

NEWSLETTER

Issue No.1 | Jan-Mar 2024

Current President

Asian Packaging Federation 2024-2025

Mr. Joseph Ross Jocson, Philippines



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Dear Members of the Asian Packaging Federation,

It is with great honor and privilege that I address you as the newly elected President of the Asian Packaging Federation. As we embark on this new year, I would like to extend a warm welcome and heartfelt greetings to each and every member of our esteemed organization.

Firstly, I would like to express my sincere appreciation to our predecessors and their exceptional contributions to the growth and success of the Asian Packaging Federation. Their dedication and hard work have laid a solid foundation for us to build upon, and I am committed to continuing their legacy by achieving new milestones together.

The packaging industry in Asia is thriving, and we are witnessing immense growth and innovation in our region. As President, I am determined to harness this potential to further enhance the Asian Packaging Federation's impact and influence in the global packaging landscape.

I firmly believe that collaboration and knowledge-sharing are the cornerstones of our success. Therefore, one of my primary goals as President will be to foster closer ties among our member organizations, promoting networking opportunities, and facilitating the exchange of best practices and expertise. By working together, we can leverage our collective strengths and drive the packaging industry to new heights.

Furthermore, I recognize the importance of sustainability and responsible packaging practices in today's world. As an industry, we have a duty to prioritize environmental consciousness and actively seek innovative solutions that minimize our ecological footprint. Together, we can play a pivotal role in shaping a greener future for packaging in Asia. Throughout this year, we will organize various events, conferences, and seminars dedicated to fostering collaboration and fostering innovation within our industry. I encourage all members to actively participate and contribute their insights, knowledge, and experiences to these platforms. Your ideas and support will be instrumental in enriching our collective understanding and nurturing a culture of continuous improvement.

In conclusion, I want to express my gratitude for the trust you have placed in me as President of the Asian Packaging Federation. I am truly excited about the possibilities and opportunities that lie ahead. Together, let us embrace the new year and work tirelessly towards advancing the packaging industry in Asia.

Wishing you all a prosperous and fulfilling new year!

Sincerely,

DR. JOSEPH ROSS S. JOCSON MNSA
President, Asian Packaging Federation



APF Announces New Office Bearers for 2024

In a recent development, the Asian Packaging Federation (APF) welcomes its new set of office bearers for the year. Mr. Joseph Ross Jocson from the Packaging Institute of the Philippines (PIP) assumes the role of APF's new President.

Mr. Joseph Ross Jocson, Philippines
Current President – APF



Joining him are Mr. R.K. Mishra from the Indian Institute of Packaging (IIP) as the 1st Vice President, representing India, and Mr. Yoichi Sonoyama, General Manager of the Japan Packaging Institute (JPI), as the 2nd Vice President for Japan.



Mr. R.K. Mishra, India
1st Vice President



Mr. Yoichi Sonoyama, Japan
2nd Vice President

Ms. May Yap from the Packaging Council of Singapore Industry Group (PCS) takes on the role of 3rd Vice President, representing Singapore. Dr. Pattra Maneesin from Thailand continues as the General Secretary, and Mr. Sunil Costa from Sri Lanka is appointed as the APF Treasurer.



Ms. May Yap, Singapore
3rd Vice President



Dr. Pattra Maneesin, Thailand
Secretary General



Mr. Sunil Costa, Sri Lanka
Treasurer

This dynamic team is poised to lead APF with dedication and expertise, fostering collaboration and progress within the packaging industry across Asia.

[28th Annual ARC Industry Forum](#) (Feb 4-8)

Renaissance Orlando at SeaWorld, Orlando, FL. ARC Advisory Group. Phone: 781/471-1000

[The Packaging Conference 2024](#) (Feb 12-14)

Wyndham Bonnet Creek, Orland, FL. Contract Packaging Association. Phone: 630/544-5053

[ENGAGE—The Contract Packaging and Manufacturing Experience](#) (Feb 20-22)

Wyndham Bonnet Creek, Orland, FL. Contract Packaging Association. Phone: 630/544-5053

[Sino Pack 2024](#) (Mar 4-6)

China Import and Export Fair Pazhou Complex, Guangzhou, Guangdong, China. Adsale Exhibition Services Ltd

[Seafood Expo North America/Seafood Processing North America](#) (Mar 10-12)

Boston Convention & Exhibition Center, Boston, MA. Diversified Business Communications. Phone: 207/842-5538

[in-Pharma Japan 2024](#) (Mar 13-15)

Tokyo Big Sight, Tokyo, Japan. RX Japan Ltd.

