



JUNE 2014 n° 23

*Better quality of life
through better packaging
for more people.*



W P O NEWS

The Packaging Community Around the World

President's Word

A memorable Interpack: a great future for packaging industry!



Once again, Interpack has come, and then just as quickly, gone. So many people spend so much time and money preparing for this great event in packaging. And then, in a mere 7 days, it's over. But what a great 7 days it was! According to Messe Düsseldorf, the fair management, approximately 175,000 people attended this year's event. And there is an important message in that attendance figure.

Packaging continues to grow in importance, across the globe, across all economic strata. Once the demographics are released by Messe Düsseldorf and Interpack Management, I would not be surprised to learn that attendance by visitors from developing nations is up significantly. And the deepening commitment to the Save Food Initiative by FAO, UNEP, Messe Düsseldorf and Interpack, along with many leading for-profit and not-for-profit organisations around the world (including WPO!) is proof that developing nations have their place at this premier event. Save Food's most recent meeting took place in Düsseldorf just prior to Interpack. Luciana Pellegrino, Vice President of Marketing & Communication, represented WPO at that event and she has reported to the board on the meetings. WPO once again held successful Working Group and Board meetings. Keith Pearson will be sending the minutes out in a few weeks. But I can report to you that our organisation is more active and forward looking than ever. Our education committee has its hands full with requests for funding for education projects in several parts of the world. And our marketing group has produced some great work, particularly as related to our website. Finally, Sustainability has entered the realm of normalcy. Sustainability in packaging is no longer a concept; it is part of our reality, which is a very good

thing.

On a special note, leadership of the Education Committee changed hands at the board meeting. Gordon Stewart, longtime leader of the committee has announced his retirement and we have regrettably accepted his resignation. Gordon took WPO's education program to the next level and we will be forever grateful for his great efforts in this regard. He will be missed by everyone, including me, as he has become a good friend with a remarkable sense of humor, always willing to tell funny stories, even about himself. So, when one door closes, another one opens. The Board of Directors took this occasion to approve a new Vice President of Education, Pierre Pienaar. Pierre, an Aussie, representing the Australian Institute of Packaging, has been involved with WPO for several years now and has become one of our most active members on the education side. I am confident that Pierre will lead the committee to even higher levels of performance in the coming 3-year term. We are fortunate to have someone so well prepared to fill Gordon's ample shoes.

A note of thanks to all of WPO's Sponsors: GPC/Salfo Group (Diamond), China Packaging Federation (Platinum) and Pack Expo International (Platinum) for their support. Special thanks go to Pack Expo International as our lead sponsor of the WordStar awards ceremony held during Interpack. WorldStar Awards were, once again, well attended by about 350 people as about 95 awards were distributed.

Speaking of sponsors, WPO is excited to announce that we have a brand new sponsor. It's Ecobliss, located in Echt, The Netherlands. Our thanks to Ron Linssen, Managing Director, and his team for his commitment to WPO as a Silver sponsor. Find them at www.ecobliss.com.

More thanks go to EPIC and to Packaging Today for their financial support and also to Michaël Nieuwesteeg and his team from NVC Netherlands Packaging Centre for organising and sorting out the logistics of the Messe for us, along with making sure we were well fed and watered.

Finally, a personal note. Serving as president of WPO for the last 2½ years has been one of the greatest highlights of my 40+ years in packaging. The honor is quite unique and it has afforded me the opportunity to say that I have friends in more than 40 countries. Negotiating with all of our different cultures is not always easy, but it is always fun... a great challenge sometimes, but always fun. So now I must thank the WPO Board for showing their confidence in allowing me to continue as president for another 3-year term, through 2017. I pledge to do my best to continue to drive WPO forward to even greater heights, with everyone's help. Thanks!

Thomas L Schneider, CPP
President
World Packaging Organisation

Around the World

Turkish packaging companies at Interpack

WPO member, ASD (Turkish Packaging Manufacturers Association) participated at Interpack 2014 exhibition to promote the Turkish industry. The Association was serving at the booth located in the North Entrance and worked on the following main topics both at the booth and by visiting the exhibitor companies and attending the meetings in the exhibition:

- to promote the sector in order to contribute to the corporate identity of Turkish Packaging Industry;
- to give information about the efforts of ASD;
- to organize a business trip and b2b meetings for the associations' export project member companies that this

project was governed by the Turkish Ministry of Economy for three years;

- to distribute the magazine *Ambalaj Dünyası Interpack Special Issue May 2014* prepared especially for Interpack 2014 and containing information about Turkish companies participating in the ASD's export project and national & global news.
- to promote Eurasia Packaging 2014 Istanbul exhibition which has been one of the most important commercial platform for the development of Turkish Packaging Industry;
- to work in cooperation with ASD's partner TÜYAP team in order to draw visitors and proper exhibitors to this exhibition.

There were 147 Turkish packaging, packaging machinery and food processing machinery manufacturer companies participating at Interpack 2014. Official statistics showed that Turkey was the third or fourth largest exhibitor country this time in Düsseldorf.



