



WPONNEWS

The voice of the global packaging community

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

President's Word

One voice for the global packaging community

Luciana Pellegrino
President of WPO

With great emotion, on November 23, I had the honor to take over the Presidency of WPO from my dearest friend and long time colleague Pierre Pienaar. That moment in Cape Town represents to me a consecration of a consistent journey, most of it, alongside all of you.

It also represents a milestone for WPO! Being elected as the first woman President, unanimously by all the WPO Members present at interpack last May, is a landmark and an honor to me, and I dedicate this moment to all great women in packaging, hoping to inspire many more to join us.

It is a privilege and a responsibility to lead this iconic organisation, and I would like to thank each one of you for your trust, respect and support that inspires me to continue the great work of Pierre and to go beyond, taking WPO to the next level as the major entity representing the global packaging community.

Packaging is my passion! I first joined the packaging industry in 1996, when I began my journey at Bryce Corporation USA as an intern, following since then at ABRE, the Brazilian Packaging Association. I'm graduated in Business Administration, with specialization in Environmental Science, also in Design Thinking, and recently, to deliver my best as WPO President, I took a Master in Board of Directors Governance.

My passion and commitment to the packaging industry have been there for more than 26 years, having most of my career as the General Manager of ABRE (Brazilian Packaging Association) and, in recent years, as WPO Senior Vice President Marketing. This background provided me the best tools to work on one of the main pillars of my term: to take WPO closer to packaging and consumer goods companies, exploring together the challenges, opportunities, and drivers of the packaging market and to foster a greater collaboration in our community. I consider this connection with the industry essential to harmonize a global vision, empowering WPO's members for a greater positive impact on a local level.

I will continue working closely to WPO's Board Members and Secretariat, aiming to increase country members, and I look forward to strengthening WPO's strategic partnerships with international bodies, also our participation at global events, conferences and trade shows, and growing the WorldStars Awards for packaging innovation. We need to raise the voice of the packaging industry!

At the same time, together with WPO Board Members and with the new Executive Team, I expect WPO to implement new portfolios to explore different key topics for packaging, such as technology and innovation, and also governance in our organization.



To kickoff this strategic planning, I am glad to report that for the first time in its history, WPO was on stage at COP28, in Dubai. On December 9, I participated together with Soha Atallah, Vice President Conferences, in the panel "The role of sustainable food packaging in achieving food security" that took place at the IAEA Pavilion. The panel was promoted by UNIDO (United Nations Industrial Development Organization), together with IAEA (International Atomic Energy Agency), counting as well with WPO's local Board member: EEG (Emirates Environmental Group). A special thanks to Ali Badarneh and Aleksa Mirkovic from UNIDO for making it happen!

Before COP28, I also attended, as newly inaugurated WPO President, ASD Packaging Congress 2023 – 2nd International Packaging Industry Congress, organized by our member in Turkey, where I had the chance of delivering the opening speech.

Just warming up! There is much more to be done; more events, more partnerships, but above all to create more opportunities to raise the voice of the global packaging industry and to support WPO members to grow their impact in their own countries. Packaging is an important tool not to promote the development of economies and societies or to fulfil the ESG targets, but also and specially to promote 'Better quality of life, Through better packaging, For more people'.

Let's keep in touch! And let's work closely! We are one global team, in 63 member countries! Let's build ONE VOICE for the packaging industry together!

 _president@worldpackaging.org
 WPO – World Packaging Organization
 www.linkedin.com/in/lucianapellegrino
 [@WorldPackOrg1](https://twitter.com/WorldPackOrg1)
 [worldpackagingorg](https://www.instagram.com/worldpackagingorg)
 [World Packaging Organization](https://www.youtube.com/WorldPackagingOrganization)

Message from General Secretary

Dear members,

what a joy it was to be able to meet you again in November in Cape Town! Some of you were with us in person and others online. No matter what the format, I am sure we will all have wonderful memories of this magnificent event!

In these four days, we could increase our connections and bonds with WPO members from different countries, actively contribute as WPO members by voting at the meetings, contributing with our individual knowledge to the working groups and welcome four new members. Welcome Cámara Venezolana del Envase (CAENVASE), Foundation FSSC, Institute for Packaging Partners of Uganda (IIPU) and Tanzanian Industries of Printing and Packaging Association (TIPPA) who graced us with wonderful presentations about their organizations at the Board Meeting.

We also participated in the special moment of handover of the Presidency from Pierre Pienaar to Luciana Pellegrino. We would like to thank Pierre immensely for his work on behalf of the WPO and his companionship over all these years. We wish Luciana a very successful journey as President, with lots of support from all WPO members and partners. We are sure that she will have an outstanding term.

We also had the opportunity to attend the wonderful Gold Pack Awards Ceremony 2023 where we could see the award-winning packaging innovations in South Africa and experience an evening of immersion in the African culture.

Not least, we had some leisure time with good old friends where we had the opportunity to taste the flavours of Cape Town and discover the Table Mountain. We certainly finished our Board Meeting in Cape Town very successfully!

On this occasion, we would also like to thank Bill Marshall and Vanessa von Holdt, once again, for the wonderful organization of the event. Their support was essential for everything to go as smoothly as it was.