[PACK EXPO East 2024](#) (Mar 18-20)

Pennsylvania Convention Center, Philadelphia, PA. PMMI. For more information please email PMMI at expo@pmmi.org or call 571/612-3200

[2024 Annual Meat Conference](#) (Mar 18-20)

Gaylord Opryland, Nashville, TN. FMI Foundation. Phone: 202/587-4223

[20th International Conference and Exhibition on Device Packaging](#) (Mar 18-21)

WekoPa Resort and Casino, Fountain Hills, AZ. IMAPS. Phone: 202/548-4001

[Anuga FoodTec](#) (Mar 19-22)

Cologne, Germany. Koelnmesse GmbH

2024 Philippines Packaging Forum @PROPAK Philippines

2024 PHILIPPINES PACKAGING FORUM @ PROPAK PHILIPPINES
— DAY One: Session 1 —
1.30 pm to 3:00 pm
WEDNESDAY 31 JANUARY 2024
<https://www.propakphilippines.com>

Sustainability & Circular Packaging: Global & Regional Perspective

Nerida Kelton FAIP
Vice President Sustainability & Save Food
World Packaging Organisation (WPO)

LTC Joseph Ross Jacson
President
Asian Packaging Federation (APF)

Stefano Paolo Bunag
WPO Board Member
Packaging Institute of Philippines (PIP)

Virginia M. Robledo
President
Packaging Institute of Philippines (PIP)

PROUDLY SUPPORTED BY: AIP, AIPA, APF, informamarkets, W.O.R.L.D. PACKAGING ORGANISATION

The AIP, in partnership with Informa Markets, will once again be holding the annual Philippines Packaging Forum alongside of ProPak Philippines 2024 which will see speakers from the Philippines, Thailand, Singapore, Australia and the Netherlands. The Packaging Forum will be split over two days – Day One (31st Jan) and Day Three (2 Feb) and will provide a wide range of global, regional and local expert speakers on a wide range of topics including Sustainability, the Circular economy, the current state of plays for sustainable packaging and also circular design, Active & Intelligent Packaging, sustainability trends and innovations for plastics including creating circularity for flexible packaging, new developments in rigid packaging, Trends and innovations in Fibre and Renewables and more. The Philippines

Packaging Forum is free for all to attend and all participants can attain points towards the Certified Packaging Professional designation and request a Certificate of Attendance.

As the AIP Packaging Forum will be held inside of ProPak Philippines all speakers are required to register to attend the show. We welcome you to also promote this event and share with you own network as the forum is free for all of industry to attend.

<http://aipack.com.au/event-registration/?ee=223>

APF 73rd BOA and 48th GA Meeting in Manila, Philippines

The 73rd Board of Administration and 48th General Assembly Meeting of the Asian Packaging Federation, held on October 6, 2023, at Meeting Room 4, SMX Convention Center, Manila, Philippines, and Online via Zoom, concluded successfully. The outcomes of both meetings include the appointment of distinguished new office bearers. The discussion on APF registering as an association in Sri Lanka went well, and the process will continue soon.



One of the highlights of the event was the Gala Night Awards for Asia Star 2023, which recognized outstanding achievements from various countries, including Japan, Korea, China, Thailand, and Turkey. The prestigious APF Presidential Award was presented to the entry that scored the highest marks. This honor was bestowed upon the package titled “Labelless Bottles from Recycled Plastic Resins,” submitted by A. Best Inter Products Co., Ltd, Thailand.



For more details on the other winners, please visit <https://www.asianpackaging.org/asia-star-awards/>. Stay tuned for further updates in our upcoming newsletter.

Eurasia Packaging Istanbul Fair Hosted Over 75 Thousand Visitors From 123 Countries

Companies active in the packaging industry all across the globe and representatives of the industry got together in Istanbul. Organized for the 28th time this year, Eurasia Packaging Istanbul Fair received visitors from 123 countries and its visitors exceeded 75.000 Mr. Zeki Saribekir, President of ASD Turkish Packaging Manufacturers Association noted that the interest in the fair is very encouraging for the industry that exports to 180

countries globally and said: "Our packaging industry that will achieve 30 billion dollars in size as of the end of 2023 is taking firm steps towards being the packaging center of Eurasia."

The largest packaging fair of the region, Eurasia Packaging International Packaging Industry Fair opened its gates for the 28th time this year, bringing together companies active in the packaging industry in 123 countries with visitors. Organized at the Tüyap Congress Center in Istanbul on October 11-14, 2023 was visited by over 75.000 professionals including more than 13.000 international visitors. In the fair organized by the ASD Turkish Packaging Manufacturers Association in cooperation with RX Tüyap and with the support of Packaging Machinery Association (AMD), Label Manufacturers Association (ESD), Flexible Packaging Manufacturers Association (FASD), Cartonboard Packaging Manufacturers Association (KASAD), Metal Packaging Manufacturers Association (MASD), Corrugated Cardboard Manufacturers Association (OMÜD), and Rigid Plastic Packaging Manufacturers Association (SEPA), decision-makers primarily from Türkiye in addition to the Central and Western Europe,



the Balkans, Russia, the Caucasus, the Central Asia, the Middle East, and Africa had the opportunity to conduct one-on-one discussions.

