaging manufacturers and suppliers, packaging designers and brand owners can participate in the various categories.

The winners of Crescents and Stars for Packaging Competition can be Gold, Silver, Bronze and Competency Awards. Among the products eligible for the 'Gold Award', a maximum of three 'Gold Packaging Awards' are awarded in cooperation with the Turkish Standards Institution (TSE).

All winners are eligible to WorldStar, the global packaging competition organized by WPO, and to AsiaStar Competitions, organized by Asian Packaging Federation (APF), another WPO member.

Winners of Crescents and Stars for Packaging 2022 will be announced during a Gala Night in Istanbul (Turkey) on October 7, 2022. For more information about the competition, please visit the webpage [www.ambalajyarismasi.com](http://www.ambalajyarismasi.com).

## AmeriStar launches a new category: Design Excellence

The traditional AmeriStar packaging competition, organized by WPO member in US, IoPP (Institute of Packaging Professional – [www.iopp.org](http://www.iopp.org)) announced a new category for the 2022 edition: Design Excellence. This category

submissions include any package demonstrating innovation, a design structure integrated to coordinate the product's value, or one that reflects essential new marketing strategies.



Entries are open until April 2022; judging process will be during May-June 2022 and the award announcement is scheduled to August 2022. Winners are eligible to WorldStar, the global packaging competition organized by WPO. For more information visit [www.iopp.org](http://www.iopp.org).

## Nigeria packaging graduates 40 students and unveils NaijaStar Awards



From left to right: Basil Agboarumi, MD/CEO, SAHCO Plc; Tunde Obokhai, MD/CEO, DCS Integrated Media Limited; Dariah Pfaff, Project Manager, Fairtrade, Organiser of Agrofood and Plastprintpack Nigeria; Ahmed Alex Omah, President, African Packaging Organisation during the first graduation ceremony of Nigeria Packaging Academy.

In recognition of excellence in the Nigerian packaging industry, WPO local member, the Institute of Packaging Professionals Nigeria (IOPPN – [www.iopnigeria.org](http://www.iopnigeria.org)), Nigeria Packaging

(NP), and Nigeria Packaging Academy (NPA) licenced by the Institute of Packaging South Africa (IPSA – [www.ipsa.org.za](http://www.ipsa.org.za)), also a WPO member, for a one-year Diploma in Packaging Technology course collaborated to host the Nigeria Packaging inaugural Graduation ceremony and unveiling of NaijaStar Awards for Packaging Excellence on March, in Lagos.

During the event, the IOPPN, NP, NPA honoured 40 Students who have concluded their Diplomas and Certificates courses with prize presentations at the venue. While the awards ceremony is designed to celebrate excellence in the Packaging sector in Nigeria. The awards initiative is also aimed at recognising organisations and personalities who have contributed positively to the transformation of the Packaging sector, through safe, sustainable, quality, innovative products, and services.

The NaijaStar awards categories include Food, Beverages, Personal Care and Household, Cosmetics and Beauty, E-commerce, Pharmaceutical and Medical, Industrial and Transport Packaging, Point of Sale Packaging, Point of Sale Packaging, Luxury Packaging, Fresh Fruits & Vegetables. Others are special recognition of the Lifetime Achievement Award.

The selection of winners will be done by a panel of distinguished individuals and professionals drawn from different renowned organisations within the packaging sector. The panel of judges include branding connoisseurs, agro-food and consumer product experts, and representatives from international organisations who will examine each submission with regards to seven key elements which will be used as the standards in selecting the winners. Winners are eligible to WorldStar, the global packaging competition organized by WPO.

## Packaging activities in Indonesia

WPO member, Indonesian Packaging Federation (IPF – [www.packindo.org](http://www.packindo.org)) has already organized two webinars and one masterclass training online on Packaging Technology. The webinar 'A sustainable future for packaging' discussed about sustainability as a matter of the way packaging usage is managed, from design until the post used packaging reprocessed. Mono-material is highly recommended as recyclable material for packaging, whether for metal, glass, plastic, or paper packaging. Keynote speaker was Nerida Kelton, WPO VP Sustainability and Save Food, and closing remark was made by Henky Wibawa, WPO VP Education. If you want to watch it access the YouTube link <https://www.youtube.com/watch?v=iUc7vLq1Or4>.