Partnership for show in Africa



After granting support to the exhibition, PMMI (The Association for Packaging and Processing Technologies) has now entered into a joint venture agreement with Ipack-Ima Spa to produce East Afripack (September 9-12 – Nairobi – Kenya). The organizational commitment ensured by PMMI combined with the support of premier international partners UNIDO (United Nations Industrial Development Organization), EAC (East African Community) and the Ministry of Industrialization and Enterprise Development of Kenya makes East Afripack the only landmark exhibition in the area.

Ipack-Ima, will now enjoy the support, skill and expertise of PMMI – a trade association representing over 600 packaging and processing machinery, materials, components and containers suppliers and the organizer of the PackExpo trade shows. This joint venture also increases visibility and makes East Afripack attractive to the international public.

"The hands-on commitment assumed by PMMI by upgrading support into this joint venture is something we are very excited about – says Ipack-Ima Spa CEO Guido Corbella. This agreement is going to further reinforce the sharing of strategies and goals with PMMI. It will be a crucial contribution to the growth of East Afripack and its establishment as the landmark exhibition in the East Africa market".

Combined, the EAC nations have a real GDP of more than \$43 billion, and East Africa's middle class has more than tripled over the last three decades. East Afripack will help Africa strengthen its growth and compete globally. "We're very excited about this new venture with Ipack-Ima - says Charles D. Yuska, president & CEO, PMMI -. We're entering East Africa at a time when the economic landscape is changing and seeing new growth areas".

According to market research Ipack-Ima commissioned from UNIDO, Africa shows a strong and urgent propensity to invest in technology to face enormous competition for their products and needs skilled labor capable of implementing international standards. East Afripack will provide leaders in consumer goods and packaging, processing and converting

machinery a chance to convene and take their industries into a new era.

Finalists at Dutch packaging award

The ten finalists of packaging innovation contest De Gouden Noot 2014, organized by WPO member NVC (Netherlands Packaging Centre) were announced during Interpack 2014. De Gouden Noot is arguably the world's most competitive packaging innovation contest. The kick-off of this 27th edition took place on October 2nd 2013 at the Atomium, in Brussels, and the deadline for entry was April 2nd 2014. This provided the global packaging community with sufficient time to decide on participating and thoroughly prepare their entries. On April 8-9th the first judging round took place, with all packages physically available for the Jury to discuss. The 20-person Jury made their final choice for the ten finalists after this two-day judging procedure. With De Gouden Noot the NVC stimulates innovation of packaging and packaged products. The unique trophy with a solid golden walnut is the symbol of the contest. All finalists were on display at the NVC stand at the Interpack; they can also be seen at NVC website www.nvc.nl. In September the second Jury round will take place. Each finalist will present their entry to the complete Jury. The winner of De Gouden Noot 2014 will be announced September 30th, 2014 at the 10th NVC Packaging Innovation Dinner.



MEPPP Plastic Pool Pallet
MEPPP BV



Next Generation Food Can
Ardagh Group



Multipack crate
Schoeller Allibert



Locked4Kids
Ecobliss



ROLLOR Express
ROLLOR



Mr Proper Sustainable pack
with auto-stop dosing cap
Procter & Gamble



Beemagictray
Dampack international bv



Tenderpac®
Ultrapak BV and Naber
Plastics BV



SpRing Latch
Ardagh Group and Plato
product consultants



Bluebag
Moonen Packaging

New President at Hungarian packaging association

The WPO member CSAOSZ (Hungarian Association of Packaging and Materials Handling) held its annual general assembly in March this year. The members assumed the last year's operation and accepted this year's action and financial plans of the Association. The general assembly has elected as the new President of the Association Attila Bencs, managing director of the Hamburger Hungaria Ltd. who was in the previous cycle as Vice President. The former president, Miklós Galli led on the CSAOSZ for 21 years. During the assembly, the board of the Association expressed its thanks to Galli through an Honorary Award.



Attila Bencs
New President of CSAOSZ



The former and the new President,
respectively, Galli and Attila

Competition and conference of Ukrainian students

Club Packagers of Ukraine, a WPO member, held XIV competition "Golden Chestnut". It's a competition of the best student scientific work in packaging. 69 students from 22 universities of Ukraine took part in the five categories of competition (design, manufacturing technology of packaging materials, manufacturing technology of package; logistics; recycling).

19 winners made presentations at the students' conference (250 participants). Conference was supported by the company DOW, Tetra Pak, Rada, Technocom. Representatives of companies Tetra Pak Ukraine and Ukrplastic made presentations about the latest developments in packaging. More information visit www.upakjour.com.ua.