END OF YEAR TARGET IS 30 BILLION DOLLARS

Noting that the fair will be organized on October 23-26 next year, Mr. Zeki Saribekir, President of ASD said: "The interest from all across the globe in Eurasia Packaging Istanbul Fair that is among the strongest exhibitions in Türkiye regarding industrial diversity was encouraging for our industry. Our packaging industry exports to 180 countries globally thanks to its production in European standards. Our packaging industry continues its growth year after year and is taking firm steps towards becoming the packaging center of Europe. The interest in this fair ensures we have a stronger faith." Stating that they are expecting the total size of the industry to reach approximately 30 billion dollars in the centennial of the Republic, Mr. Zeki Saribekir said: "Our industry will achieve an export volume of 10 billion dollars by the end of 2023. Our growth target for 2030 is 50 billion dollars and we are working to increase our export volume to 20 billion dollars."

World Packaging Organisation (WPO) Launches The Japanese Version of The Global Packaging Design for Recycling Guide

The Japanese version of the Global Packaging Design for Recycling Guide was presented at the second WPO Board Meeting, in Cape Town, with the participation of WPO Presidents, Pierre Pienaar (former) and Luciana Pellegrino (current), VP Sustainability & Save Food, Nerida Kelton, and the representative of JPI (Japan Packaging Institute), Hiroko Akieda. The version is available for free download at www.worldpackaging.org.

The 'Packaging Design for Recycling Guide', a development of the WPO, has recently been translated into Japanese, and is now available through the WPO website. This is the 11th translation besides the versions in English, German, Spanish, Arabic, Portuguese, Thai, Latvian, Czech, Hungarian and Georgian.

Developed by the WPO, Circular Analytics, FH Campus University of Applied Sciences and ECR Community, the Global Packaging Design for Recycling Guide is a starting point to understand best practice examples, using state-of-the-art technology that can be applied and tailored to suit the recovery and recyclability capabilities and infrastructure on a regional and local level.

The formal launch of the Japanese version was undertaken during the second WPO Board Meeting (Nov 23), in South Africa, with the presence of the former President, Prof Pierre Pienaar, the current President, Luciana Pellegrino, the representative of Japan Packaging Institute (JPI), Hiroko Akieda, and WPO Vice President Sustainability & Save Food, Nerida Kelton.

"The 'Packaging Design for Recycling Guide' is a very important tool for the global packaging community to ensure that our industry is taking steady steps, based on scientific foundations, to achieve a circular economy model. It contributes to address the challenges that face the world in terms of climate change, environment and preservation of natural resources", states Luciana



Pellegrino, WPO President. Luciana adds that "We highly recommend the industry to explore this Guide in a way of driving efforts based on a common voice of the packaging industry in terms of recycling and circular economy."

The Managing Director of the Japan Packaging Institute (JPI), Mr Yoichi Sonoyama, is extremely proud of the translation as a part of their own 60th anniversary celebrations. "It is apt that JPI have finalised the Japanese translation in our 60th year, especially because the WPO was established in Japan in 1968. We also wanted to play our role in ensuring that our industry has access to the latest resources, training and guides. By delivering better packaging design to everyone, we will be able to provide better packaging around the world. This design guide will help to aid this objective."

According to the WPO Vice President Sustainability & Save Food, Nerida Kelton, "The work undertaken to translate the Global Packaging Recycling Guide should not be underestimated and a huge acknowledgement must go to Yasuhiko Ide, Toshio Arita and Mitsuhiro Sumimoto, from JPI, who were dedicated to complete the translation by the second WPO Board Meeting for 2023."

"These translations are no small feat and require experts in technical packaging terminology to be able

to accurately formulate the translation. The Japanese translation is now available to download and access for free via the World Packaging Organisation website and we are looking forward to launching even more guides in 2024. The goal is to ensure that every country in the world has access to the guide so that we can design our waste at the start and ensure that packaging is recycle ready”, says Mrs Kelton.