Of course, we missed many of you, so we would like to remind that we are expecting you all at our next Board Meeting in Bangkok that will be held together with ProPack Asia from 12-15 June 2024. We reinforce that the next meeting will be held exclusively in person format, in accordance with Board decisions. Therefore, we highlight the importance that you plan, in advance, to be with us in Bangkok in this face-to-face event.

Last but not least, the Secretariat is updating all Members' data until the end of the year. If you have a new email, a new address, phone number or any other new information that is relevant, let us know. And please do not hesitate to contact us through the emails below

anytime for any question, doubt or information!

And now... enjoy some of our photos in Cape Town!



Johannes Bergmair
WPO General Secretary
j.bergmair@worldpackaging.org

Nathália Antoniazzi
WPO Secretariat
info@worldpackaging.org

From the Editor

Clean label, the trend for food and beverage packaging

By Liliam Benzi*



The clean label concept has a tight relation with fresh and natural ingredients.

Clean label is the term that is shaping one of the major trends in the food and beverage universe. Perhaps you have heard this expression, which will be more and more in evidence

in the coming years. If you haven't heard it yet, it means labels that feature products composed solely of natural ingredients. Recently, food and beverages without any presence of artificial substances have been gaining more and more prominence in supermarkets, with directly connected with people who seek health and well-being through food, a growing share of consumers in the country.

According to a survey conducted by Innova Market Insights in 2021, in Latin America, 45% of Brazilians seek to reduce the presence of artificial ingredients in their food. In addition, just over a third of consumers want to reduce or limit their intake of food additives. With these numbers, Brazil is leading this movement to change behavior in the countries that were part of the study.

It has gradually evolved towards a direct relationship between product labels and the act of informing more transparently how food is made and the impact it can have on the planet. The identification of 'clean label' products depends on looking closely at the labels and identifying the presence of ingredients with well-known names, which are part of a short list. An example is urucum, a plant used as a natural dye, which Brazil has as one of the world's largest producers.

To meet the growing demand of conscious consumers for more natural and healthy foods and beverages, the industry must increasingly resort to compounds extracted from nature, replacing chemical additives and preserving the characteristics of the food. In addition to generating more nutritious products, without the use of thickeners, preservatives and artificial colors, products considered clean label can also be part of a chain of sustainable food, with free-range animals and organic vegetables.

And all of these attributes must be reflected and communicated by the packaging. The clean label products are a huge opportunity to the packaging industry to show its best in terms of innovative and sustainable materials. And the opportunity is beyond the materials - PCR content (post consumption recycled resin), biodegradable, biobased, etc. This trend is perfect also to show the society the post-consumption strategies the industry is committed with to deliver a circular packaging in a circular economy model.

According to Stella Munhoz, Oterra's Marketing Manager for Latin America, greater access to information is the main driver behind the growth in demand for "clean" products. "Nowadays, this topic is being more addressed by the media and the knowledge shared has been making the consumer increasingly demanding and aware to know the type of product they are taking to the table at home. Consumers expect a clear communication about the origin of the ingredients, production processes, etc. On the other hand, the industry is attentive to them and is beginning to move more intensely to offer a quality product, with greater transparency."

According to Innova's research, the clean label concept changes from country to country. While in Brazil consumers understand "clean eating" as preservative-free, only with natural ingredients, sustainable and organic sources, in England consumers understand it as only with natural ingredients, free of preservatives, unprocessed and from sustainable sources.

In this big scenario, two main market opportunities show up:

- **Clean label in for kids** - The industry is increasing lines of clean label products for these consumers and the parents are pressuring manufacturers to reduce, mainly, sugar and salt, but also to have more natural ingredients.
- **Clean label for plant-based products** - As the name suggests, this is a diet composed of plants and vegetables, in addition to looking for products that are minimally processed and that are good for the environment. This concept is in line with clean label, which seeks more natural, plant-based and minimally processed products. Thus, the vegetable base, few ingredients and natural sources will complement each other.

Clean label means clear opportunities to the packaging industry. That's another reason why the packaging chain should participate in the project since the development of the product. Being part of the products/packaging ecosystem guarantees the packaging will be fully aligned to the principles of the product and of the brand and the packaging will have a second life as a valuable raw material for another item.

***This article is based in information provided by Oterra.**



***Liliam Benzi** is the Editor of WPO News, WPO Press & Communication Liaison Officer and runs its own Communication & Strategy company for the packaging industry, LDB Comunicação Empresarial (ldbcom@uol.com.br).

- ✉ l.benzi@worldpackaging.org
- ☎ (+ 55 11) 99989-1597
- 📄 [liliambenzi](#)
- 🌐 [liliam-benzi-870b771a](#)
- 👤 [Liliam Benzi](#)

Around the World

Packaging Awards in Greece

The 7th edition of 2023 Packaging Awards ceremony, organized by WPO member Materials and Packaging Industries Association (AGMPM – www.pac.gr), took place on September 27, 2023, in Athens. The award highlighted the top packaging of the year for innovation, design, technologies, materials, and also outlined the dominant trends in packaging today.

The Chairman of the judging Committee, Antonis Potamitis (Chairman of the Board of Sales Institute of Greece, President & CEO of WEST), pointed out, among other things, "this year's nominations were mostly focused in the Circular Economy category, which confirms that one of the most important challenges we face regarding environmental sustainability is the reuse of packaging material."