Education

Packaging Academy in Turkey



All training activities of Turkish Packaging Manufacturer Association (ASD), a member of WPO, will be organised within the Packaging Academy so that the training needs of the Packaging Industry in Turkey incorporate a under one umbrella. ASD, which is represents \$14 billion value industry, will be organised to meet the needs of technical trainings of many companies in the Packaging Academy. Having 22 years of experience in the field of training aimed at increasing and developing professional knowledge and competency of Packaging Industry employees, the association established the ASD Packaging Academy which is expected to plan technical training in order to meet the requirements of many organisations. ASD Packaging Academy will initially organize Basic Plastic Materials Training, Glass Packaging Training, Cardboard Packaging Training, Flexible Packaging Training, Basic Printing Techniques Training, Flexo Printing Techniques Training, Packaging and Food Safety Training, Packaging Wastes and Environmental Legislation, Packaging Design and Intellectual Property Rights, Packaging and EU Legislation Training, Good Manufacturing Practices in Packaging Industry and Hygiene Training, and it will continue to exist with your support. "Turkish Packaging Industry which reached 6.35 million tons of production quantity and US\$ 14 billion of turnover in 2012 and grew by 17% in terms of value as compared to the previous year, will maintain its position in 2013 and keep the same growth trend. Our sector is taking large steps towards being the packaging center of Eurasia. We are exporting to 191 countries in the world. In the first 9 months of 2013, our export quantity increased by 6% and export value by 14% as compared to the same period of the previous year. We can achieve sustainable growth only with qualified personnel who are well-educated, equipped with technical knowledge and skills and ready for lifetime development. Our employees are the most important asset of our operations", explains Sadettin Korkut, Chairman of Board, ASD.



IoPP Fundamentals online course is ideal for your worldwide packaging teams

IoPP (The Institute of Packaging Professionals), a WPO member, offers web-based training on all the major areas of packaging through its Fundamentals of Packaging Technology [onlinecourse](#). This course, which is recognized by WPO, is ideal for global packaging teams, because everyone on the team learns the same information the same way, creating efficiencies that fall directly to the bottom line. Professionals in more than 40 countries, including those at some of the world's leading consumer products companies, have taken this online course through IoPP, enhancing their knowledge to learn packaging from the bottom up or to fill in gaps in their knowledge. Fundamentals online is available in full or in part for licensing at significant discounts for your work group or company. View a [description](#) for each of the course's 42 modules. You have three options for taking Fundamentals online: the complete course, lesson bundles by topic and individual lessons taken one at a time. The complete course can lead to certification—IoPP's internationally recognized Certified Packaging Professional mark. Read the Fundamentals online course Q&A. For more information contact info@iopp.org. For licensing information, contact [Jim George](#), IoPP Director of Education.

Packaging training course in Indonesia

The first international packaging training course and workshop of 2014 supported by WPO and offered by the Australian Institute of Packaging (AIP), in conjunction with the Indonesian Packaging Federation (IPF), both WPO members, took place in Indonesia (March 05-08). The island nation of Indonesia is the world's fourth most populous country and packaging is a vital part of its industry and economy. The training event comprised of two parallel workshops in Bali: class lecturing and discussions from 5-7 March and a visit on 8 March to the Food, Hotel & Tourism Expo in the Bali Nusa Dua Convention Centre. The workshop's aim was to equip participants with greater in-depth knowledge in order for them to tackle the challenges facing the packaging industry in their current environment and to prepare them for the competitive advantages emerging in the Association of Southeast Asian Nation's (ASEAN) Economic Community Market. The AIP Packaging Technology short, intensive training courses grow participants' confidence in packaging capabilities, providing a level of insight and understanding of the packaging industry that adds real and measurable value to careers and businesses. Packaging Workshop A had a focus on paper board, rigid plastic packaging and labels, while Packaging Workshop B covered flexible packaging, tubes and paper board packaging. In attendance were students from the various islands of Indonesia, Singapore, China and Canada. By far the majority of

the students present were graduates in some field or other but their careers had found them associated with the packaging industry where they either feel overwhelmed or under-qualified or, by their own admission after a week's training, in a new situation where they discovered that they "never knew what they didn't know!!" Their final project presentations on the fourth day reflected a high standard of input and learning by the students. They were confident that their learning would make a significant difference in their workplace and in future decisions. As with many developing countries, the greatest challenge is the packaging of local foodstuffs as well as packaging for the informal sector. Developed countries can learn from packaging partners in the Asian nations. The majority of Indonesia's population shops frugally for everyday food and personal needs at the traditional markets called the pasar. Crowded with small carts and lined with small stores, the pasar is a hive of activity. They sell every possible household good, some wrapped and many not when it comes to foodstuffs. Packaging is largely driven by consumer affordability. Much fresh produce is sold at the pasar where, if better knowledge of material selection coupled with the correct storage was used, much less meat, fresh fruit and vegetables would be wasted. Fresh produce is often exposed to the elements resulting in short shelf-life owing to ineffective storage and display conditions. The on-going aim of this teaching and learning is to equip more and more people with a better understanding of the impact, the effects and the power of appropriate packaging. The ubiquitous pack can be a friend or a foe but with greater knowledge on its role from design to reuse, our world could solve many of its problems. The future of packaging and education in this field is exciting. For more information contact Pierre Pienaar MSc FAIP, AIP Education Director at educate@aipack.com.au.