To download the Japanese translation visit <https://worldpackaging.org/wpo/45/> or download via https://www.worldpackaging.org/Uploads/2023-11/ResourcePDF69_1699181956.pdf

If any Asian Packaging Federation Member countries are interested in translating the guide into their language please reach out to Nerida Kelton nerida@worldpackaging.org

The China Design 40 Years Commendation Conference Successfully Held in Beijing



On December 15th, the China Design 40 Years Commendation Convention, China Star Design Award Presentation Ceremony, and Green Development and Innovation Forum were successfully held at Beijing Institute of Graphic Communication. This convention is to celebrate the 42nd anniversary of the establishment of the Design Committee of China Packaging Federation, and the 40th anniversary of the establishment of the China Star Design Award. Under the theme of “Salute, Inheritance, and Innovation”, this convention was aiming to promote the achievements of China’s packaging industry, graphic design, visual communication, and the work of the Committee over the past 40 years, especially since the reform and opening up. Five hundred delegates, including the ones from the China Packaging Federation and its affiliated design committees, the representatives from

relevant industry associations and design committee, the winners and/or institutions of the China Star Design Award, and representatives of relevant enterprises and institutions attended the conference to jointly discuss the future development of the design industry, in order to promote future transformation and upgrading, and facilitate healthy and sustainable development of the industry.

The convention was conducted by the China Packaging Federation and China Packaging Co., Ltd., jointly organized by the China Export Commodity Packaging Research Institute (CEPI), Beijing Institute of Graphic Communication, Chengdu Academy of Fine Arts of Sichuan Conservatory of Music, the Design Professional Committee of the China Packaging Federation, and the Design Art School of Beijing Institute of Printing. Song Kuiyun, Deputy Secretary of the Party Committee, Director, also the Deputy General Manager (in charge of the management team’s work) of China Packaging Company, He Bing, Member of the Party Committee and Deputy General Manager, Wang Yuezhong, Executive Vice President and Secretary General of the China Packaging Federation, and Wang Li, Vice President, all delivered speeches at the meeting and presented awards, such as the “China Star Design Award” and the

“Lifetime Achievement Award in the Design Industry”, to the representatives. The President of the World Packaging Organization and the United Nations Industrial Development Organization delivered video congratulatory speeches. He Jie, Professor from Tsinghua University,

as well as Director of the Design Committee of China Packaging Federation, and Professor Tian Zhongli, Dean of the Beijing Institute of Graphic Communication, and other university experts and scholars, attended the conference.



The conference pointed out that, during the forty years of hard work, the new journey is forging ahead. Over the past forty years, China’s packaging and design industry has been promoting our nation’s packaging industry, and made outstanding contributions to the development of the national economy, society, and design industry.



The convention advocated that China’s packaging design should always lead the industry direction, adapting to the new situation, grasping the new characteristics of the times, and accelerating the transformation and upgrading of the design industry. Communication and cooperation should be strengthened between designers, design institutions, and enterprises. Innovation awareness should be established to enhance the core competitiveness, and accelerate the prosperous development of China’s packaging industry, design industry, and green packaging industry.

The China National Export Commodities Packaging Research Institute (CEPI), affiliated with China Packaging Corporation, is the secretary-general unit of the Design Professional Committee of the China Packaging Federation. It has established an appealing leading and guiding position in the field of packaging, graphic and visual design nationwide. The “China Star Design Award” and series of activities organized by CEPI have become a platform and bridge for communication and exchange in the national design and art community.

