



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



INSIDE WPO

The Packaging Community Around the World

President's word

WPO is on the move...



The first meeting of WPO's board in 2012 has just been completed. At least 30 people from 20 member organisations attended to board meeting. And there will be good turnout for the WorldStar Awards event too, over 140 people from all over the world.

We are grateful to our colleagues at Tectus and the Institute of Packaging and Graphic Arts (IAT) for organizing and managing the whole week. We are also grateful to our generous sponsor, China Packaging Federation for helping us to make the WorldStar Awards ceremony a complete success. I am also happy to report that we had 12 full page advertisers for the awards booklet.

WPO continues to grow in terms of identity, with more organisations noticing WPO's activities and wanting to know more, and in many cases, to participate in meaningful ways. Our financial sponsorships continue to grow (but we need more!). We are excited that the inaugural meeting of APO, the African Packaging Organisation will take place at the end of June. Six countries, including Ghana, Kenya, Nigeria, South Africa, Tanzania, and Tunisia, have come together to be charter members of APO and are being assisted in startup by Roger Cary-Smith of IPSA, Institute of South Africa. Keith Pearson, WPO's General Secretary, played a key role in giving this new organisation life.

Moreover, there are other international organisations that have shown interest in WPO as partners for specific initiatives. We'll keep the membership informed as these projects come together. Interest in membership grows too. We have received inquiries from Afghanistan, Chile, Indonesia, Iraq, Iran, Slovenia, Bulgaria, and

Armenia. And now we have too many applications for hosting WPO meetings through 2015!

These results are not just from recent efforts over the past few months but are instead, the culmination of many years of work on the part of WPO's Executive Committee and many of our fully-engaged Board members. We are especially grateful to Keith Pearson, General Secretary and Past President; Gordon Stewart, IOM3; Luciana Pellegrino, ABRE; the late Doğan Erberk of ASD; and Roger Bagge, Finnish Packaging Association. Now, with the addition of Kellen Company as our Secretariat, working with Keith Pearson, I think we are in a position to accelerate WPO's progress. So, WPO has substantial momentum at this moment and we expect to build on that from here. But we need the support and participation of every WPO board member, so be prepared to say "Yes" when asked to help.

**Thomas L. Schneider is the President of WPO (World Packaging Organisation)*

Events

WPO in trade shows

WPO has confirmed its official participation with an institutional booth in the following trade shows:

- PackExpo International, in Chicago (USA) from October 28-31. More information visit www.packexpo.com.
- Propak West Africa 2012, in Lagos (Nigeria) from September 4-6. More information visit www.propakwestafrica.com.

Packaging Exhibition and conference in India



Indiapack 2013 is scheduled to January 28-31 in Mumbai, India. The show is organized by the Indian Institute of Packaging, a WPO member, and will focus on "Packaging for economic growth". The show is supported by the local Ministry of Food Processing Industry and the Ministry of Commerce & Industry. More information visit www.iip-in.com.

Around the world

IoPP's Packaging Learning Center Conference at Pack Expo

IoPP's 23 sessions, providing education on a variety of packaging topics, will be part of PMMI's Conference at Pack Expo, Oct. 29-31. The Pack Expo trade show will run from Oct. 28-31. This is the third consecutive year that the conference program will be part of the show. The sessions will cover trends and innovation, manufacturing solutions, pharmaceutical and medical device packaging, transportation and logistics, and food product/packaging safety.

Speakers will include senior managers from Nestle and GlaxoSmithKline. IoPP will also offer three panel discussions, including a session with senior managers from Estee Lauder, Revlon and Bayer HealthCare, who will discuss the "Secrets Behind Successful Package Innovation."

You can follow the updated program at www.iopp.org/plc. Questions about sessions can be directed to Jim

Hispack 2012 as an international show



The efforts of Hispack&Bta in the area of internationalization have made it possible to organize the most international edition in the history of the two trade shows: one out of every four exhibitors and close to 3,600 visitors came from abroad. This reinforced the international dimension of the show, taking its place among the top industry trade fairs in Europe and becoming an international benchmark in packaging and technology for the food manufacturing industry.

In order to attract this large selection of international offerings, Hispack&Bta has focused its efforts on 20 countries which were identified as strategic for both shows. With the collaboration of AMEC (Multi-sector Business Association), agreements were reached with 65 specialized packaging and food technology associations to locate professionals interested in exhibiting at or visiting the show. Generally speaking, these countries are in the Mediterranean region and South America or are emerging economies. They join long-standing regulars, companies from other European countries. In terms of international exhibitors, the countries with the largest contingents are Italy (68 exhibitors), Germany (120), China (40) and Turkey (18), followed by France, Portugal and the United Kingdom.