From the board

Tom Schneider to begin second term as WPO President

During the first board meeting of WPO at Interpack, in Düsseldorf, Germany, Thomas L. Schneider was unanimously elected to a second term as WPO's President (2015-2017). The new term will began after the second board meeting of the year, in November, in Colombo (Sri Lanka). Through multiple leadership positions, Schneider's participation in the Institute of Packaging Professionals (IoPP), WPO member from US, helped pave the way to his extensive and influential WPO involvement. He served on the IoPP National Board as President and Chair in 2004 and 2005 respectively. He is a member of the IoPP College of Fellows and also an Honorary Life Member of the Institute, and is a member of the Packaging Hall of Fame. With packaging education at the forefront, Schneider's tireless contributions to IoPP and WPO have provided opportunities to share his insight and knowledge with the worldwide packaging community comprised of a global network of industry professionals, especially with WPO member from more than 50 countries. "The opportunity to develop relationships with packaging leaders from around the world has been a unique experience",

says the President. "These relationships – with WPO and IoPP support – have provided exceptional opportunities to experience the latest technologies, materials, and package designs from every corner of the globe – not to mention the ability to work alongside many of those professionals responsible for such incredible packaging innovation that occurs worldwide."

Schneider is currently President of Houston-based Industrial & Shippers Supply, a 60-year old value-added distributor of packaging and labeling systems and supplies.

Food Safety Committee

During the first meeting of 2014, in Interpack, WPO confirmed the creation of another Committee, the Food Safety one that will be coordinated by Johannes Bergmair, from OFI, the Institute of Packaging from Austria, a WPO member. More information send an e-mail to Johannes johannes.bergmair@ofi.at.

Three new Vice Presidents



WPO also discussed in Interpack meeting the possibility of having three new Vice Presidents, dedicated to strategic issues: Membership, Science in Packaging and Awards. The discussion will continue at Sri Lanka's meeting, in November 2014. Suggestions can be sent to General Secretary, Keith Pearson by e-mail glacier@tiscali.co.za

Schedule for meetings 2014 until 2017

WPO agreed that meeting for next years will be placed in:

- 2014 Colombo (Sri Lanka)
- 2015 Milano (Italy) and Mumbai (India)
- 2016 Budapest (Hungary) and Vienna (Austria)
- 2017 Johannesburg (South Africa) and Sydney (Australia)

WPO meeting in Budapest in 2016

 CSAOSZ (Hungarian Association of Packaging and Materials Handling) has started the operation of the www.wpobudapest2016.org website. The aim of this website is to give information  about the planning of the first meeting of WPO, in the first semester of 2016 that will be held in Budapest (Hungary). Right now the website has only minimal information but it is being continuously developed. The aim is to communicate and spread the complete programme of WPO meeting.

Next packaging education programs

The next packaging education programs WPO will support in 2014 are:

- Vietnam (October 20-24) that will be specific about packaging issues to the local industry, focused in textiles and clothing.
- Ghana (September 22-26) that will include visits to converters and end users.

- Nigeria (November 03-09) that should attract between 50 to 60 students and will focus in pharmaceutical packaging; participants will also visit two plants of pharma producers.

More information on these and other packaging education programs, contact Pierre Pienaar, new coordinator of WPO Education Committee by e-mail pierre@aipack.com.au.

Suggestions on WPO webpage?

If so, contact directly Pierre Pienaar (pierre@aipack.com.au) directly. He is responsible for making all changes in the website.

Changes in Education Committee

By Keith Person, WPO General Secretary



The WPO meetings in Dusseldorf saw a significant change taking place in the position of Vice President Education. Gordon Stewart has held this position since this portfolio was established. He has recently retired from IOM3, the WPO member in England. At the WPO meetings in Dusseldorf Pierre Pienaar was elected to take over the reins as Vice President of Education. The WPO vision is "Better quality of life through better packaging for more people" and one of the areas that turns this vision into reality is through the WPO Education programmes. Under Gordon's excellent leadership, the Education Working Group has sponsored and organised packaging training in a number of countries working through the local WPO members and partners. From small beginnings the packaging outreach programmes have reached a point where WPO member requests exceed the WPO budget necessitating careful consideration of each support request. Over the past few years WPO has been blessed to have Pierre Pienaar, representing the Australian Institute of Packaging and becoming involved in the Education Group. Pierre is passionate about packaging education and this all started when Pierre lived in South Africa and was a strong supporter of the South African Institute of Packaging's education programme. This passion has followed him to Australia where he now resides. His management style is ideally suited to the way education in WPO is rolled out. He is hands on and gets involved in actually planning and conducting the courses. Pierre's vast experience in the field of packaging education is well received wherever the courses are held. Pierre has already conducted a successful packaging training course run with the the Indonesian Packaging Association in partnership with the Australian Institute of Packaging. The programme for the remainder of the year will see training taking place in Vietnam, Ghana and Nigeria. There are a number of courses already being considered for 2015. It is with sadness that we bid farewell to Gordon and wish him happiness and health as he enjoys his retirement. We are confident that Pierre will continue to build the WPO education programme and deal with challenges of digital and future training challenges as they present themselves.