The second webinar 'End to end supply chain solutions for food cold chain' had as a keynote speaker Adhi Lukman, chairman of the Indonesian Food & Beverage Association. Logistics is an strategic issue to Indonesia, an archipelago country with 17,504 islands, where distribution of products is costly, specially for temperature sensitive products. IPF tries to encourage food and pharmaceutical industries to use advanced packaging technology in order to improve efficiency in logistic and better approach for across the nation market. To watch this webinar, access the YouTube link <https://www.youtube.com/watch?v=xLi3o0A3dY8>.

By the end of March, IPF also held an online training on Packaging Technology masterclass stage 01, out of 04 planned masterclass training for 2022. This event is routinely conducted by IPF to continuously improve the skills of their member.

For more information contact Ariana Susanti, Business Development Director of IPF by e-mail [ariana@packindo.org](mailto:ariana@packindo.org).

## Hispack 2022 invites brands and industries to know innovative packaging solutions

From May 24-27, Hispack will be back to the Gran Via pavillions, organized by Fira de Barcelona with the participation of WPO local member, Graphispack ([www.graphispack.org](http://www.graphispack.org)).

The show will bring together more than 600 direct exhibitors and 1,100 brands to showcase concrete results and new applications in sustainability, digitalisation and the user experience with packaging.

According to organizers, Hispack is already considered one of the top 03 European packaging trade fairs and an important gateway to the Iberian market, as well as a commercial bridge to Mediterranean and Latin American countries.

After Spain, the country that contributes with more exhibitors is Turkey, followed by Italy, Germany, France, the Netherlands and Portugal. One fifth of the direct exhibitors at Hispack 2022 is international, from up to 18 countries. In terms of visitors, 10% of attendees are

# Hispack

expected to come from abroad.

For more information access [www.firabarcelona.com](http://www.firabarcelona.com).

## Club Packagers of Ukraine announces activities

WPO member in Ukraine, Club Packagers of Ukraine celebrates 25 years of activities in 2022. During these years, the organization published packaging magazine and books, held conferences and competitions, participated and won WorldStar Awards, identified the best student research papers, and collaborated with WPO, EPIC and national packaging associations in many countries.



Besides the situation in Ukraine, Veronika Khalaydzhi, President of the Club Packagers, confirms the entity continues to work, keeping in touch with WPO, EPIC, packaging associations and companies from many countries in a way to help Ukrainian packaging companies. Some of the current actions are the preparation of the next issue of the magazine 'Packaging'; taking part in meetings in the Polish Packaging association; and planning to complete the competition 'Ukrainian Packaging Star'.

There are also some discussions about the creation of an international fund 'Restoration of the Packaging Industry of Ukraine' to help local packaging companies. For more information, contact Veronika Khalaydzhi, President of the Club Packagers of Ukraine, by e-mail [club-pack@ukr.net](mailto:club-pack@ukr.net).

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## From the Board

### WPO announces a collaboration with the Sustainable Medicines Partnership (SMP)

As part of its strategy to continually raise the profile of the important role that sustainable packaging plays in many industries, WPO announced, during a webinar, the support to the recently created SMP ([Sustainable Medicines Partnership](http://SustainableMedicinesPartnership.com)).

The SMP is a not-for-profit private-public collaboration executing projects to make the use of medicines more sustainable and less wasteful, and is the flagship Programme of [YewMaker](http://YewMaker.com) ([www.yewmaker.com](http://www.yewmaker.com)).



The webinar 'Awarding Sustainable Pharmaceutical Packaging' included speakers from the global packaging industry. Representing the WPO WorldStar Awards, Coordinator Soha Atallah offered a look at the WorldStar Awards Program, and Pierre Pienaar, WPO President, chaired the event. WPO Global Ambassador, Chakravarthi AVPS spoke on 'Sustainable and patient centric packaging', Dr Joerg Adrian from Constantia Flexibles spoke on 'Sustainable



solutions for primary pharmaceutical packaging - possibilities and limitations’, and Dr Carol Kilcullen-Lawrence from UPM Raflatac spoke on ‘Elevating the Sustainability of Pharmaceutical Labeling’.

During the webinar, the new SMP Packaging Awards were announced, a global awards program in two categories: ‘Sustainable Design in Medicines Packaging’ and ‘Circular Innovation in Medicines Packaging’. These awards will recognise packaging innovations that deliver superior function and sustainability and are good for people, planet and business. The awards will feed into and are endorsed by the WorldStar Packaging Awards, the global packaging competition organised by WPO.