Kostas Panditos, member of the Evaluation Committee, added: "Packaging communicates the brand at the critical moment of truth, when the buyer chooses and judges the efforts of the entire company. The packaging, therefore, must have values that speak to people's minds and hearts."

In his speech, Dimitris Mantis, President of AGMPM, said: "Good practices were presented at the Packaging Awards 2023, highlighting a particular dynamic in the packaging industry. These examples demonstrate the strong cross-departmental cooperation of the companies, which are given the opportunity not only to distinguish themselves in the domestic market, but also to participate in the global packaging competition, WorldStar, organized every year by the WPO".

Companies from a wide business spectrum participated in the awards. And the Special Awards were given to A.S Strategy Branding & Communication - Packaging Designer of the Year; Sarantis Group - Packaging Brand of the Year; La Petite Jumelle - Packaging Supplier of the Year; and Tsimi SA - Printing Leader of the Year.

Check all winners at www.packagingawards.gr.

FAO webinar on Food Loss & Waste Reduction

**FAO IMPACT WEBINARS SERIES ON
FOOD LOSS AND WASTE REDUCTION**

**Packaging as a means to
reduce food loss and waste**

12 October 2023 | 9:30 - 11:30 CET

Speakers:

- Nerida Kelton, WPO
- Hilke Bos-Brouwers, WUR
- Sandra Hallaschka, SIG Foundation
- Tony McElroy, Tesco
- Anne Marie Schröder, Matvett

 [Register now](#)

WPO was represented at the 5th FAO (Food & Agriculture Organization – www.fao.org) Impact Webinar 'Food Loss & Waste Reduction' by the Vice President of Sustainability & Save Food, Nerida Kelton. The webinar focused on the ways packaging can help prevent and reduce food waste – from the measures that the packaging industry can take to the

improvements in date marking and on-pack messages that regulators and food processors might introduce to prevent food waste in retail and households.

Speakers, including Nerida and other industry experts, researchers, and policy makers, presented cases and debated about the perception and the use of packaging and on-pack messages. They also discussed visual cues by consumers and food supply chain actors and how this plays a role in food waste generation. Another topic was how policy makers and food companies can address food loss and waste by tailoring packaging solutions to the behavior, needs, and expectations of consumers, and food supply chain actors, while observing food safety rules.

You can watch the webinar in the link https://www.youtube.com/watch?v=_go1LJ9MchS.

NextLoop, webinar on recycling and the use of food grade rPP



WPO member in Greece, Materials and Packaging Industries Association (AGPM – www.pac.gr), in collaboration with Nextek Ltd, organized an educational webinar entitled 'NEXTLOOP - closing the loop on post-consumer packaging by creating food-grade recycled polypropylene', last October.

Polypropylene is widely used in particularly demanding applications (from surgical masks to car spare parts), but also in critical food and beverage packaging such as yogurts, soups, baby creams, snacks, croissants, fruits, vegetables, etc. NextLoop's mission is to create a model for the collection, sorting, and utilization of PP packaging.

The seminar presented innovative technological solutions for the separation of collected PP plastic packaging based on the production method (co-extrusion + thermoforming, casting in a mold), but also based on the intended use (food packaging and other packaging). Edward Kosior, CEO and Founder at Nextek Ltd, talked about the techniques for removing adhesive, printing inks and labels (IML) from collected packaging.

Innovative packaging washing techniques were analyzed in order to offer food grade rPP to the market, suitable for the production of packaging, serving all age groups of consumers. The event also discussed the certifications for direct contact with food and beverages, the control methods of the produced grades, as well as the PCR content certification techniques (Recycless).

AGPM members and partners can request the technical material and the video via e-mail info@pac.gr.

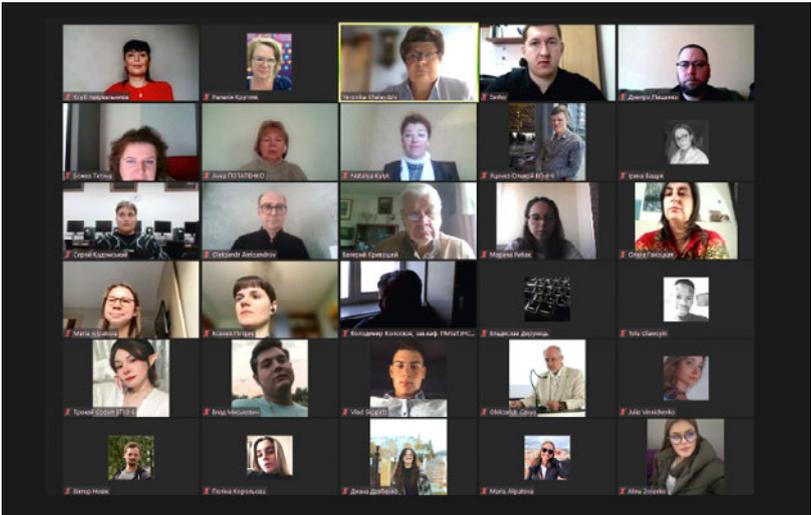
Competition and conference "Golden Chestnut 2023" in Ukraine



WPO member, Club Packagers of Ukraine (www.upakjour.com.ua) organized the XXIV edition of Golden Chestnut competition for student scientific works on the topical problems of the packaging industry. Students from 11 higher educational institutions, representing 10

universities, participated, as well as academies from six cities of Ukraine and the Kwara State University, from Nigeria. Students submitted 31 scientific works that resulted in four winners.