During the show, the attention of foreign companies and professionals was focused on the International Business Center (IBC), which hosts business meetings, facilitates networking, helps organize the schedule of international visitors, and provides meeting rooms and other facilities to allow them to get the most out of their visit to Barcelona. Reverse trade missions, the Hosted Buyers Program and international workshops round out these offerings.

The reverse trade missions, organized with AMEC and ICEX (Spanish Institute for Foreign Trade), are with Angola, India, Peru, Russia, South Africa, Ukraine, China, Iran and Uruguay. The last two days of the show were reserved for international visitors who came through the Hosted Buyers Program, an initiative which selects the groups with the greatest purchasing potential in strategic countries and invites them to the event, providing the opportunity to close deals during the week. This program brought buyers from Argentina, Australia, Chile, Croatia, Cuba, Germany, Greece, Ireland, Lithuania, Morocco, Peru, Portugal, Russia, Turkey, the United Arab Emirates, the United States and Venezuela.

In addition, the International Business Center (IBC) hosted a series of workshops to expand knowledge of the packaging and food machinery market in China, Mexico and Russia. These sessions were designed to assist and guide companies interested in these countries or considering the possibility of entering their markets. Experts on the chosen countries discussed practical aspects and success cases of companies currently operating there.

FIAB (Spanish Food and Drink Industry Federation) and ACCIÓ (Government of Catalonia agency for the promotion of Catalan companies abroad) organized a series of seminars on internationalization in this same space. FIAB put together the CYTED (Ibero-American Program for Science, Technology and Development) IBEROEKA FORUM under the title Technology and Process Automation in the Food Industry, in addition to a series of technology transfer meetings between Latin American and Spanish companies. ACCIÓ organized five themed panel discussions that allowed companies to choose their area of interest and discuss their questions with experts and Connect-EU groups. New contacts and collaborations on future projects were encouraged. For more information visit www.hispack.com.

Ukrainian packaging conference covered from packaging material to market trends

From 29 May to 1 June the VI International Scientific and Practical Conference "Packaging Industry (state and prospects of development)" was held in Alushta (Ukraine), organized by the Club Packers of Ukraine, a WPO member, and the local magazine "Upakovka". More than 30 packaging industry experts from Ukraine and Russia participated.

The main topic of conference was "Safety package encourages business" and there were five plenary sessions and 12 sector reports. The conference aimed to discuss the safety of packaging to different products and the role of technology and modern packaging materials in safety. The subject was discussed in the reports: The safety of flexible packaging materials; Technological and technical reserves of production to packaging paper and cardboard; Technological and aesthetic researches to print packaging in the context of competitiveness and safe; and Equipment for production to eco friendly and safe packaging.

Another relevant topic for discussion was the state and development of packaging industry in the economic crisis period. This topic was revealed in the Gennady Ryabtsev report "Myths and realities of safe packaging: business, consumption, outward surroundings". There were other two sector's meetings: "Trends of development to packaging materials and packaging" and "The effectiveness of packaging technology and equipment"; they covered the latest achievements in packaging industry in Ukraine and around the world.

The report "Examination to patent of utility model in the packaging industry. Practical experience", presented by Zakharevich-Sizikova from the Ukrainian Institute of Industrial Property, covered the use of new equipments on manufacturing. The VII International Scientific Conference is already scheduled to 2013. More information visit www.upakjour.com.ua.

GS1 Mozambique: opportunities for SMEs

Rapid growth of supermarket and presence of major players like Shoprites, Spar, Game, Pick and Pay and Woolworths has created many opportunities for the local industries in Mozambique. Local industry was depending on GS1 bodies either in South Africa or Portugal for support. In order to assist and facilitate local suppliers to make their products acceptable to retail chains, IPEME with the assistance and support from ITC, has set up the GS1 Mozambique at Maputo. GS1 Mozambique will guide and provide all assistance including training and consultancy on bar coding thereby making local products to enter the retail sector. SMEs with limited resources are expected to benefit the most.

Assistance from ITC under SADC supply chain program included the need assessment through a survey and interactions with industry association, awareness seminars at major business locations and the guidance in its formation. With the filing of application to GS1 international at Brussels it is expected that GS1 will be operational by June 2012 informs the ITC consultant who worked on the project. For further information contact Rajiv Dhar, Senior adviser Export Packaging DBIS/Enterprise competitiveness +41-22-730.0325 or e-mail: ddhar@intracen.org or visit www.intracen.org.



IPEME CEO, staff, ITC consultant and a section of participants.

Packaging Information Centre at IPEX Mozambique

With increasing participation of SMEs in international trade, smaller companies with export potential are looking for relevant, simple to understand and practical state of the information on export packaging. Packaging Information Center (PIC) addresses this need by providing the information required by exporters and exporting SMEs for the five specific product categories of interest to Mozambique.