## WPO welcomes CAFRE as Affiliate Member



WPO new Affiliate Member, CAFRE (College of Agriculture, Food and Rural Enterprise [www.cafre.ac.uk](http://www.cafre.ac.uk)), from UK, is well known as a provider of technical skills training, advisory support and education programmes to businesses and individuals in the land-based sectors in Northern Ireland. As the agri-food sector in the region continues to expand and extend its reach globally, CAFRE has recognised the demand for sustainable packaging materials and the need to ensure that local businesses have access to specialist services and expertise to help them maintain their competitive edge in an international marketplace. The natural answer to this demand, was to apply to become a WPO member.

The photo represents the moment the Head of the Civil Service, Jayne Brady, presented CAFRE’s WPO membership certificate to Alexandra Henry, Scientific Officer at the Packaging Technology Centre. According to Martin McKendry, CAFRE Director, “Membership of the WPO is quite exclusive and subject to an international member vote. We are only the second organisation in the UK to achieve this status; the first is IoM3”.

## WPO Board Meeting in Milan

Time	Issue	Participants	Location / Info
Tue 2022-05-03			
09:30 - 17:00 CEST	Executive Meeting	Restricted to WPO Executive	IPACK IMA fair ground
Tue 2022-05-03			
Evening CEST	Cocktail Party at Istituto Italiano Imballaggio	All Member & Partner	City of Milan
Wed 2022-05-04			

09:30 – 12:30 CEST	Parallel Working Groups Sustainability, Education, Marketing	All Member & Partner	IPACK IMA fair ground
<b>Wed 2022-05-04</b>			
18:30 CEST	WorldStar Ceremony	Special registration	Event hall Fiera Milano
<b>Thu 2022-05-05</b>			
09:30 – 16:30 CEST	107. WPO Board Meeting	All Member	IPACK IMA fair ground
<b>Thu 2022-05-05</b>			
Evening CEST	Social Program	All Member	City of Milan

CEST ... Central European Summer Time (Stockholm, Berlin, Prague, Vienna, Budapest, Milan)

The first WPO Meetings of 2022 are programed to May 03-05, in Milan (Italy), in the fairgrounds of IPACK IMA 2022 ([www.ipackima.com](http://www.ipackima.com)). According to the registration, there is a chance of having an hybrid model, with participation via Zoom.

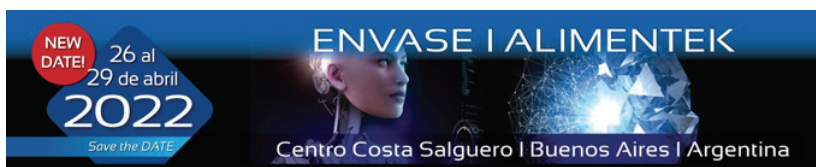
WPO program starts Tuesday, 3rd May, with the Executive Meeting (restricted to the Executive Members). On Wednesday, 4th May, WPO members are invited to take part in the parallel Working Group Meetings; the evening will be dedicated to WorldStar Ceremony. On Thursday, 5th May, it will be WPO Board Meeting.

One week before the meeting, members will receive an email with a shared folder where they will find all presentations and documents. Members are also welcome to send proposals to be discussed during WPO Board Meeting until April 18.

Any doubt, please contact General Secretary, Johannes Bergmair, by e-mail [j.bergmair@worldpackaging.org](mailto:j.bergmair@worldpackaging.org) or the Secretariat team by e-mail [info@worldpackaging.org](mailto:info@worldpackaging.org).

## WPO at Envase/Alimentek 2022

WPO is having an institutional booth at Envase 2022 ([www.envase.org](http://www.envase.org)), organized by WPO local member Instituto Argentino del Envase (IAE – [www.packaging.com.ar](http://www.packaging.com.ar)). The event is considered the most important for the packaging industry in the region, joining companies and professionals from the whole packaging production and value chain.



According to Jorge Acevedo, General Manager of IAE, it is confirmed the presence of more than 300 exhibiting companies; the show program also counts with seminars, special areas and business round tables. WPO will be represented at Envase 2022 by its Senior Vice President, Luciana Pellegrino.