All works were carefully reviewed by the competition committee formed by: Valery Kryvoshey, Ph.D., editor-in-chief of the Packaging Magazine; Oleksandr Alexandrov, Director of Dow Europe; Igor Mishchenko, head of LLC "NVP INTA"; Veronika Halajji, Ph.D., President of the Club Packaging of Ukraine; designer Mariia Khomenko; Volodymyr Slaby, head of UKRPEK; and Regina Syrotenko, project manager of the Club Packagers of Ukraine.



Winners were awarded with diplomas and medals delivered by the Ministry of Education and Science of Ukraine; their leaders also received diplomas from the Club Packagers of Ukraine.

AIP Celebrates 60th Anniversary



WPO member, AIP (Australian Packaging Institute – www.aipack.com.au) celebrated their 60th anniversary, as the peak professional body for packaging training and education in Australasia, in style at the Aviary, on the rooftop looking out over Melbourne city. According to AIP Education Director and former WPO President, Pierre Pienaar: “To really obtain maximum benefit from the packaging industry and to ensure a really bright future in packaging, the next generation needs to involve themselves in the AIP. By immersing themselves in an institution such as the AIP they will get to enjoy the fruits that it offers so generously.”

AIP Executive Director and WPO Vice President Sustainability & Save Food, Nerida Kelton, added that she would like to see everyone who is starting in the packaging industry enrolling in AIP higher education courses. “Packaging professionals are more recognised now than they have been in many years. While companies are providing budgets for training and education now through the AIP, we still don’t see enough upskilling of staff. It is also important that we have more Certified Packaging Professionals in the Australasian region to ensure that we don’t have knowledge and skill gaps in the future,” she says.



As part of the AIP's 60th Anniversary Celebrations a commemorative booklet was created that have over 40 interviews with Members - past & present - plus recognition of all of their award winners and history about the Institute. The book is available at https://issuu.com/aipack/docs/aip_60th_anniversary_commemorative_booklet?fr=sZjBIYzY0OTI3NTg

Also as part of the celebrations, AIP, in partnership with Impact International, planted over 420 native trees along the banks of Five Mile Creek within the Impact International Forest. The sustainable forest initiative is designed to further reduce the carbon footprint of the business and become a carbon-neutral tube manufacturer. This unique idea also aims to offer customers the ability to offset carbon produced from the raw materials used to manufacture their tube packaging.



Hellenic food authorities and ESFA conference in Athens

The 02 days (November 7 and 8, 2023) scientific conference of the Hellenic food authorities (EFET), in collaboration with the European Food Safety Authority (EFSA), was focused on "The Safety Food as a key pillar of a Unified Health system". The key message was the worldwide recognition that the health of people, animals, and the environment is inextricably linked and



that the taking of actions should be based on cooperation, the alignment of opinions, and the equal participation of academics, producers, government agencies, and consumers.

The conference hosted 34 speeches and in the context of the active participation of the delegates, there were constructive interventions, reflections and exchange of views, but above all the awareness of the necessity of cooperation as well as the commitment of all present to the interdisciplinary approach to addressing the challenges of the present and the future within a system of a Single Health "One Health".

WPO member in Greece, Materials and Packaging Industries Association (AGMPM – www.pac.gr), was invited to the European conference and its representative recorded the concerns of the industry regarding the implementation of the green deal in the EU and the risks to human health from the unsupervised distribution of certain 'green' food and beverage packaging materials.

All the bodies that participated in the conference recognized as imperative the need to take continuous initiatives to strengthen the cooperation of national and European organizations for the holistic approach to the challenges of unified health.

From the Board

Pierre Pienaar welcomes Luciana Pellegrino as the new President of WPO

On November 23, the General Manager of ABRE (Brazilian Packaging Association – www.abre.org.br), Luciana Pellegrino, assumed as President of WPO, during the Board Meeting in Cape Town, South Africa. Luciana, that is the first woman to assume this position in the Organisation, was elected in May this year, unanimously, in a meeting during interpack. She replaces the Australian Pierre Pienaar that has been ahead of WPO for two consecutive terms, the first began in 2018.



One of the pillars of Luciana´s management as President is to get WPO closer to strategic market matters and packaging and consumer goods companies. "This connection with the industry will allow to harmonize a global vision to the sector, always aiming to strengthen the sector and give power to the members to act positively in their countries."

According to the new President of WPO, "As president, and working closely to WPO's Board Members and Secretariat, I aim to strengthen WPO's strategic partnerships with international bodies, to increase the participation at global events, conferences and trade shows raising the voice of the packaging industry, and at the same time explore different key topics for the organization and for the sector such as governance, technology and innovation."

To inaugurate this strategic planning, WPO participated, for the first time, at COP28, in Dubai, on December 9. Counting with Luciana Pellegrino, WPO's President, and Soha Atalla, Vice President Conferences, WPO took part of the panel "The role of sustainable food packaging in achieving food security" that happened at the IAEA Pavilion.