The information is of interest to all involved in the export chain, i.e. packaging materials, producers, packaging users, packaging materials importers, as well as those involved in physical distribution, insurance and finance etc. PIC is also an important tool for use by packaging institutions, specialized consultants as well as universities and R&D institutions involved in export packaging matters.

Starting with the baseline of packaging activities, support from the stake holders (INNOQ, IPEME, and DNI) and most importantly the cooperation from IPEX has resulted in creating a Packaging Information Center at IPEX, Mozambique. PIC derives its information from ITCs integrated export packaging kit for developing countries (PACKit). The information structured under the five sections is tailor made to the special needs of exporters who wish to know more about the transport packaging and the issues they need to look at. PIC is expected to get linked up with INOQ and IPEME under the broad umbrella of Directório Nacional de Embalagem to create a comprehensive information system for Mozambique. For further information contact Rajiv Dhar, Senior adviser Export Packaging DBIS/Enterprise competitiveness +41-22-730.0325 or e-mail: ddhar@intracen.org or visit www.intracen.org.



IPEX staff undergoing training, demonstration and practice session on retrieving information for the exporters.

The newly formed African Packaging Organization



A number of packaging organizations within various African states have agreed to form an African Packaging Organization (APO), that is also supported by WPO. The objectives are varied but concentrate essentially upon promoting high standards and professionalism in the packaging industry, packaging education, facilitating communication and networking and enhancing the image of packaging and packaging professionals in Africa.

The Institute of Packaging South Africa, a WPO member, through its educational division is already involved in many of these states, either by way of distance learning students studying IPISA's One Year Diploma in Packaging Technology or by the conduct of this course in their own countries "under licence" to IPISA (with

lectures being held in those countries).

IPSA has therefore taken an active interest in the formation of the APO and is providing interim secretarial services to the new organization, including the drafting of its statute and facilitating and hosting its inaugural meeting in Johannesburg, South Africa, at the end of June. At this meeting the objectives of the new organization, its strategies and manner of operation were discussed and agreed to ensure that APO is meaningful, relevant and effective.

Membership is open to any non-profit organization or association representing packaging interests in Africa. More information contact the interim secretariat at apo-admin@mweb.co.za.

WorldStar winners in Beijing

From September 28 to October 06 it will happen the Beijing International Design Week, organized by CEPI (China National Export Commodities Packaging Research Institute), a WPO member, where the winners of WPO WorldStar 2011 competition will be presented. The theme of the Week is "packaging approaches the daily life". The target group is ordinary people and the approach is design, experience design and consume design. More information contact Xu Ting (Angela) at cepi-china@163.com.

Lebanon Student Starpack

Organized by LibanPack, a WPO member, the 3rd edition of Lebanon Student Starpack 2012 Award Ceremony & Exhibition happened on March 2012 in Unesco Palace, in Beirut (Lebanon). The first contest in Lebanon and Arab region of this kind, this edition joined more than 700 participants and attracted university students from Lebanon, Jordan and Egypt. The contest is divided in two categories: visual and structural. The award ceremony was followed by a two days exhibition of the student's projects.



Agreement in Turkish associations

The Turkish Packaging Manufacturers Association (ASD), a WPO member, and the Turkish Standards Institution (TSE) officialized a cooperation which will serve as a model for other sectors. The cooperation protocol will provide training services about Quality Management Systems by TSE to packaging companies members of ASD members. It will also create the opportunity for ASD and TSE to organize joint panels, symposiums, seminars, etc.

Training will be given by TSE specialists in ASD Education Room. According to the agreement, the ASD

members can also benefit from a 25% discount of the list price of the experiments, tests and analyses carried by TSE laboratories. In case of demands with research and development purposes, the discounts raises to 30%.

Another item of the agreement is that Golden Packaging Competition, which has been organized by TSE for 24 years, will incorporate Crescent & Stars for Packaging Competition of ASD by 2012. For more information contact ASD Chairman, Sadettin Korkut, by e-mail aarikan@ambalaj.org.tr or visit www.ambalaj.org.tr.

Brazilian Packaging Award – ABRE

The Brazilian Packaging Association (ABRE), a WPO member, accomplished the Special Category of its award, called "The Open Choice", as part of the judging process of the Brazilian Packaging Award, during Fispal Tecnologia 2012, in June. There were 200 entries for this category and more than 2,400 votes. This part of the competition aims to attract the professionals that are visiting the trade show to vote on the most attractive and functional packaging. It is also a way of promoting the projects of the Brazilian packaging industry.

The Award has also another Special Category, called "The Consumer's Choice" that aims to bring the packaging closer to consumers making them to elect, among the competitors, your favorite package. Voting is available at www.premioabre.org.br.