Pierre Pienaar



Gordon Stewart

WPO at Save Food project

WPO participated in the Save Food Congress during Interpack 2014. The Organisation was represented by Vice President of Marketing & Communication, Luciana Pellegrino, from Brazil. Luciana reported that each day of the event focused in different subjects: the first was dedicated to political and social approaches and the second showed cases of good practices to reduce hunger in the world. The central point of the event was the presentation of the study conducted by SAVE FOOD Initiative that traced the causes and concrete solutions to solve food problem in Kenya.

WPO members with project and ideas related to Save Food cause can send suggestions of action to Johannes Bergmair that also coordinates the new Food Safety Committee. His e-mail is johannes.bergmair@ofi.at. WPO is formerly engaged as a sponsor of Save Food program and its logo is applied in all promotional materials.

Global packaging statistics

Kishan Singh, WPO member from South Africa, presented in Düsseldorf meeting a previous study about statistics of packaging industry in six country members. The idea is to continue receiving the data from other members, processing them and creating a more comprehensive study on global bases. Members that did not send the statistics of its country yet, please send the information, as soon as possible, to Kishan by e-mail kishan.singh@za.nampak.com.

Events

Australian National Conference



AIP's National Conference, organized by the Australian Institute of Packaging, a member of WPO, takes place June 17th to and 18th and will be held at the Sofitel Wentworth, Sydney. The event will have 40 speakers from seven countries and is designed for both personal and professional development, besides offering networking opportunities with like-minded packaging experts. It is ideally suited for the food, beverage, manufacturing and packaging industries; the central theme is "Packaging & Innovation Excellence".

Keynote speakers include Bryan McKay FAIP, Director Packaging Development – Asia Pacific, Campbell Arnotts, Fran Bova FAIP, Packaging Manager, Kimberly-Clark Australia, Nicolas Georges, RD&Q Director, Premium Chocolate & Dairy, Asia Pacific, Mondelez International, Craig Walker MAIP, National Packaging Manager – PET, Coca-Cola Amatil, Bassam Hallak,

Director, Innovation Discovery & Insights, Avery Dennison, Nina Cleeve-Edwards MAIP, Packaging Specialist, Nestle Oceania and Paul Horn, Strategic Procurement Director – Technical, LION. International Speakers include: Massimo Annatarone, Gualapack Packaging System, Prof, Ing Matthias Niemeyer, Chief Executive Officer, KHS, Peter Lockery, H.B Fuller, Paul Taulien, Sidel Group, Antony Conway, Esko, Doug Kunneman and Mark Vergauwen from Nature Works and Andreas Schweiger, Rofin-Baasel LaserTech. The event is sponsored by APPMA, Auspack 2015, Amcor, Hannapak, Chep, Esko, Innovia, KHS, Wellman Packaging, Confoil, J.L. Lennard, Gunn Lab, Laser Resources, Loscam, Metalprint, New Age Business, Ngai Mee Holdings and UPM Rafalatac. For further information contact the AIP on +61 7 3278 4490 or email info@aipack.com.au or visit www.aipack.com.au

Structural realignment of Drupa 2016



After a strategic realignment, Messe Düsseldorf re-launched drupa 2016 with a substantially reviewed nomenclature and a new key signifier. With the slogan “touch the future” it will focus on the industry’s innovative strength and establish a platform for future technologies. The premiere of this relaunch was at interpack 2014. The secret of the next event will be the focus in three points: trend spotting, active endorsement and tailored trade show concepts. At present, the printing industry is undergoing radical structural changes and far-reaching consolidation processes. At the same time, new technologies such as functional printing, printed electronics and 3D printing, which have significantly increased their market share, provide major opportunities and potential for growth. The same applies to applications and solutions in the area of digital printing, package and label printing as well as to the industrial production segment. For more information visit www.messe-duesseldorf.de.

IoPP developing packaging seminars for multi-show event

The Institute of Packaging Professionals (IoPP), a member of WPO, and UBM Canon announce a partnership through which IoPP will develop and host packaging education seminars June 10, 2014 at a tradeshow and conference at the Jacob K. Javits Convention Centre co-locating HBA Global Expo, EastPack and Pharmapack North America. These coexisting trade shows, organized by UBM Canon, will run from June 10-12, 2014. The IoPP sessions are being planned to appeal to a broad packaging audience on topics prevalent across the packaging industry. IoPP plans three mini-seminars, each spanning nearly two hours, which are being developed through the IoPP Packaging Learning Centre. Each of the three seminars will comprise several 30-minute presentations on related topics, and the day also will include a panel discussion. According to Jim George, IoPP’s Director of Education: “These seminars will provide a forum to update packaging professionals from many corners of the industry on new developments and best practices. They provide IoPP with a bigger footprint for the audiences of these three longstanding shows for delivering packaging education and also celebrating packaging excellence. On the evening of June 10, IoPP’s AmeriStar Package Awards, along with the UBM Canon Packaging Group Visionary Awards, will recognize finalists and award winners at a dual presentation ceremony during EastPack at the Javits Centre.” For more information visit HBA Global Expo, EastPack and Pharmapack North America.