Before COP28, Luciana also attended ASD Packaging Congress 2023 – 2nd International Packaging Industry Congress, organized by WPO member in Turkey (ASD – www.ambalaj.org.tr) on December 7-8 in Istanbul; she delivered the opening speech.

Access the photos of WPO Board Meeting in Cape Town through the link https://www.dropbox.com/home/WPO%20info%40worldpackaging.org/Meetings/2023/South%20Africa_202311/Photos

WPO Press Conference in South Africa



The first day of WPO week in South Africa (Nov 20-25) began with a Press Conference with the presence of the local media and of the international press that could participate online. If you missed, you still have the opportunity to watch the recorded version in WPO Youtube channel through the link <https://youtu.be/gtiUTmpo618?si=DODQqtV5CDztzXip>.

During the event, WPO Former President, Pierre Pienaar, highlighted the top trends in packaging around the globe – sustainability, smart packaging, globalization, artificial intelligence, and technology – and reinforced the importance of packaging to the society, specially when it comes to save food and food safety.

Pierre introduced the Senior Vice President of Marketing, Luciana Pellegrino, as WPO President-elect that assumed on November 23, right after WPO Board Meeting. According to Luciana, besides continuing the great projects of Pierre, her goal is to create a global voice for the global packaging industry.

Soha Atallah, WPO Vice President Events and WorldStar Coordinator, was also part of the Press Conference and gave a teaser about the main innovations to be seen among WorldStar winners that will be announced, in a gala ceremony, in June 2024, in Thailand.

Other members of the Executive team, from Pierre ´s term, present in the Press Conference were: Nerida Kelton (VP Sustainability & Save Food), and the Global Ambassadors Kishan Singh, Hiroko Akieda and Chakravarthi Avps. The Press Conference was organized by Liliam Benzi, WPO Press & Communication Officer, with the support of Vanessa von Holdt, from the marketing team of IPSA (Institute of Packaging South Africa – www.ipsa.org.za), WPO local member.

Executive team joins before the Board Meeting



On November 21, WPO Executive meeting took place in Cape Town as part of the program in South Africa. During the meeting, each Vice President (Marketing, Sustainability & Save Food, and Education) gave an overview of its portfolio as well as the plans for future actions.

The meeting was conducted by former President, Pierre Pienaar, with the support of the new President, Luciana Pellegrino, that assumed right after WPO Board Meeting, on November 23.

WPO Working Groups together in Cape Town



On November 22, WPO Working Groups - Marketing & Communication, Sustainability & Save Food, and Education - gathered to present the results of the 2023 actions and to plan the future activities. The meetings were coordinated by each Vice President still under the term of the President, Pierre Pienaar.

Marketing Group meeting was conducted by Soha Atallah, on behalf of Luciana Pellegrino, WPO President, with the participation of Liliam Benzi, responsible for Communication. Nerida Kelton coordinated Sustainability & Save Food, and Kishan Singh coordinated Education, on behalf of Henry Wybawa.

The results of the Working Groups ´ discussions were presented during the Board Meeting, on November 23.



WPO welcomes 04 new members!



During WPO Board Meeting on November 23, four new members were accepted. As Full Members there are Cavenvase (Venezuela – www.cavenvase.org), TIPPA (Tanzanian Industries of Printing and Packaging Association), and IPPU (Institute for Packaging Partners of Uganda). Foundation FSSC (www.fssc.com) was accepted as Affiliate Member.

Congratulations to Pierre Pienaar!

WPO former President, Pierre Pienaar, was graced with a Fellow Certificate from IPSA (Institute of Packaging South Africa – www.ipsa.org.za), a WPO member, during GoldPack ceremony, in Cape Town. The Certificate was given by Charles Muller, Chairman for IPSA.

South African born and Australian citizen, Pierre was the first non South African resident to receive this recognition in the history of IPSA. He is also the only person that has been President of two countries packaging associations and received the Fellow Certificate from both. The other one was given by another WPO member, AIP (www.aipack.com.au).



(Australian Institute of Packaging –

Education

Residential version of the Fundamentals of Packaging Technology course is coming to Australasia in 2024



Residential version of the Fundamentals of Packaging Technology course is coming to Australasia in 2024

 **Semester One 13-14 February 2024**

 **Semester Two 21-22 May 2024**

 **Semester Three 17-18 September 2024**

 **Semester Four 10-11 December 2024**



AIP: PEAK PROFESSIONAL BODY FOR PACKAGING EDUCATION & TRAINING IN AUSTRALASIA

WPO members AIP (Australia Institute of Packaging – www.aipack.com.au) and IoPP (Institute of Packaging Professional US – www.iopp.org) are introducing a residential version of the Fundamentals of Packaging Technology course for Australasia. The residential course is divided into semesters to provide maximum flexibility around your work schedule. This course is also the basis for the examination side of the Certified Packaging Professional Designation, taking the participant one step closer to become an internationally recognised CPP. Everyone that completes the full course will be able to sit the CPP examination at the end of 2024.

The Fundamentals of Packaging Technology course content is developed in consultation with packaging subject matter experts at leading global consumer packaged goods companies who face packaging challenges just like yours. Undertake the complete course and learn about all the major segments of packaging, and beyond.