Fispal Tecnologia is chosen to hold the "Open Choice" due to its importance. This edition joined 60,000 visitors from all over Brazil and abroad that could know the 2,000 brands exhibited in the show. There were 146 international exhibitors from 16 different countries, an increase of 35% compared to the last edition in 2011. There were represented Germany, Belgium, Canada, Chile, China, Colombia, Korea, Emirates, Spain, USA, Netherlands, India, Italy, Mexico, Taiwan and Turkey. Just Turkey brought 15 companies.



WPO at Australian National Conference

The President of WPO, Thomas Schneider, represented the Organization at the National Conference of the Australian Institute of Packaging (AIP), a WPO member, in June. "This was the second AIP conference I have attended, and it's hard to believe that it was even better than the first one two years ago", declared Schneider. The topics were wide-ranging within the packaging sector, from sustainability to advanced materials, machinery, testing, retail, and packaging education.

Speakers from nine 9 different countries, plus Australia, delved into several hard hitting subjects, some of which were controversial and quite thought provoking. Terry O'Brien, Managing Director of Simplot in Australia alerted to the high costs of food processing in the region. Russ Martin gave an overview of global developments in product stewardship. Rick Fox, Chairman of PMMI in the States, explained trends taking place in the US. Carmen Rechbauer and Wendy Favorito gave some insight into important issues surrounding packaging and accessibility for the aging or physically impaired. AIP offers their conference every two years. "In my opinion, one of the reason these conferences are so successful is because Australia and New Zealand are so isolated in some ways from the rest of the world. They are forced to be resourceful, creative and innovative. They have done an excellent job on all counts." More information visit www.aipack.com.au.

WPO congratulates Nerida Kelton, AIP Executive; Pierre Pienaar, now AIP past president and valued WPO representative from AIP; and Ralph Moyle, new AIP president for the organization of the event.



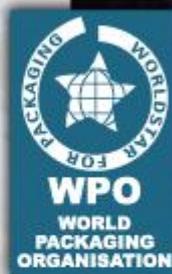
WorldStar recognition

The Brazilian winner of WorldStar 2011, Sandéleh Alimentos, represented in the WorldStar ceremony in Croatia by its Marketing Professional, Ana Paula Beloto (Marketing), prepared a special advertisement to promote the recognition of the award. The main message is "The award is ours!". The awarded packaging project of the premium olive oil Dama Hojiblanca is being adopted not only in Brazil, but in all markets around the world the product is present.



O TROFÉU É NOSSO!

A SANDELEH ALIMENTOS ACABA DE CONQUISTAR NA CROÁCIA O PRÊMIO INTERNACIONAL WPO, COM O PROJETO GRÁFICO BRASILEIRO DO AZEITE HOJIBLANCA. COMEMORE! O AUTÊNTICO AZEITE EXTRA VIRGEM AGORA ESTÁ NA MELHOR EMBALAGEM DO MUNDO!



Country Report

Croatia ups and downs in economy and packaging

The Croatian economy is stagnated and the recovery is uncertain. According to Enis Kancelir, President of Affiliation of Packaging Industries, member of Croatian Chamber of Economy, the forecast is not favorable as "the crises is deepening and its extension is uncertain". In 2011, the country faced the highest unemployment rate since 2003: 18.2%.



The three years crisis is turning into depression and Croatia expects: decline in purchasing power; investment reduction; higher interest rates; rise in unemployment; and rise in insolvency of the entire economy. Specialists appoint export as a solution. "But to "get to" a foreign consumer, we need significantly higher productivity and strong brands", explains Kancelir.

Specifically in the packaging industry, some sectors are reflecting this instability. Wood packaging products, for example, declined the produced quantities (in cubic meters) in 1.8% from 2006 to 2011. As well as metal packaging that declined the produced quantities, in tones, in 0.3% in the same period.

Fortunately, the other sectors registered a positive performance. Corrugated cardboard, sacks and bags increased in 1.8% the produced quantities (in tones); plastic packaging increased in 1.6%; and glass packaging raised 2.2%.

In terms of exports, the results were positive in most packaging sectors. From 2006 to 2011 the Croatian exports of plastic packaging increased 9.1%; wood packaging 7.4%; metal packaging 3.5%; and glass packaging 1.6%. The only sector with a negative result was paper and cardboard packaging, with a reduction of 2% in international sales.

On contrary, imports decreased in most sectors: metal packaging -8.9%; glass packaging -8.1%; plastic packaging -1.8%; paper and cardboard packaging -1.6%. The only positive result was on wood packaging with an increase of 1.3% in imports.

Most common business issues encountered by packaging manufacturers are: low liquidity, indebtedness; smaller and fragmented orders; rise in raw material prices; lower revenues and increase in general costs. And the most frequently used measures are process and organizational restructuring and optimization of costs.

WorldStar 2012

Entries are open!