## WorldStar

# WPO confirms the physical ceremony of WorldStar 2022 and announces the finalists for the 'Special Categories'



## WORLDSTAR Award Ceremony 4 MAY 2022 - Fiera Milano



Following the slowdown of COVID-19 pandemic on the global level, WPO confirmed that the upcoming WorldStar Award Ceremony for 2022 will take place, physically, on 4th May, in Milan (Italy), during IPACK-IMA 2022 ([www.ipackima.com](http://www.ipackima.com)), (May 3-6). The program is being coordinated in cooperation with WPO local member, the Italian Institute of Packaging ([www.institutoimballaggio.org](http://www.institutoimballaggio.org)).

"After two years of lockdown and getting used to attend hybrid and virtual events, we are thrilled to be able to finally organize WorldStar Award Ceremony physically and to be able greet and recognize the WorldStar winners on a stage! That's why we really encourage all the winners and the packaging community to attend this prestigious award ceremony and to celebrate packaging excellence from around the globe", celebrates Soha Atallah, WorldStar Coordinator and WPO VP of Events.

Recently, WPO also announced the finalists of WorldStar Special Categories - President's Award, Sustainability, Marketing and Packaging that Saves Food. Winners will be announced during the WorldStar Ceremony, in addition to the winners of the Lifetime Packaging Achievement Award and the WorldStar Student Awards.

The finalists for the Special Awards are:

### Marketing

- CoolCAN – web2print solution for personalised can printing, (Cologna press - Czech Republic )
- Asahi Suoer Dry Nama Jokki Can, (Asahi Breweries - Japan)
- Greyder V (Tasarist - Turkey)

### Packaging that Saves Food

- hvb HiPack (hvb Innova AG - Switzerland)
- June Prime Lamb and Sealed Air for CRYOVAC brand Total Bone Guard (Sealed Air - Australia and New Zealand)
- IceCoat – Mini Fridfe without Electricity (STREIFFGruppe - Sven Holger Streiff and Maik Bermeitinger - Germany )

### Sustainability

- Flexible and sustainable packaging concept for fruit and vegetables (Bama Packaging - Norway)
- PaPacks Refill Caps (PaPacks Sales - Germany )
- rPET school milk cup (Pet-Man, Starlinger viscotec, Greiner Packaging, Schulmilchbauern Oberösterreich - Austria)
- PaPacks Fiber Bottle (PaPacks Sales - Germany)
- Woolworths PaperSeal® Meat Tray, (Woolworths Group - Australia & New Zealand )

Access the complete list of 2022 WorldStar winners: <https://www.worldstar.org/winners/worldstar/2022/>.

Further questions regarding the WorldStar 2023 edition, please contact the Coordinator, Soha Atallah, by e-mail [s.atallah@worldpackaging.org](mailto:s.atallah@worldpackaging.org).

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## Education

### Another succesfull packaging training program



In collaboration with WPO and APO (African Packaging Organisation), the Institute of Packaging Professionals Nigeria ([www.africanpackaging.org](http://www.africanpackaging.org)), organized a six days (5 days classroom + industry visits) packaging training on March 22-26/April 02 at Lagos (Nigeria).

This first episode of the '2022 Packaging Masterclass' was collocated with the 6th edition of PlastPrintPack and covered 'Packaging Principles, Materials and Systems'. The event was hybrid - on line and personal classroom training and visit to factories.

Among trainers, WPO Global Ambassador, Kishan Singh and WPO General Secretary, Johannes Bergmair.

For more information about WPO packaging training programs, contact the VP Education, Henky Wibawa by e-mail [henkywibawa@worldpackaging.org](mailto:henkywibawa@worldpackaging.org).

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## Special Article

### ANZ packaging with post consumer recycle stands out globally

By Nerida Kelton\*

One of the 2025 National Packaging Targets is that all packaging that is made, used and sold in Australia needs to incorporate 50% recycled content. In the latest data report entitled Australian packaging consumption and recycling data 2019–20 it indicates that 39% of the packaging on the market in our region now incorporates Recycled Content.

Whilst it is encouraging to see how many companies across the region have been working hard to meet the 50% Recycled Content target, it is even more pleasing to see that two have been recognised for their efforts by receiving 2022 WorldStar Packaging Awards.

The Collective and Squeezepak squeeze sauce bottle are outstanding technical examples of how to incorporate Post-Consumer Recyclate (PCR) into food and beverage packaging.