Selection of The 16th China Star Design Award Winners



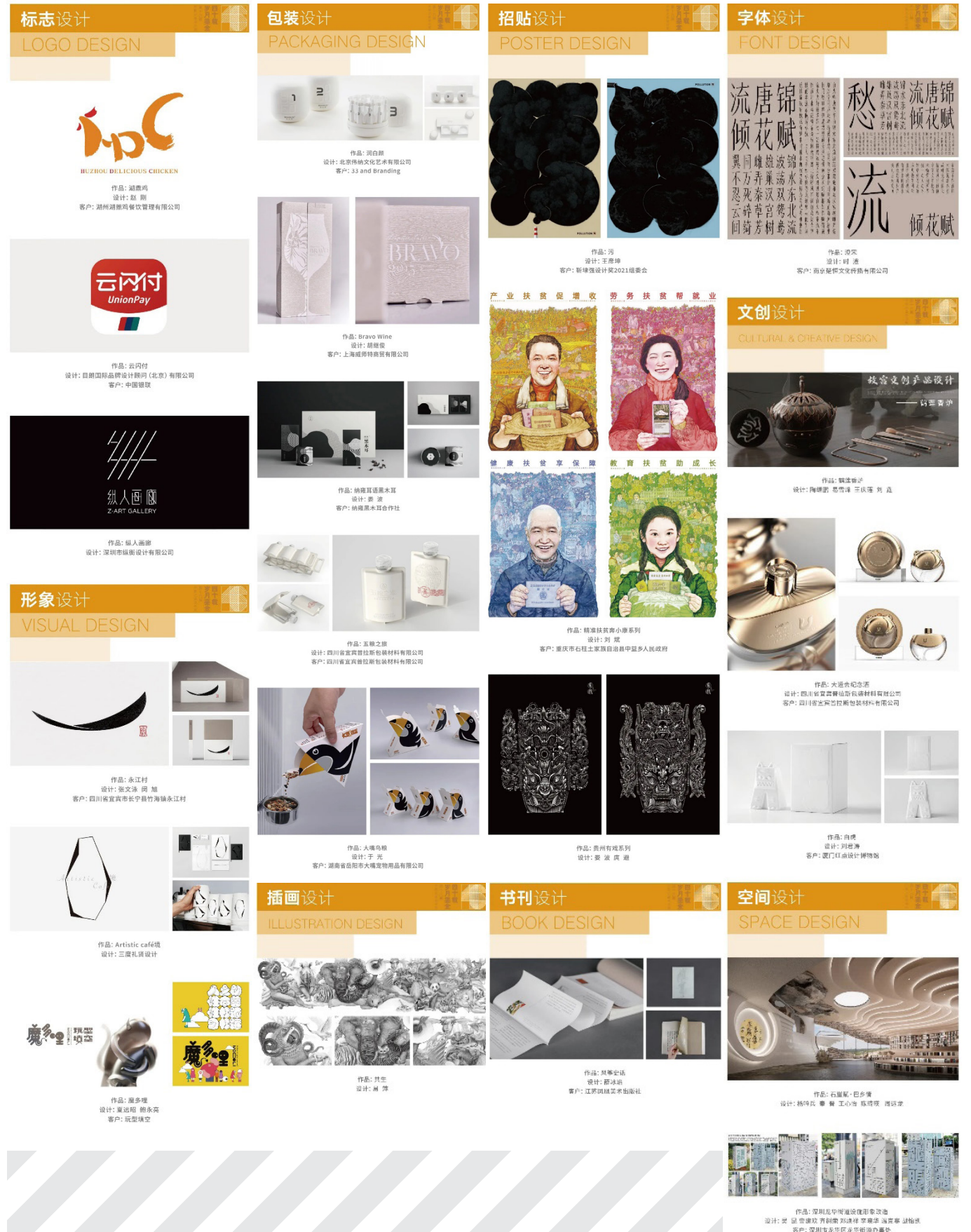
This publication is proudly presented by the China Packaging Federation (CPF), in collaboration with the Design Committee of China Packaging Federation and the China National Export Commodities Packaging Research Institute (CEPI), unveils the extraordinary achievements of the 16th China Star Design Awards. Spanning a remarkable 70-day period, the competition garnered an impressive total of 22,611 entries, comprising 8,593 professional submissions and 14,018 from the student category. Notably, this edition marks an unprecedented achievement in the 40-year history of the China Star Design Award, boasting comprehensive participation from all 34 provinces, autonomous regions and municipalities across China.

The genesis of the China Star Design Award dates back to the 1970s, arising from the rich tapestry of exchange activities in packaging decoration design within the light industry system. Officially ratified by the China Packaging Federation in 1983, this national-level accolade operates under the aegis of the CEPI steadfastly continuing its legacy, has now reached its 16th edition.

Over the course of four decades, the China Star Design Award has ardently embraced the ethos of "Design Serving China," championing the elevation, service, and commendation of the professional stature and accomplishments of design practitioners in the nation. Regarded as the earliest, most historically significant, academically enriched, and industry-authoritative accolade in the realms of packaging design, graphic design, and visual communication in China, it stands as the epitome of excellence, representing the zenith of professional honor in the industry.



GOLD 金奖
AWARD 奖
专业组 PROFESSIONAL
GROUP



AIP Celebrates 60th Anniversary

The AIP 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. Members new and old came together to celebrate their legacy and their future as an association. It was

wonderful that so many Past Presidents, Life Members and Fellows, joined the AIP to commemorate how the association continues to remain relevant 60 years later. Such a memorable evening for all, with many inspiring video messages from the AIP's fabulous association partners from around the world.

According to AIP Education Director, Prof Pierre Pienaar FAIP, CPP "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, Nerida Kelton FAIP, 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 a part of the 60 year celebrations the 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. The Impact International forest is designed to help protect native Australian wildlife and fauna, whilst also reducing

the carbon footprint of their customers packaging, i.e. their customers supply chain. Customers who are participating in Impacts sustainable forest program have access to the most sustainable tubes available in the world, plus are helping to protect native Australian wildlife

and fauna. Located 40 minutes' drive from Canberra, the Impact forest sits on 114 acres of former farmland, which was previously in a state of disrepair. The forest is an agroforestry Pinus radiata plantation of 20,000 trees and approximately 1,300 native Australian trees onsite.