During its first official meeting in 2012 (June 04 to 08) in Split, Croatia, WPO announced the date for entries for the most important packaging competition in the world, the WorldStar 2012. The final date for entries is October 12 2012 and it can be done online on www.worldstar.org. The announcement of winners will be in December 2012 and the Award Ceremony will be in May/June 2012 (details to be confirmed).

The judging process, to be held in November, in Singapore, will consider the following criteria: protection and preservation contents; easy of handling, filling, opening and closing; adequacy information; sales appeal; graphic design; quality of production; economy of material and cost reduction; environment; ingenuity of construction; adaption to local conditions and sustainability. There are two special categories: Sustainability and President's Award.

The WorldStar is open to any pack or packaging material that has won a recognized domestic or international

award related to packaging in 2011 and 2012. The list of recognized competitions is also available in the award webpage. The entry fee is € 650 for the first project and € 500 for each additional one.

Information about entries or recognized competitions contact Rachel Brooks at rachel.brooks@worldstar.org.

WorldStar Student Awards

The competition is open for entries!



The WPO WorldStar Student Awards is an international packaging design competition for students from countries around the world to develop projects in the field of packaging design. With its wide publicity throughout WPO's global publications, it will provide an opportunity for the winners to gain professional acknowledgement and entrance into a career as a packaging professional.

The Institute of Packaging Professionals (IoPP), a WPO member, is proud to host the 2012-13 WorldStar Student Awards for the world's student population to contribute its creativity in package design. IoPP encourages all student members to participate in this worldwide competition.

The criteria to participate are an innovative packaging, aesthetically appealing, environmentally compliant, easy to manufacture, convenient and relevant on a global level. Entries opened in May 23 and will end in October 19; the entry fee is US\$ 15.

Awards winners will be recognized during the U.S. Student Packaging Jamboree in March, 2013 and judging process will be in October, during PackExpo Chicago.

All entries will be done online in the webpage www.iopp.org. For more information contact IoPP at +1 630-544-5050 or e-mail dgriffin@iopp.org.

Education

Advanced packaging program progressing favorably in South Africa



The five initial months of the Advanced Packaging Program (APP), designed by the Institute of Packaging South Africa, a WPO member, has been well supported by a number of students, who are thoroughly enjoying their learning experience. Enrolment of students for the program was deliberately limited to allow for an intensive interactive and participatory experience, and this is indeed taking place.

Apart from theoretical instruction, the students experience a dynamic case study based on an actual experience and, over a period of 4 weeks, are required to work in teams on a practical business proposal, developing a packaged product from inception to successful launch into the market place. Assessments for this are based upon both team and individual oral and written presentations.

Facilitators are leaders in their fields and are sharing their experience and expertise at a high level. The program will be offered in rotation once a year in each of the major provinces of South Africa.

The intention of APP is to provide a platform for those graduates of the basic diploma course to study packaging subjects at a higher level that is enabled by the basic diploma. It also aims specifically at packaging professionals who are on the threshold of management, in that it commences with a brief orientation and understanding of the functions of the various management disciplines within an organization, as well as an understanding of the operation of a business within a free economy. For more information contact education@ipsa.org.za.

Special Report

A world class experience in Croatia

With the presence of 30 representatives of packaging associations around the world, from 21 countries, the World Packaging Organization (WPO) accomplished its first Board meeting of 2012 in Split, Croatia, in June 07. The meeting, the 88th in the history of the entity, was part of the World Packaging Days 2012, from June 04 to 08, hosted by IAT – Institute of Packaging and Graphic Arts, a WPO member, and organized by Tectus. Part of the mission was sponsored by China Packaging Federation.

Some important decisions were taken in the meeting. The Education Committee, for example, coordinated by Gordon Stewart, from IOM3, a WPO member from UK, approved the sponsorship for the third edition of the Residential Training Program in Packaging Principles, Materials and Systems to be held in India from September 3 to 14, that should attract 28 participants. The program is organized by Indian Institute of Packaging, also a WPO member, and all the online training is given by IOM3. Entries are open, basically, to professionals from developing countries as the main purpose is to offer the basic knowledge on packaging. The students also have the opportunity of visiting local companies and preparing a project to be presented in the end of the 14 days course, as a conclusion.

The Education Committee also analyzed a proposal from another member, the Australian Institute of Packaging (AIP), to sponsor a five days course that intends to attract 20 students and that will result in a Packaging Technology certificate. The principle is the same: offer knowledge to packaging professionals from developing countries; the focus will be Vietnam, Bangladesh, Cambodia and Laos.

During the meeting, Gordon Stewart launched the WPO Recognition of Education Programs that provides a structure and procedure through which packaging courses of all sorts and levels can be recognized by the WPO as fit for the purpose for which they are intended. According to him: "The benefit will be that it confirms that courses have been reviewed by experts from the WPO and can therefore be promoted as being recognized by the world's leading packaging organization." The Education Committee will appoint two reviewers to consider each application.