Incorporating Post-Consumer Recycled Content is such an important piece of the circular design puzzle as it means brands can reduce the percentage of virgin materials used in their packaging. This in turn will see less burden on natural resources and reductions in packaging going to landfill, land pollution and marine litter. Packaging that is circular by design also reduces carbon emissions and pollutants in the environment.

### The Collective Drinking Yogurt

The Collective is an innovative New Zealand business that creates extraordinary yoghurt with an unbeatable taste. The company wanted to launch the first drinking yoghurt bottle in the region that incorporates 100% PCR base resin rPET in its packaging.

The Collective challenged their packaging partner the Pact Group to maximise the use of recycled content in their packs; all the while achieving the same structural performances of virgin material. To do this, the Pact Group assembled a cross-functional team that included material scientists, technical engineers, industrial designers and packaging specialists to run trials and develop the perfect solution.



By using 100% base resin rPET and light weighting the packaging by 27%, 34.5 tonnes of virgin PET will be saved per annum and The Collective will re-purpose 25.12 tonnes of Post-Consumer Recyclate (PCR) per annum.

A PIQET for The Collective revealed that transitioning from virgin PET to 100% base resin rPET and light weighting by 27% resulted in CO2 Emissions (t) - saving 98.26 tonnes of CO2 emissions per year - the equivalent to planting 148 trees per year. Water Use (Litres) saw savings of 3,364,610 litres of water - the equivalent to 1.35 Olympic size swimming pools and Solid Waste (t) saw savings of 19.97 tonnes of solid waste per year - the equivalent to the weight of 4.5 African elephants.

The result is The Collective's 700ml drinkable yoghurt bottle range, across 5 SKUs, that is now made from 100% PCR base resin rPET. The Collective's probiotic yoghurts are available in five flavours: natural, unsweetened coconut, boysenberry, blueberry and mango turmeric. All are available in supermarkets throughout New Zealand.

## SqueezePak squeezy Sauce Bottle

The SqueezePak squeezy sauce bottle with 100% food grade recycled PE is believed to be a first-of-its-kind in the region and is part of Wellman Packaging's over-arching strategy to becoming 'better than carbon neutral' and convert all feedstocks to 100% recycled or renewable content by 2025.

Whilst designing the new SqueezePak sauce bottle Wellman Packaging addressed other bottle performance improvements, features and processes to deliver multiple technical benefits to the finished packaging design.

The SqueezePak sauce bottle has improved hot filling performance and bottle stability due to a proprietary reinforced convex base design resulting in reduced panelling of side walls due to negative internal pressures after filling.

The design offers a 12% increased top load strength, a 10% larger brimful volume for easier filling - especially when hot filling – and a 7% larger label panel area for improved on-shelf presence.

Due to the advanced design features the SqueezePak squeezy sauce bottle weight can be reduced by 9% or maintained at existing weights for an improved top load performance, depending on customer requirements.

For companies who prefer the coloured bottle, the consumption of pigments (delivered by masterbatch additives), has been reduced by 50% because of the concentration of pigment into the outer layer of the extruded bottle, by application of multi-layer extrusion technology.

The SqueezePak sauce bottle can also be produced in a translucent format with reasonable contact clarity bottle, i.e.: without colourant, to expand the reuse of recovered raw materials.

The AIP encourages companies that are meeting the 50% recycled content targets to communicate this to customers on and off-pack. Marketing departments need to communicate how much material has been reduced through light weighting, how much virgin material has been saved through the new design, what percentage of Post-Consumer





Recycled Content has been incorporated into the pack and whether the PCR is locally sourced. Customers want to see that the packaging they purchase is circular by design and the brands they are loyal to are lowering their environmental impacts wherever possible.

Next time you are wandering down a supermarket aisle have a look for brands that effectively communicate on, and off pack, how much Recycled Content is used and what messaging they offer consumers around the overall sustainability objectives of the business. These are the brands that are working hard to meet the 2025 National Packaging Targets to minimise their environmental footprint across all areas of their business and to make sure that their customers understand the milestones they have reached along the way.

Congratulations to The Collective, Pact Group and Wellman Packaging for being globally recognised for your hard work in meeting the 50% Recycled Content Target. This is a remarkable achievement for the region.

\***Nerida Kelton** is Executive Director of AIP (Australian Institute of Packaging) and Vice President Sustainability & Save Food of WPO.