Congratulations to Dr. Aditad Vasinonta on His Appointment as Director-General of the Department of Primary Industries and Mines

We extend our heartfelt congratulations to Dr. Aditad Vasinonta, former APF Secretary General, on his recent appointment by the Thai Cabinet, announced on January 4, 2024.

This achievement reflects not only Dr. Aditad's success but also the caliber of individuals within the APF community. We take pride in celebrating his accomplishments and anticipate the positive impact he will make in his new role.

Congratulations once again to Dr. Aditad Vasinonta! Wishing him continued success and fulfillment in his new position.



CONGRATULATIONS

Recycle Mate: Helping to recycle packaging

According to the latest ARL Consumer Insights Report 65% of Australian consumers want more information about how to recycle and 74% want to see the Australasian Recycling Label (ARL) on all packaging.

A new collaborative educational approach between the Australasian Recycling Label (ARL) program, and a dynamic platform called Recycle Mate, will provide the community with the information to be able to dispose of used packaging and other materials appropriately and correctly; no matter where you live in the country.

Australasian Recycling Label (ARL) program

One piece of the recycling information puzzle is the Australasian Recycling Label (ARL) program. The ARL is an on-pack labelling scheme that helps the community to recycle packaging correctly, and it supports brands and packaging manufacturers to design packaging for recyclability.

The ARL logos are provided as intuitive visual aids and instructions about how to correctly dispose of all components of a product's packaging. The ARL system is evidence-based and is used by packaging manufacturers to verify product recyclability claims. Used by over 900 companies, across more than 300,000 SKU's, the ARL program provides a consistent labelling approach for Australia and New Zealand.

Recycle Mate



The second piece to this puzzle is the development of Australia's first community driven recycling platform.

Recycle Mate is a dynamic recycling education platform that combines artificial intelligence technology with Australia's most comprehensive recycling directory to reduce contamination in recycling streams, improve resource recovery and support a circular economy for packaging.

During the development of the platform the team at Recycle Mate identified 90 different bin systems, based on the bin lid colour options and different waste stream separations, across the country. For the platform to be able to offer users the correct information it needs to reflect every recycling bin, no matter where you are located in the country.

Recycle Mate is helping to navigate the transition to a more harmonised standard for kerbside collection, relaying the local kerbside recycling rules and providing geolocated directions to 'away-from-home' recovery options. Recycle Mate has been designed to provide the community the answers from question to destination as easily as possible.

Away-from-home collection

Recycle Mate provides additional information to help guide households on difficult to recycle materials and packs, and how to locate 'away-from-home' destinations

such as container deposit schemes, FOGO programs, product stewardship programs such as for aseptic cartons, blister packs, cosmetics and e-waste in the local communities.

There are still far too many people that don't realise that the availability of 'away-from-home' collection programs for items that traditionally are not accepted into a kerbside bin.

The 'away-from-home' space is evolving at a rapid rate in Australia and needs to be reflected on the Recycle Mate platform. Currently 9 out of 10 'away-from-home' locations are not Council facilities. 'Away-from-home' programs are all of the product stewardship schemes such as Close the Loop, Simply Cups, Mobile Muster, Lids4Kids, Nespresso, Containers for Changes, Pharmacycle. There are now over 30,000 'away-from-home' options geolocated on the APP.

Soft Plastics disposal

With the Return to Store soft plastics program currently being re-designed in Australia many households are confused as to where they dispose of their soft plastics and flexible packaging. Consumers are now seeing a mix of logos on packs for these materials which adds to the confusion. Three products in one category can have a Return to Store logo, a general waste logo and the new Check Locally logo. This adds to consumer frustration and mistrust of recycling symbols.

In addition, some Councils have stepped up to collect soft plastics through kerbside pilot programs or providing collection/drop off points for the residents. Other Councils do not accept the material at all and advice their constituents to throw the packs in the general waste bin.

This lack of harmonisation across the country means that it can be very challenging for consumers to dispose of these materials correctly. In most instances the packs will simply be disposed of in the wrong bin.



Check Locally logo



A new Check Locally logo has been designed to ensure that there is a more accurate logo that reflects the current state of play for soft plastics and flexibles in Australia. The logo is available for brands to use on their packaging to guide consumers as to how they can dispose of soft plastics in the geographical location they are in. Brands are in the process of removing their Return to Store logos and updating their artwork to include the Check Locally logo. The logo includes a link to arl.org.au which is connected to Recycle Mate so that all of the disposal information is current and accurate.