As part of the Marketing & Communication strategy for WPO, Luciana Pellegrino, from Brazilian Packaging Association (ABRE) and responsible for this Committee, presented the idea of a research to understand the value of WPO to its members – networking, credibility. "The idea is to get ideas from other associations to improve WPO as a global brand and understand which benefits it can offer to the members of its members", she explained.

At the Board Meeting Roger Bagge, from Finnish Packaging Association, was elected to the Executive Committee of WPO to be responsible for the Sustainability Committee.

The Croatia event was also the opportunity for the WorldStar 2011 Award Ceremony that united people from around the world representing important global players in the packaging industry. The Gala Dinner was held in June 07th. The winners can be seen in www.worldstars.org.

Days of packaging knowledge - Also during the World Packaging Days 2012 in Croatia, WPO members participated in the World Packaging Congress which main theme was "Packaging and Sustainability". There were 20 lecturers from all over the world, including the presentation by the WPO President, Thomas Schneider. He presented an overview on the current situation of global packaging industry and perspectives to 2020.

According to Schneider, the impact of packaging in society happens in many levels as: shifting societal norms

and customs, sustainability, technology, new materials, energy conservation/efficiency, retail branding, multi-national global business strategies, geopolitics, regional regulations, shifting market channels, food and pharmaceutical safety, theft prevention, product protection throughout the supply chain and shifting global economic strengths.

The President of WPO emphasized the increase of flexible packaging in the world. "A study from Pira shows that the tonnage for the global consumer flexible packaging market is projected at 18.1 million tons in 2011 and is forecast to reach 22.5 million tons by 2016. That means a 25% increase in 5 years!" But he called the attention for the fact that flexible packaging is maturing in North America and Western Europe, but not elsewhere. "Asia is the fastest-growing market with a forecast compound annual growth rate for 2011-2016 of 7.9%. The region is forecast to represent 55.0% of total world flexible consumption growth during the period 2011-16."

And concluded: "India and China are the fastest-growing national markets for consumer flexible packaging according to Pira, together accounting for 44% of world flexible packaging consumption growth during the forecast period."

To summarize the importance of packaging and packaging professionals in the future, Schneider concluded that better packaging means packaging development that accomplishes: well-preserved and more nutritious food, clean drinking water, secure pharmaceuticals and over the counter medications and undamaged products that arrive in the consumers' hands.

He also forecasts a very successful future for the packaging industry. "According to Pira the packaging sector will likely be more than US\$ 800 billion in revenue by 2017. My personal opinion is that revenue could easily top US\$1 trillion by 2022."

Other speakers from WPO were: Roger Bagge (Finland), Johannes Bergmair (Austria), Xu Ting (China), Patrick Farrey (USA), Narayan Saha (India), Luciana Pellegrino (Brazil) and Gordon Stewart (UK). All the pictures and presentations of World Packaging Days 2012, in Croatia, can be downloaded at <http://www.festacropak.hr/en/>.



From the Board

New Honorary Members

In its first Board meeting of 2012, WPO elected two Honorary Members: Carl Olsmats, that served as WPO General Secretary for the last 10 years, and Yu Jianhu, President of Global Packaging Center and official photographer of WPO. Drena Milijevic, Managing Director of Institute of Packaging and Graphic Arts from Croatia, was recognized for all the organization of World Packaging Days 2012.

Endorsement in education

WPO endorsed four countries in its webpage – www.worldpackaging.com - for their educational programs. In the item "recognized packaging courses" the endorsed countries are Argentina, Australia, UK and South Africa.

New name for the newsletter

As a suggestion of the Marketing & Communication Committee, WPO Board approved the change of the name of its official newsletter. Now WPO News is Inside WPO.

Understanding how companies think

Another suggestion from Marketing & Communication Committee is to invite big companies to speak in the next WPO Board meetings. The purpose is to know these companies' visions about better quality of life through better packaging for more people. The first attempt will be made in the Singapore meeting, in second half of 2012.

Board meeting in Singapore

The second Board meeting of WPO in 2012 is scheduled to November 25 to 30 in Singapore. The idea is to have a packaging congress besides the meetings focused in sustainability. The mission and program is being organized by local WPO member, Packaging Council of Singapore (PCS). More information with the Chairman, Albert Lim, by e-mail albertlim@packaging.org.sg.

1,000 connections

WPO Marketing & Communication Committee reported that there are already 1,000 packaging professionals connected with WPO through Linked In. Be part of this community now and add WPO to your Linked In connections –www.linkedin.com.