The full Fundamentals of Packaging Technology residential course will be broken up into 8x classroom days as 4x semesters over 12 months. If the choice is to attend semesters relating to the subject-interests or knowledge gaps, content will be divided into 4x Two-Day Semesters with each semester focused on specific areas of packaging. There is the choice to enrol in one semester, or as many as the student wishes, based on the professional development needs & knowledge gaps.

An extensive array of packaging topics will be covered including graphic design, market research, printing, lithography, gravure, labelling, barcoding, paperboard, folding cartons, corrugate fibreboard, box compression, supply chain and logistics, polymers, extrusion moulding, flexible packaging, thermoforming, blow moulding, injection moulding, closures, bottle design, metal cans, adhesives, containers, glass packaging, packaging machinery, filling machinery, production line equipment and more.

For more information visit <http://aipack.com.au/event-registration/?ee=413>.

Country Report

Analysis of the packaging sector in Italy for 2022 and short-term prospects

By **Alessandra Alessi***



In 2022, the Italy's packaging sector was essentially stable in terms of quantity; the turnover increased significantly, as shown by the figures elaborated by the market department of the Italian Institute of Packaging (www.institutoimballaggio.org), a WPO member.

Following a period of fluctuating trends, Italy's packaging production returned in 2022, but in a slower pace. Production in weight has exceeded 18 million tons, which represents a slight decrease of 0.4% compared to 2021. The turnover has gone beyond 40 billion Euros, a 15.4% boost compared to the previous year.

The increase in production costs was undoubtedly the factor that had an impact on this figure. An increase in packaging prices was necessary to cover the price increases suffered by manufacturers due to the increase in energy costs and raw materials. The reason behind the increase in turnover was this, while production remained almost unchanged.

Exports saw a 2.2% decrease while imports are still increasing rapidly, leading to an increase of +11.4% in 2022. Although the trade balance is still positive, due to exporting 267,000 tons of packaging more than what we import, the decline is relentless. The EU is the primary source of Italian packaging exports.

Paper and steel packaging have both experienced negative trends, with the first being -3.4% and the others being -6.2% respectively. Paper packaging is having a more significant impact on the industry due to its more representative nature, with cellulosic packaging accounting for 31.9% of all packaging in 2022. Paper packaging is having a more significant impact on the industry due to its more representative nature, with cellulosic packaging accounting for 31.9% of all packaging in 2022. All the other packaging types performed well.

The outlook for the upcoming years is rosy, but we anticipate a very low growth rate for the sector in 2023 due to the current year's economic problems.

A more impressive growth rate is predicted for the coming years, with an average annual growth rate of +1.11%. By 2026, Italy's packaging production is expected to exceed 19,141,000 tons.

Monographic factsheet on the packaging sector

	2022	ESTIMATE 2023	% CHANGE 2023 ON 2022
TURNOVER (estimate Milion €)	40,653	42,872	+3%
EMPLOYEEES (estimate)	109,491		
COMPANIES (estimate)	7,257		
PRODUCTION (million Tons)	18,089	18,180	+0.5%
EXPORT (million Tons)	2,961	2,813	-5%

IMPORT (million Tons)	2,694	2,748	+2%
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Segmentation of the production of packaging by materials

	2022	% CHANGE 2022 ON 2021
ALUMINIUM	154	+1.3%
STEEL	699	-6.2%
PAPER&BOARD	5,779	-3.4%
MULTILAYER RIGID	147	0%
WOOD	3,168	+0.8%
PLASTICS	3,043	+2.6%
FLEXIBLE	421	+1%
GLASS	4,651	+1.7%
OTHER	27	0%
TOTAL	18,089	-0.4%

***Alessandra Alessi** is Public Relations and Communication Specialist from the Italian Institute of Packaging.

Special Article Sustainability

Sustainable shift in alcoholic beverage packaging design

By **Nerida Kelton***

According to a report by Statista, Australia ranks fifth in the world in terms of wine production, and boasts 65 wine regions, including the Hunter Valley in NSW, Barossa Valley in South Australia, and the Yarra Valley in Victoria. Wine Australia states that the country contributes to the production of over 1 billion litres of wine annually, exports 625 million litres valued at \$2.1 billion (FOB) and accounts for 441 million litres domestically. (2021-22)

With wine being such a staple for most Australians, and the market dominated by locally made wine, the conversation around meeting the 2025 National Packaging Targets and redesigning packaging to adhere to the 10x Sustainable Packaging Design principles has not been lost on this industry.

In fact, through the annual Australasian Packaging Innovation & Design (PIDA) awards, the AIP has seen a radical shift in packaging design, including more use of PET, incorporating recycled content into PET, the advancement in labels such as washable paper-based adhesives, innovative and sustainable secondary and tertiary packaging options to replace problematic materials such as EPS, stand up pouches for some table wines and the review of materials used in wine bladder bags.

Two stand out designs from the 2023 round of the PIDA Awards were the Banrock Station eco bottle and the Wine Protector.

Banrock Station eco bottle

The Banrock Station eco bottle shape has taken a smart cross-sectional design of a traditional Bordeaux wine bottle. This means that the bottle has the silhouette of a Bordeaux wine bottle face on, however, when turned to its side, it is flat. This innovative change in shape allows the same volume of wine (750ml) to be packed into a bottle that is 30% more spatially efficient than its round, glass predecessor.