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## Special Article from Corporate Partner

### The plastic's sustainability saga: two facts, a misconception, and a better solution.

By Bruno Pereira\*



#### Fact #1: Plastics are necessary (and remarkably efficient)

Our global population is approaching 8 billion people. From the environmental perspective, studies (such as ACC's[1]) show that 'force replacing' plastic packaging would lead to an increased global warming potential, increased energy consumption and increased waste generation. From the social perspective, force-replacing plastic would likely affect the most vulnerable, with negative effects on poverty, hunger, health, and well-being.

Giving up on plastics altogether is not realistic and, for the most part, it would be quite undesirable. But some things do need to change, which leads us to Fact #2.

#### Fact #2: Plastics' accumulation in the ocean poses a grave threat to humankind

Plastics are accumulating in the ocean at an alarming rate, interfering with the vital marine ecosystem, which produces over 50% of the world's oxygen (the oxygen in every other breath you take comes from the ocean). The ocean also stores 50x more CO2 than what is found in the atmosphere[2]. Plastic pollution could affect these and other flows, with potentially disastrous effects in the atmosphere.

Given the lack of science on how plastic affects the marine ecosystem, continuing to allow millions of tons of persistent plastic to enter the ocean year over year is a reckless gamble.

We can't live without plastics, but we can't live without the ocean either. The issue of plastic accumulation in the ocean MUST be fixed.

#### A misconception: The 3Rs (which includes circularity) alone won't cut it

Many would like to believe that the issue is really being addressed via continued reduction, reutilization and recycling. It is NOT. That's wishful thinking (at best). These "recycled" ideas have been around for decades and the results are there for everyone to see: we are still leaking over 10 million tons per year of plastic into the ocean[3].

If we continue to merely prioritize circularity, ten years from now we'll be recycling more than ever. But will also likely be continuing to be leaking more persistent plastics to the ocean than ever. Not a good deal for the planet or our posterity.

How would this be possible? Simple: increased recycling frequently sources raw materials from "collected" waste (landfill-bound waste) instead of from the more expensive "uncollected" waste (likely ocean-bound).

Having circularity as the #1 metric does NOT prioritize "less plastic in the ocean". We need a better solution (and metric).

## The better solution: Collect more, biodegrade faster

We should start by implementing goals to COLLECT more plastic. It is well known that most ocean plastics originate in developing countries with poor waste management (WasteAid[4] estimates that 1 in 3 people in the world lack waste management services). It is also well known that developing countries are not likely to address waste management by themselves (they tend to have other priorities). Therefore, international collaboration is URGENTLY needed to QUICKLY address the gaps, prioritizing regions where pollution is the greatest. Every additional kilogram of ocean-bound plastic that is collected is a huge win. And for the folks that would like to see more recycling: let's face it... collected waste is much more likely to be recycled than uncollected waste!

Parallel to improving collection, we should **"upgrade" mainstream plastics for FASTER BIODEGRADATION** (not to be confused with composting, a plastic with a biodegradation profile similar to wood is MUCH preferable over one that biodegrades in centuries). This is important because relevant amounts of PE, PET, PP and PS will always make their ways to the ocean. They need to go away sooner. Thankfully, innovative technologies have demonstrated faster biodegradation of mainstream plastics via a mechanism that's not fragmentation, meaning not increasing microplastics. Like paper (also a polymer), mainstream plastics can aspire to be durable, recyclable, affordable AND quicker to biodegrade via natural mechanisms when unfortunately entering the ocean.

## Where it all comes together (including circularity)

Improved collection and faster biodegradation are REALISTIC solutions to address the only REAL, URGENT and EXISTENTIAL sustainability threat presented by plastics: plastics accumulating in the ocean.

With plastics out of the ocean, society will have the time to gradually improve circularity as it becomes more affordable than the current linear model.

BioLogiQ invites you to challenge the current wave of plastic-related corporate goals and government policies. Has forced-plastics replacement or recycling REALLY reduced ocean-bound plastics? Will you accept the challenge to prioritize projects using the metric of "kilograms of ocean-plastic avoided per \$"? We believe you might be surprised at the results.

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[2] Why should we care about the ocean? ([noaa.gov](http://noaa.gov))

[3] Breaking the Plastic Wave: Top Findings for Preventing Plastic Pollution | The Pew Charitable Trusts ([pewtrusts.org](http://pewtrusts.org))

[4] WasteAid\_Annual-Review\_2021\_Online.pdf

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