New webpage in Singapore

WPO is planning to launch its new webpage in the second meeting of the year in Singapore, in November. Suggestions can be sent to Luciana Pellegrino, Vice President of Marketing & Communication, at luciana@abre.org.br.

ISO Standards

ISO standards begin a new era in global manufacturing and distribution

On May 24th, 2012 began a new era in global manufacturing and distribution, where the environmental aspects of packaging throughout the supply and recycle chain will already be taken into account in the packaging design process. At that day, the final texts of the ISO world standards on packaging and the environment were released for translation and publication in October later this year. The decision was taken unanimously and with great enthusiasm in the plenary meeting of ISO Committee TC122/SC4 Packaging and Environment, which took place at the COEX Conference Centre in the South Korean capital Seoul. Previous meetings were held in Atlanta, Tokyo, Beijing and Stockholm (where the work started in 2009).

The standards address Optimization of the packaging system, Reuse, Material recycling, Energy recovery and Composting, as well as the way these aspects of each package are related to each other before and after its use. Every responsible retailer, manufacturer and packaging supplier can implement the standards in their management system and thereby take responsibility for their specific part in the sustainable innovation of packages, packaged products, retail and recycling.

The new standards will be available by October 2012 via the national standardization institutes which together constitute the worldwide International Standardization Organization ISO. For more information please contact Michaël Nieuwesteeg at m.nieuwesteeg@nvc.nl or +31-(0)182-512411.



The Group of ISO Committee TC122/SC4 Packaging and Environment

Message from the President

A big lost in the packaging world

WPO lost a great friend and colleague on May 5, 2012. Doğan Erberk, General Secretary of ASD in Turkey, and Vice President of WPO passed away after battling cancer for over two years. His leadership position within WPO was without question. When Doğan spoke, everyone listened because he always had good advice to share.

We remember the joy that he took in welcoming all of us to Istanbul in 2010. And we also remember his enthusiasm for the dance, in Accra and in Athens, among other places. He had a wonderful, unconquerable spirit. It is our hope that his philosophy, joie de vivre, and sense of humor will continue to live on in each of us and everyone else who's lives he touched. He and his smile will be missed at all future WPO meetings.

Many WPO board members took the time to send messages of condolence to his wife Beyhan, and she was very appreciative of the outpouring of sympathy. We received the following message from her. "I'm honored by hearing these lovely words about him. Friendship and thoughtfulness in your emails alleviates my sorrow. Thank you for making me recall his moments from all over the world."



The value of education in the Packaging Industry

By Pierre Pienaar*



A graduate of the Diploma in Packaging Technology, Helen Walters MAIP, expressed amazement at how many people do not understand what packaging entails and that too many consider it's only about packing a box! Helen says she reminds such thinkers to "look in their pantry and fridge and ask (themselves) how (the product) got there - still tasty, safe and undamaged."

Packaging is a cradle to grave issue that affects every one of our lives, whether producer or consumer. Whether end consumer or consumer of packaging to produce, promote and protect our product. Guaranteed, if you are reading this article, your life is impacted by packaging somewhere from the concept stage to the planning or production, to the launch, to the purchase or discarding or recycling stage. No-one can escape the impact of packaging. No-one in industry should escape continually learning about the importance of this ubiquitous part of production.

As a packaging technology consultant, I frequently hear the cry of recruitment organisations, and of industry about the shortage of skilled people in the packaging industry; particularly those with a formal education in packaging.

Are you one of these companies who have become frustrated that your designers or your marketing or procurement departments or your production floor or your sales people do not consider sufficiently the paramount importance that packaging should play regardless of the product it holds? Or, perhaps you have not stopped long enough to consider this importance since your focus is on the quality of the product. It is a rare product than can be separated from its pack when considering the power of packaging to sell a product.

Your response may be, "Give me a break! I am recovering from the worst economic slump in decades, and you want me to invest in education?" The lean experience has resulted in cutting costs throughout the industry in order to survive. Reduced labour costs, introduction of automation and technology, rigorous evaluation of all expenditures in order to maintain productivity and the elimination of poorly performing business lines and products has meant only the best can stay. Are you going to be among the best in your field over this next decade? Whether employer or employee, it may be time to consider investing in your future right now. You may think you are not in the immediate packaging industry and, therefore, cannot benefit from a greater knowledge of this powerful industry. We are all in this industry - whether we recognise it or not.

As an employee you surely agree there is a positive correlation between education and earnings. Your thought right now may be that you do not have the time to study further to improve your opportunities and income. Have you considered the statistics on the difference education can make to *lifetime* earnings? And increasing number of future jobs will require someone with at least a licence or a certificate. It has become a competitive world. Are you ready for it? The Australian Institute of Packaging (AIP) applauds those companies and individuals who commit to grabbing opportunities which will continue to improve their knowledge and understanding of the environment which earns for them their bread and butter.