Symposium "Simulation in Packaging Development"

Simulation is being used increasingly in process design and optimization. Packaging technology often presents a complicated, interdisciplinary set of challenges including the interaction of packaging and fill goods, dynamic processes as well as the mechanical components of packaging and packing equipment. The complex interplay of these factors often cannot be tested efficiently by Trial and Error. However, modern simulation technology can address this. The Symposium "Simulation in Packaging Development", organized by IPI (International Packaging Institute), from June 11th and 12th will explore the wide range of applications which simulation can help with – from the production of packaging materials to different steps in the packaging process, quality assurance and packing lines – and will be presented by highly experienced experts in the use of simulation techniques. The Symposium is aimed at R&D specialists working in the packaging sector, packing companies, packaging and packing equipment designers and packaging manufacturers who need to understand the options available to use simulation in the design and improvement of packaging processes and are interested in developing their network of contacts in this field. For more information visit www.ipi.eu.

The Processing Zone Returns to Pack Expo International

According to a recent study released by PMMI, The Association for Packaging and Processing Technologies, 75% of manufacturers use robots at some point along their manufacturing line, including processing operations involving direct food contact. The report indicates that use of robotics has more than tripled in a number of industries in the past five years.

To meet processors' increasing demand for automation and robotics, PMMI announces the return of The Processing Zone. The pavilion, located in Lakeside Upper Hall, will feature a wide range of processing technologies for manufacturing industries including baking and snack, beverage, dairy, meat and confectionery – as well as non-food sectors such as cosmetics and home and lawn care. As the manufacturing line evolves, processors continue apply a holistic approach to evaluating their existing operations and seeking whole-line solutions that address both processing and packaging challenges. The Processing Zone provides a guide post for attendees looking to maximize their time at the show as they navigate through North America's largest showcase of these technologies from more than 1,800 exhibitors. Additionally, processing solutions providers will also be located throughout the exhibit halls of McCormick Place. "Since its first appearance — at Pack Expo International 2010 — The Processing Zone has continued to offer solutions for automation, plant safety, efficiency and technologies for all steps in the manufacturing process," said Jim Pittas, vice president, Trade Shows, PMMI. The Processing Zone is just one of several features at PACK EXPO that showcase packaging and processing innovations. Processors will also have access to a number of other resources at the show:

- The Food Safety Summit Resource Center will help manufacturers learn about recent breakthroughs in food safety technologies and source solutions critical to food safety.
- The Confectionery Pavilion, located in the South Hall and sponsored by the National Confectioners Association (NCA), will connect attendees with equipment and materials to help maximize line flexibility and protect product freshness.
- Several industry-specific lounges will provide dedicated areas for attendees to network, exchange ideas with peers and seek technical advice from subject matter experts. These include The Baking-Snack Break lounge, endorsed by the Biscuit and Cracker Manufacturers' Association (B&CMA), The Candy Bar lounge, endorsed by NCA and The Beverage Cooler lounge, endorsed by the International Society of Beverage Technologists (ISBT).

- Four Innovation Stage locations will offer convenient access to critical industry insights with free educational sessions.

To register for PACK EXPO International 2014, visit www.packexpointernational.com. A discounted registration fee of \$30 applies until Oct. 3, when it increases to \$60.

I Business Sectoral Meeting in Spain

On May 29th the Asociación Graphispack, WPO member in Spain, organized the "I Business Sectoral Meeting of the Spanish Institute of Packaging: Food", that held conferences about:

- The importance of the migration of adhesives for use in food packaging, based on the current European legislation for food packaging materials.
- Food packaging: requirements to ensure the suitability of food packaging.
- Hispack 2015.
- Packaging and social responsibility.
- Success stories in packaging materials - packaging functions, complexity, categories, principles, processes, issues, suppliers and projects are presented.
- Opportunities and challenges for bio-plastics in food packaging.

The event was the first of this kind to be held until next Hispack 2015, with the coming of beauty and cosmetic, health, beverages,

Hispack is giving a new twist to its trade fair model and is forming an alliance with leading companies from different packaging consumer sectors in order to identify the needs and major trends that are defining the development of new packaging and Point of Sales Advertising. At its next edition-which will be held from April 21st to 24th in Fira de Barcelona's Gran Vía Exhibition Centre, Hispack will match its exhibits with the real requirements of demand, having a particular effect on processes, sustainability, new materials, smart packaging, personalization and intra-logistics, among other areas.

Hispack 2015, through "Pack Experience", will provide sector professionals with the opportunity to enjoy a world of packaging-related experiences, interacting continuously with experts, technical personnel and other representatives from both supply and demand sectors.

The fair, organized by Fira de Barcelona in collaboration with Asociación Graphispack, will host activities featuring scientific, educational, cultural, technological, economic, commercial and marketing aspects related to packing, packaging and Point of Purchase. The list includes technical seminars, conferences, business meetings, cultural exhibitions, presentation of reports and the Liderpack Awards - a leading international contest thanks to their connection with WorldStars, which recognize the best packaging "made in Spain".