The updated Check Locally logo is designed to reduce consumer confusion and to ensure that brands are not greenwashing with misleading ARL logos on packs. The Check Locally logo is available for all soft plastics and flexibles that meet the thresholds and is also designed for other packaging that is 'less widely accepted' across Councils. The definition of 'less widely accepted' is between 60% and 80% of the kerbside population that has access to a Council service that collects the materials.

Recycle Mate steps in when you need to Check Locally

The challenge is that when you tell someone to ‘check locally’ they don’t understand what that means, nor where to go for additional information. Some people will visit their Council website, others will ask their friends and family and many run searches on google. This is where Recycle Mate steps in and does all the heavy lifting for the community. Recycle Mate can make the Check Locally action simple.

Recycle Mate not only takes into consideration all bin systems across the country, but also what you can and cannot put in each bin and provides additional information on ‘away-from-home’ collection options.

The platform can also direct the community to be able to safely dispose of items like combustibles, batteries and e-waste. The first thing a user will see if they are asking about the more dangerous items like batteries, is that there is no kerbside disposal. Recycle Mate are also working to ensure that there are always available ‘away-from-home’ disposal options listed. The platform geolocates the user, hones in on where they are and ensures that the information is accurate according to their location.

The platform has built-in AI which enables users to take a photo of the product to identify the recycling attributes of the pack and any components. The AI will automatically start with kerbside disposal instructions - which is how the majority of people in the country dispose of packaging. If there is a more positive ‘away-from-home’ option suitable for the pack then the platform will advise the user of this information. The user will also be provided geolocated directions and opening times for that location.

The extensive ‘word search’ includes 7000 items so far in the taxonomy and this is growing daily as more consumers use the platform. The APP is dynamic and is updated weekly to add new collection points and



locations for new product stewardship programs. Recycle Mate has been developed as a national collaboration that is community driven. Users can choose how they access the platform such as to download an APP on to their phones Apple: <https://apps.apple.com/au/app/recycle-mate/id1470350559> and Google: https://play.google.com/store/apps/details?id=com.recycle_mate&hl=en_AU&pli=1, use the Recycle Mate website www.recyclemate.com.au ,access the platform through Council websites or via arl.org.au

New Recycle Mate Enhancements

- 1. Recycle Mate item search widget
- 2. Recycle Mate community map widget
- 3. Recycle Mate AI powered chatbot
- 4. Quarterly Usage Reports
- 5. QR codes and Barcodes

We strongly encourage brands to consider partnering with the platform, more Councils to embed the widget in their websites and for everyone to let their own family and friends know about Recycle Mate.

Nerida Kelton FAIP
Executive Director – AIP
Vice President Sustainability & Save Food – WPO



Sustainable Shift in Alcoholic Beverage Packaging design

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 it’s 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.

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Asian packaging designs need not be a prototype of western concepts

(Rajiv Dhar, Honorary member APF & WPO, former Secy Gen APF, senior advisor ITC & director IIP)

In a broad sense, Asia is home to world’s earliest civilizations with largest population, has the longest coastline, people live at the highest as well as the lowest altitudes in the extreme climates often with difficult accessibility. Culturally Asians are dramatically different to west, we get attracted to packaging emotionally differently than westerners. Our choices are dominated by the abundant use of bright colours. We like the symbolic figures of culture, history and mythology. Skills of workers working in small and medium enterprises are acquired through classical training passed by their seniors through on the job training. Packaging ideas are generated in house using a wide variety of artistic techniques directed to the need of small/local market segment. **So, offering coffee to an average Asian consumer in a red printed Starbucks cup, at a price many times higher than his local vendor can only be taken with a pinch of salt.** MNC’s with an overwhelming power to invest can only succeed in their effort by going through a marketing effort explained as a **CIRCUS** by a famous brand expert Papi Sorrel. Such effort has to include market research, advertising, promotion, publicity and often PR teams to handle the adverse reactions if any.

Asian Packaging designs must not lose track of National peculiarities and strengths.



Post pandemic **sentiments on investments and diversification are high- Perhaps euphoria.** Many, inspired by west have either already invested or are contemplating to get rid of their old equipment and invest in new, completely automatic, computerized and erected production plants / technologies. They are ready

for complete change in a company’s marketing strategies or involve a different team to handle sales of their new packaging designs formats. You name any advance machinery or technology, someone has it. Could this be a signal of a start of an end of small and mid-level packaging units? businesses who operate with manual/semi-automatic plants. Who operate as a family over seven days a week, with a focus on availability, low cost, quick reaction and non-standard designs manufactured in smaller lots. How will millions of semiskilled workers be employed ? As my friend Harveer Sahni says **“The need of the hour is to do more with less to remain relevant in the market ”.** Thus, a strategic approach in designing packaging within our own culture is suggested.