By being flat, and having a long neck, the bottle stands tall and proud on retail shelves. Banrock Station's eco wine bottle is in fact slightly taller than round glass wine bottles when placed side-by-side.

The eco bottles are made from 100% recycled PET, which is sourced in Australia, making them 84% lighter than the average Australian round glass bottle.

In addition, the bottle has a key call out on the front of pack says 'Hey! I'm a 100% recycled bottle'.

The eco bottle uses an active oxygen scavenger barrier technology to offer advanced shelf-life performance over rPET with no barrier. The result is 19 to 21 months based on real-time and modelled data.

The design offers significant lightweighting - the new pack is 63g, which is 84% lighter than the average 400g glass bottle.

The pack offers spatial efficiency as the bottle flat packs like books and means wine companies can fit up to 50% more wine on an Australian pallet. The result is 1152 eco bottles vs 768 round glass bottles now on a pallet. This design feature drastically reduces freight costs, improves materials handling and transportation efficiencies, and lowers transport-related CO2 emissions.

The eco bottle provides a reduction in energy and emissions through production of the material. Banrock Station stated that virgin PET outperforms glass by producing 77% less GHG emissions and uses 59% less energy to produce.

A wonderful addition to the pack was the sustainable label selection. The label on the eco bottle increased the recyclability of the rPET bottles as it has been designed as a wash-off label solution, which ensures easy separation during the industrial washing process. The label solution is available with both filmic and paper label materials made from recycled content.



Wine Protector – renewable secondary packaging



The innovative Wine Protector has been developed using Woolpack technology which is made from cross bred sheep waste wool that is unsuitable for the textile industry and destined for landfill.

The Wine Protector is a sustainable alternative to expanded polystyrene (EPS) shippers used to protect bottled wine from temperature and impact damage throughout the supply chain. The Wine Protector seems simple, but it is underpinned by science. It took more than a year to research and develop the proprietary fibre specifications and blend.

Wine integrity can be compromised through impact damage and as little as 40°C for just two hours during transport. Wine can rapidly reach over 50°C when

stored inside a car or on a mildly warm day. Such conditions can have a detrimental impact on shelf life,

aesthetics, and sensory properties of the wine.

The Wine Protector is made of an insulating wool sleeve used to stabilise wine temperatures below 26°C for up to 24 hours and is impact resistant to cushion and protect the wine in transit.

An additional unique feature is that it comes flat packed which means the pack requires less storage than other alternatives. The design also improves materials handling and transport efficiencies and ultimately can offer significant costs savings for a business. Wineries and cellar doors are generally space constrained making this a high value-added design feature.

900 units of the Wine Protector fit on a pallet which means less pallet movements and lower labour costs which translates to a lesser number of shipments and a lower carbon footprint. This is achieved through a compact design, along with compressing the Wine Protectors up to 50% of their size, and the packs are very easy to assemble.

Wine Protector has been designed to support wine growers to transport their temperature-sensitive wines in a more sustainable alternative, with all of the functionality required.

It is evident that the Banrock Station eco bottle and the Wine Protector are both unique and innovative sustainable solutions that are working towards meeting the 2025 National Packaging Targets and lowering their environmental impacts. I look forward to seeing the Wine Protector being sold in liquor stores across the country in the future.

The AIP is excited to see the next iteration of innovative sustainable packaging designs for the wine industry that will be entered in to the 2024 Australasian Packaging Innovation & Design (PIDA) awards; the exclusive entry point for Australia and New Zealand into the prestigious global WorldStar Packaging Awards.

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

Interview of the month

WPO General Secretary & Board Member become Certified Packaging Professionals (CPP)



WPO is pleased to advise that the General Secretary, Johannes Bergmair and Shira Rosen, Board Member representing the Israeli Packaging Institute, have become the latest Certified Packaging Professionals (CPP) in the WPO network.

The Certified Packaging Professional CPP is the premier designation in the industry, globally, signifying excellence as a packaging professional. Using the CPP program to assess and evaluate one's professional competency validates him/her as internationally proficient as a packaging professional.

Johannes Bergmair and Shira Rosen share with us their learning during the process of becoming a CPP to encourage even more WPO Members to consider the program as well.

1. How long have you been in the industry? What are your areas of expertise?

Johannes: I started as project associate and PhD student in OFI packaging institute in July

2000 - so nearly 23 years! My expertise is more on food/pharmaceutical packaging. I deal a lot with food contact materials (legislation), hygiene management systems and quality management (e.g. packaging specification). As the WPO General Secretary, I am also proud of my international connections in the field of packaging business.

Shira: I began my journey in packaging in 1993 at Unilever, which means I am now completing 30 years in the field, and I still have a strong passion for packaging and continue to learn new things every day. After 7 years at Unilever, I moved to the Strauss Group, where I became the head of the packaging development department for 18 years. During my tenure at international food and beverage companies, I was exposed to a wide variety of products and needs, worked with most of packaging materials and technologies, which has given me expertise in developing packaging for this industry. In recent years, I have held the position of chairperson of the Israeli Packaging Institute, and I have also opened my own consultancy company - www.packtech.co.il - which specialises in sustainability, innovation, and efficiency in packaging. Through these roles, I have been exposed to new fields and many start-ups in particularly on sustainable and smart packaging that enhances and expands the role of packaging in our lives. I also enjoy sharing my knowledge through teaching in the Academy, as well as conducting trainings and speaking at conferences.