Worldstar Awards 2014

Winners were announced during Interpack 2014

On 13 May 2014, during Interpack 2014, entrants of the Worldstar Awards 2014 gathered at the Messe Düsseldorf for the bustling awards ceremony. As ever, it was a full house, with more than 80 winners present. This year, the Worldstar Awards announced 139 winners. The WorldStar Award attracted for this edition 249 entries from 35 countries around the world. The jury was composed by 24 representatives of packaging associations that joined in November 2013, in Barcelona (Spain).

The number of winners, by category, was: Beverage 45 (out of 64 entries); Food 39 (73 entries); Health & Beauty 9 (32 entries); Household 7 (13 entries); Pharmaceutical & Medical 7 (10 entries); Electronics 6 (11 entries); and Other 26 (46 entries). The country that received the most awards was Japan with a total of 14 WorldStar winners. Heart Corp. from Japan celebrated winning Gold in the President's Award, one of the prestigious special awards. The winning pack, Gentle Lock Cap®, is a child resistant screw cap system that prevents leaking. Vetropack Moravia Glass won Gold in the Marketing Award category for the unique packaging for 1litre bottles for the 170th birthday of the Pilsner Urquell beer.

In the Sustainability Award, the game-changing partnership between Packsize International and Staples Inc was recognized with a Gold Award. Staples' Smart Size packaging, developed by Packsize International, is a response to the regular customer complaint of excessive packaging. The Smart Size packaging requires less corrugated than competitors in the market and offers a considerably reduced carbon footprint. Hanko Kiessner, CEO of Packsize International said, "It is a culmination of years of work to solve a packaging problem – and to do it with a partner like Staples and be recognized, feels phenomenal".

Following the awards presentations, attendees continued the celebrations in a cocktail and networking. When asked about the standard of this year's entrants, Thomas Schneider, President of WPO, said: "Everyone here today is a winner in their own right."

Pack Expo International, a packaging show organized by PMMI (The Association for Packaging and Processing Technologies), was the Platinum Sponsor of WorldStar Awards ceremony. During the event, Jorge Izquierdo, from PMMI announced the winner of the raffle to a trip to visit PackExpo International (November 2-5), in Chicago (USA).

WorldStar Packaging Awards 2015 open for entries

WPO announced that the entries for WorldStar Packaging Awards 2015 will be open from 1 July to 10 October 2014. Considered the most important global packaging award, the WorldStar is based on the judges' consensus that a pack is superior in its own right and better in its class, in execution, or innovation by comparison. The judges consider the following criteria: protection and preservation of contents; ease of handling, filling, opening and closing; adequacy of information; sales appeal; graphic design; quality of production; economy of material and cost reduction; environment; ingenuity of construction; and adaption to local conditions (production, materials, market etc). There is a new category this year, the Point of Sale Category, that recognizes the best packaging in the end of aisle display in store units/counter display. Winners of a Worldstar are also eligible to participate in three special categories: Sustainable Packaging Award, Marketing Award and President's Award. WorldStar Awards are presented only for packages that have already won recognition in either a regional or national competition in 2013 – 2014, normally organized by an Association, member of WPO. Details about qualifying competitions

to enter can be found at www.worldstar.org.

The entry fee is €650 for the first entry; the fee for any additional packs is €500 each. The judging process will be held in Sri Lanka, the week commencing 17 November, 2014 during the WPO Board meeting. The expert panel of judges will compare all the entries and will select the ones that show to be superior in their category and market. The 2015 WorldStar Awards ceremony will be held in May 2015, during Interpack, IPACK-IMA in Milan (Italy). Enter online as from 1 July 2014 at www.worldstar.org. For further information on entries and rules contact Rachel Brooks at rachel.brooks@iom3.org. +44 1476 513885



Specials Articles

Food packaging: help or hindrance?

By Pierre Pienaar*



September 11, 2013 hosted the 246th National Meeting & Exposition of the American Chemical Society (ACS). ACS is the world's largest scientific society. At this event Sarah Risch, Ph.D. and former professor at the School of Packaging, Michigan State University, said that new packaging materials must meet the criteria for being sustainable without sacrificing the security, freshness and visibility of the food inside. She went on to say that, "We face a huge challenge in developing new packaging materials that protect food all through the supply chain while being recyclable, compostable, produced with renewable energy or even edible," Sustainable, recyclable, compostable, renewable edible. You would have heard these terms. Are you tired of these terms? "For whom are these concepts and practices intended?" After

recently returning from Indonesia where I delivered a training course for the Indonesian Packaging Federation on behalf of the Australian Institute of Packaging (AIP) and the World Packaging Organisation (WPO), I find myself challenged by a dilemma. The delegates at the course were all graduates but not in the field of packaging. Their various careers have led them to be involved in packaging and they are hungry for skills, knowledge and expertise in the field of the science and technology of packaging; mostly to address the huge problem of food wastage owing to ineffective packaging. I hear this plea throughout developing nations who have little or no packaging to protect foods sold on open street markets. Yet, first world developed nations cry out over what to do with the excess packaging waste. My dilemma: would adding effective packaging to the food market in developing countries not, in fact, be contributing to and creating a whole new problem?