We all know Packaging includes art, science and engineering of containing, protecting, preserving, transporting, informing, and selling a product. For optimal use it naturally gets associated to process of designing, evaluating, and manufacturing packages. Pervasive and sometimes irresponsible use of Packaging has necessitated regulatory mechanisms for environment and human protection. Thus, ideally Packaging must get

fully integrated to business, institutional and industrial production. Then we all, especially in developing countries started following western marketing concept - **Packaging is creating something strongly visible - believing, consumers form their impression of a brand based solely on packaging.**



During my various projects in developing and under developing economies I could see the ill effects of Pervasive and excessive use of all kind of packaging materials which otherwise were considered good in developed part of world. Opportunity provided to judge thousands of packaging entries for World star, Asia star, and India star I also came across some ridiculous entries, shaking my belief in conventional understanding of packaging. This led me to think right packaging is more than just the product's pretty face. Realisation came in that we need to take perhaps a more holistic approach within a culture and then I came across a quote by Steve Jobs:



“Packaging can be a theatre; it can create a story”



Listening to Stories from grandparents always attracted attention, stimulating curiosity and building a connection. In essence, stories keep our relationships alive introducing us to universal truths about ourselves and our world. Stories always end with a Moral value. and I believe in this story creation, Packaging needs to be considered along with 7 P's . Countless Packaging options can be created with these seven words used in different proportions while finding best fit to Product and consumer in Asian Countries.

This formula of (Packaging + 7P's) offers an effective strategy for a “good” story, and is present in many of our favourites. 7P's to me are:

- P-for Price
- P-for Prayers or Puja
- P- for Perfect
- P- for Peaceful
- P- for Participatory
- P- for Persuasive
- P- for Permissible

PRICE. Simple mantra is what Sir Ruben Rausing, the founder of Tetra Pak, once said, “packaging should save more than it costs.”

PRAYERS. Found in all religions in all times, prayer can be a corporate or personal act utilizing various forms and techniques. Mostly we understand prayer as an act of communicating with God, the transcendent realm, or the supernatural power. Prayers can help us in better understanding of our life and our business. Can we not ask for his strength, guidance in doing our work well with healing to mother earth and more? Could it also mean “to refrain, to be discreet or moderate in our use of Packaging”? Can packaging design include a wide variety of spiritual and cultural aspects, must be explored. I strongly feel Prayers help us in finding answers- the best answers.

PERFECT. When two elements (Product and Packaging) come together that are exactly adapted or suitable to each other to me it will be a Perfect fit. Though I may sound little cynical but by perfect fit I mean packed product should reveal true state of a product at any time-

complete and right in every way; having nothing wrong- something like orange or banana in its natural peel.

PEACEFUL. Peace in the packaging design strengthens us as much as it soothes us. Inspires us as much as it embraces us. And moves us as much as it motivates us. It is a beautiful reflection of what makes our consumption interesting and effortless, we are the most at home, most at ease. When memories, aspirations, routine, colour, shape, texture, patternare in harmony It creates a natural connection. I have seen many designs using simple locally available materials, forms and colours in a sober and elegant way thereby creating a happy ending story in the mind of consumers.

PARTICIPATION. It is a well-known technique in finding solutions relating to social needs or problems, though a bit complex to utilise for product design. However, my interest in this approach grew when I saw the enormous success of one time use shampoo and other multi-layer flexible sachets among the masses. Soon it followed by littering menace and adding on to the waste which could not be recycled, leading to bad name to plastics followed by banning of plastic bags. I felt a Participatory design approach involving all stakeholders (e.g. end users, recyclers, manufacturers, regulators, municipal

bodies among others) could have given us better results.

PERSUASIVE. Huge spending on celebrities and experts to endorse packaged products with the hope of improving sales is fine but it should never be at the cost of cutting package cost that enhance our product experience. Design feature like fun, clarity, attention, engaging interactions, use of silence and simplicity among others must be explored. Persuasion principal of Reciprocity in design could be useful for brand owners to create a feeling or need in consumers to give back in saving the planet

PERMISSIBLE. Despite the world getting more and more borderless, there are multiple, often complex laws, standards, regulations or even local customs and beliefs that are a source of annoyance. A mindset shift, that such constraints are no restraints - they in fact can stoke creativity and help in producing excellent packaging options.

I emphasise, in creating our packaging story it must always have a happy ending rather than a tragic or unhappy ending. Packaging +7P's understanding can help us enormously to achieve the same.