2. What made you apply for the Certified Packaging Professional (CPP) Designation?

Johannes: My friends in WPO pushed me a little bit, to be true. It simply was a bit awkward that I didn't had my CPP yet. I think in the global packaging community, the CPP is a recognition that you have a high level of packaging knowledge.

Shira: I decided to apply for the CPP designation following a WPO board meeting where the CPP Designation was presented. I thought it would be challenging and interesting to pursue and could open up new opportunities for me.

3. How important is attaining the CPP designation to you as an individual?

Johannes: Personally, I simply wanted to have it - as so many of my friends in the WPO also have attained this designation. The CPP designation is a door opener - e.g. you can only work as WPO trainer if you have a CPP.

Shira: It is an honour to be acknowledged as a globally recognised packaging professional, and it is a valuable marketing tool for new clients who are not familiar with my experience. Being a part of a professional community within the field opens up many opportunities such as new collaborations, facilitates knowledge sharing, and keeps one updated on the latest developments in the field.

4. How important is the CPP designation for the greater recognition of people in the packaging industry?

Johannes: It is simply a unique program - worldwide. If on global level you want to show your high level of packaging knowledge it is through CPP only. I don't know any other certifications scheme known that widely and recognised by all relevant players.

Shira: I believe that being a professional in the packaging field requires a deep understanding of all regulations, materials, technologies, and their influence on the entire value chain. The CPP designation verifies a broad and in-depth understanding of the packaging field and distinguishes real professionals. The importance of packaging is not widely known yet, and there is an opportunity to promote professional training and increase professionalism in the field. As the chairperson of the Israeli Packaging Institute, I would certainly implement the vision of the CPP designation.

5. Were there any new learnings or takeaways that you gained from the experience?

Johannes: If you think - even after more than 20 years' experience – you know everything in packaging technology, you just show, that you haven't understood the world of packaging at all. Packaging is such a big and complex field of knowledge, and changing permanently. So, I was more than happy to update my knowledge on transport packaging and the design process through my CPP designation.

Shira: Studying for the CPP test refreshed my knowledge and sharpened my insights, which I later applied in my work and training. Additionally, the on-going activities of the IOPP and AIP keep me updated with interesting webinars.

6. What next for your career?

Johannes: I'm happy at the moment, but with the CPP in my pocket I know, that many things would be possible (if I just had some time for it).

Shira: I would like to expand my consulting activities and training to additional countries. Specifically, I am considering establishing an on-line packaging academy, with the goal of obtaining recognition through the Certified Professional Development (CPD) points than come through the CPP program globally.

If you have doubts or questions, send an e-mail to cpp@worldpackaging.org.

Corporate Partner Spotlight

Indopoly commits to grow sustainably through expansion and innovations

In a bold move to reshape the flexible packaging landscape, WPO Corporate Partner, PT Indopoly Swakarsa Industry Tbk (www.indopoly.co.id), a leading premium flexible packaging manufacturer in South East Asia, announced a significant expansion at both Purwakarta, Indonesia, and Suzhou, China, production facilities. Specializing in premium BOPP and BOPET films under the brand Ilene, extensively used in food and non-food packaging, this expansion will elevate the company’s annual production capacity by 65%, from 100,000 to 165,000 tons. With an unwavering commitment to excellence, Indopoly takes pride in serving over 250 esteemed customers globally and anticipates reaching even more with this expanded capacity.



Production Facility in Purwakarta, Indonesia



Production Facility in Suzhou, China

1. Market expansion and scale advantage

- PT Indopoly Swakarsa Industry Tbk, with its three operating units located in

Purwakarta and Suzhou (Indonesia), and Kunming (China), is strategically positioned to penetrate new markets through a substantial increase in BOPP film production capacity, solidifying its standing as a key player in the market for premium sustainable flexible packaging films. Equipped with state-of-the-art Bruckner machines, Indopoly ensures a more efficient production process to better serve its global customers.

2. Innovation at the forefront

- The company's dedication to innovation is unwavering. Supported by its own high tech research and development facility coupled with exclusive know-how, the target is to continue to innovate with customers and end users to produce films that are more environmentally friendly.
- In line with the commitment to a circular economy, Indopoly is making significant strides by investing in two additional state-of-the-art Metalizing machines for this coming year. As a group, it will have a total of seven metalizing machines with annual capacity of 63,000 ton per year. This transformative process not only enhances the barrier strength of the films but also aligns seamlessly with the sustainable packaging solutions. By reducing the reliance on aluminum layers that pose challenges in recycling, the company is actively contributing to a greener, more eco-conscious future.

3. Customer-centric approach

- At PT Indopoly Swakarsa Industry Tbk customization is a hallmark. The company pays meticulous attention to understanding and meeting the unique needs of the customers. At the same time, the after-sales service is unparalleled, ensuring that clients not only receive top-notch products but also benefit from ongoing support and partnership.

PT Indopoly Swakarsa Industry Tbk is on the cusp of a transformative journey. As it increases the production capacities and innovative metalizing technology, the company is expanding, but also redefining what's possible in premium flexible packaging. For more information visit send an e-mail to marketing@indopoly.co.id or visit www.ilenefilms.com.

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