Aretha Aprilia, director of the Indonesia Center on Sustainable Consumption and Production at Surya University, Tangerang, reported in the Jakarta Post (Nov 7, 2013) that the food waste generated in Indonesia is higher than the amount of food produced, which is likely due to food imports. The amount of food produced is nearly three times higher than food consumed and food waste is even higher. Aprilia went on to say Indonesia produces nearly 300 kilograms (kg) per capita per year with estimated food consumption at 110 kg per capita per year and food waste amounting 315 kg per capita per year. The 6,000 tons of waste per day in Jakarta is not regarded as an opportunity, but perceived as a mounting problem. And we have a global food shortage crisis? Crisis, yes. Shortage? No. The question then remains: should the packaging industry attempt to solve the food wastage problem in developing nations by contributing more effective packaging or should we be educating ourselves sooner rather than later in the processes of food waste management? To illustrate the value of waste, Sweden has applied an impeccable at-source sorting system and sorted organic waste is used as feedstock for energy generation and for fueling public transportation. Some regions in Sweden lack waste due to successful waste minimisation practices and, therefore, have to import waste. Aprilia suggests, "Sorted organic waste can in fact be touted as both "black gold" for its compostable properties and "green gold" due to its possible conversion to electricity." I have begun to ask myself, "What then is our role within the packaging industry when it comes to assisting with challenges related to all things sustainable, recyclable, compostable, renewable, and edible. Is our industry compounding the problem? What 'gold' can we produce to ensure we are making a sound contribution to waste management associated with food packaging? I believe it will take integrity, consultation and collaboration with all parties involved in the packaging of food to ensure that an honest, considerate and selfless approach is upheld.

**Pierre Pienaar is Education Director of AIP (Australian Institute of Packaging), a WPO member (pierre@aipack.com.au)*

Indian participation at Interpack 2014

The Indian Institute of Packaging, a WPO member, took an initiative for the second time to participate into Interpack organizing the India Pavilion at Hall No. 7.2 & Hall No. 12 with the financial assistance from Ministry of Commerce of India. The main objective was to focus the image of Indian Packaging industry in terms of their capabilities for production of innovative high quality packaging materials to the global packaging community.

After having an overwhelming response from the packaging industries in Interpack 2011, the Institute has increased the space from 168 sq.mtr to 468 sq.mtr in the 2014 edition and there were two India Pavilion, one located at Hall No. 7.2 (material section) and another in Hall No. 12 (machinery section). 50 Indian packaging and allied industries had participated in both.

The exhibitors under India Pavilion consisting of almost all kind of packaging materials i.e., flexible laminates, paper products, ancillary materials like caps and closures, mold makers, metal containers, plastic containers, flexible intermediate bulk container manufacturers, packaging solution provider etc. A snap shot of the area is given below:



Delegation of Visitors & Exhibitors through Indian Institute of Packaging:



Networking Reception by IIP for Indian Companies at INTERPACK 2014

N. C. Saha, Director of Indian Institute of Packaging had taken a bold initiative to organize this Networking Reception for all the Indian exhibiting companies and several trade visitors at Interpack 2014. The program was organized in association with Messe Dusseldorf, GmbH as on Sunday, 11th May 2014 at International Lounge, Messe Centre. The Director had coordinated the entire program that included all the dignitaries from India as well as overseas. The event was attended by 150 guests and well received by Media as well. Special presence of dignitaries from Asian Packaging Federation & World Packaging Organization was well acclaimed. At the beginning, Saha highlighted about the objective of the event; he emphasized that the main objective "is to invite the Indian exhibitors into the next Interpack exhibition which will be held in 2017 under India Pavilion so that all the Indian packaging industries would be under one single umbrella and we would be able to focus about our country and also to establish the image of "India Brand" into the Global packaging community".

The event was attended by all the India Pavilion Exhibitors apart from many of the leading participating companies from

India and Indian trade visitors to Interpack 2014. While welcoming the gathering, the Director of the Institute also submitted his satisfaction for the response received for IIPs' initiative to participate in Interpack 2014. All the exhibitors also submitted their satisfaction for the overall business generation and shown their willingness to participate in the next edition of the show under IIPs' banner. IIP also felicitated the whole team of Interpack 14 for their continued support and co-operation for setting up of India Pavilion 2014. Werner Dornscheidt, President & CEO of Messe Duesseldorf GmbH, was requested to reserve 1000 sq. mtrs. area for IIPs' India Pavilion in next edition of Interpack in 2017 and also a better & premium location for showcasing the growth of Indian Packaging Industry.

Networking Reception by IIP for Indian Companies at INTERPACK 2014



For more information contact N. C. Saha, Director of IIP (Indian Institute of Packaging) by e-mail director-iip@iip-in.com.

Credits:

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

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

Contribution: WPO Members

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

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

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

Photos: Contribution of WPO members

WWW.WORLDPACKAGING.ORG