The AIP offers on-line learning for a Certificate of Packaging as well as a Diploma in Packaging Technology. These focus on the art, engineering and science of packaging technology and are acknowledged by 27 countries around the world. On-line learning offers convenience and flexibility along with a supportive Course Tutor.

The AIP also offers a Corporate Partnering Program where businesses opt for a tailored training program that focuses on their specific requirements and provides a bespoke learning experience for a specific group of employees or an entire workforce. Training programs can be designed to lead into a qualification if required or to provide a set of information specific to a business or market area. Perhaps this will be the year you decide you can no longer ignore the need for increasing not only production but, dare I say more importantly, increasing knowledge so that production increase will flow on from this.

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Special Article – Environment

Taste the waste

*Alexis Stassinopoulos**

The data collected by FAO (2) indicate that 50% of the world food production is wasted throughout the course from the field and the stable to the household table. This is a social problem, considering that a large part of the world population is undernourished. But in the same time it is an ecological problem, considering that production, transportation, treatment and consumption of food plays an important role in the world eco-balance.

The problem is also on the discussion table of European Union. EU Commission estimates that the average wasted processed food is 180 kg/per person/per year. In the financially developed economies a large percentage of this waste is created after the processed food has reached the household.

What are the means to minimize this food waste? Here, packaging is part of the solution and not part of the problem. This is the subject of a very interesting Ph.D. thesis of Helen Williams (*Food Packaging for Sustainable Development*) (3). Williams studies the role of packaging in the improvement of the LCAI (Life Cycle Analysis Inventory) of processed food products.

The present way of evaluating the environmental effects of packaging materials is limited to the measuring of the environmental load they create during their production and after their disposal. This limited approach leads to wrong and misleading conclusions. This is the prevailing opinion among both FAO and EU experts. There is no sense in calculating LCAI of isolated packaging materials. We should work on the LCAI of the final processed food product including, of course, of its packaging.

However, Williams goes one step further: we should extend the limits of the system we evaluate, so that we include the effects of the consumption of the end-product by the end-user. It is estimated that 20-25% of the food waste is created within the household. So, Williams introduces a new parameter: the "quantity which has been actually eaten" and not the "quantity that has been consumed". Williams studied the daily food consumption patterns (meat, bread, cheese, milk) of 55 households. Her findings would be a useful guide for the developing efforts of the packaging industry towards more sustainable packaging.

I would like to sum up these new aspects related to the measuring sustainable and ecological improvements in the processed food cycle:

- The Live Cycle Analysis inventory should be focused on the function of packaging material in food packaging, and not just the material itself.
- The value coming from the proper packaging is not measured by just the material, but by the result it has on the proper use by the consumer.

(*) Translation from Greek of the monthly commentary of Alexis Stassinopoulos, published in the website of the Association of the Greek Manufacturers of Packaging and Materials (AGMPM) (www.pac.gr).

(1) I borrowed the title of this article from the recent German documentary on the huge waste of processed food. (www.taste-the-waste.de)

(2) United Nations Food and Agriculture Organization.

(3) Helen Williams, *Food Packaging for Sustainable Development*, *Karlstad University Studies* (2011:27), Sweden.

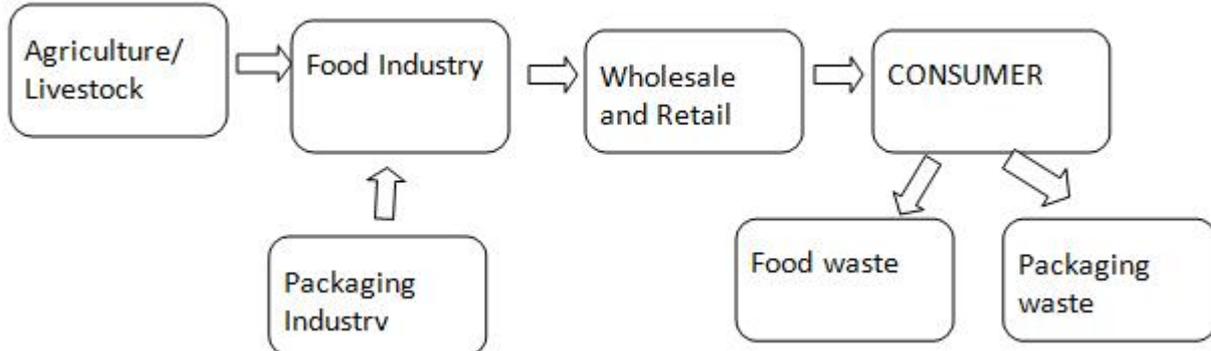
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The following diagrams indicate the contrast between the past (and present) approach and the future approach proposed by Williams (3)

LCAI of the past ...



... and LCAI of the future



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