



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



W P O N E W S

The Packaging Community Around the World

President's word

A dynamic and prosperous 2011



What a dynamic year 2011 has been and will continue to be right up to the very end. The financial crisis is still a crisis and all eyes are on the unravelling of the Arab Spring and as someone has said "The future is not what it used to be".

Sustainability continues to be high on the agenda for countries and companies, although there are questions being asked regarding the efforts to put together a scoring system that has meaning. The International Organisation for Standardization (ISO) is working on harmonizing packaging and sustainability. What is important is that there is a moral commitment to sustainability that is evident in the way people conduct their lives and that Governments and business do the same.

Proof regarding the importance of sustainability is seen in the increased number of entries received for adjudication in this year's WorldStar Awards, judged in England in November. There were 56 entries, across a number of categories. The support for the WorldStar Awards is encouraging and the competition is still seen as the preeminent global packaging competition rewarding creativity and innovation.

As I write this report the Global Warming Conference is taking place in Durban South Africa. This is COPE 17 and there are around 20,000 delegates involved. Yesterday there was a march through the streets of Durban and around 30,000 people were due to participate. Let us hope that reality reigns and that meaningful progress will follow all the talking.

It is always rewarding when an organisation continues to show creativity through its members and WPO over the years has been just such an organisation. The launch of the monthly World Packaging News (WPN) is an initiative that reveals this creativity. WPN provides a world view on what is taking place in packaging from around the world. WPN provides opportunities for WPO members in their own countries to personalize their issue with local advertisements and generate revenue for their organisations. This is a great idea!

The WorldStar Student Awards was well supported this year with 156 entrants from 15 countries. CEPI, a very active WPO member in China, has managed the competition over the last two years. Both competition and awards function were run according to world class criteria and CEPI are to be congratulated on achieving such a high standard.

The awards ceremony took place in Beijing on the 8 December 2011, with the four top awardees receiving an all expenses paid trip to attend the ceremony. The top awards came from China, South Africa and America. This competition is gaining momentum and is seen as a meaningful way of young people to improve their professional profile and the winners receive a life changing opportunity of visiting a new country with all that accompanies the experience and fame.

Another meaningful initiative, that took place during the year, was the Global Training Workshop held for two weeks in September in Mumbai. This program was sponsored by WPO and hosted by the Indian Institute of Packaging in partnership with The Packaging Society in the UK. Students from a number of countries participated and a highlight was the online training arranged by our UK partners IOM3. A proposal has been received that this program is repeated during 2012.

IOM3 the WPO members in the UK hosted the WPO Board meeting between the 14 – 16 November 11. It was an excellent opportunity to become more acquainted with the staff at IOM3 and to note the organisation's commitment to sustainability and packaging education. It was a sad moment when the organization bade farewell to Carl Olsmats, the long serving WPO General Secretary. Carl has been a most respected member of the Board. In recognition for his faithful service to WPO he was awarded Honorary Membership with the hope that he would attend future meetings and still contribute to advancing the art and science of packaging. Pat Farrey and the Kellen Management Company were appointed as the new WPO Secretariat.

It was also my last meeting as President of WPO. The last six years as President have been just wonderful, getting to know the global family and participating in many of their activities. We are looking forward to Thomas Schneider's leadership commencing in January 2012. Tom had the honour of being inducted into the American Hall of Fame on the 26 September 11 during PackExpo Las Vegas. Carl Olsmats and I were there to share in the ceremony and celebrations.

The following Vice Presidents were appointed for the period 2012 – 2014 are Luciana Pellegrino (Brazil), Marketing; Dogan Erberk (Turkey), Information and Statistics; Gordon Stewart (UK), Education; Safiullah Chowdhury (Asia), APF; Shi Wanpeng (China), Sponsorships; and Roger Bagge (Scandinavia), SPA.

During the Board Meeting, Tanzania, Kenya and Bangladesh were welcomed into full membership of WPO and there are a number of other country membership applications being considered. During 2012 the Australian Institute of Packaging and WPO will work on initiating a packaging education program in Asia Pacific. It is hoped that this will take place during the second half of 2012.

The following Positional Papers were published during the last quarter: LCA and Other Tools, Awards and Sustainability. The following papers are a work in process: Packaging as a Marketing Tool, Trade, Packaging Contribution to the Economy and Education.

Croatia is the venue for the first WPO meeting for 2012. The WorldStar Awards Ceremony will take place at this time and there could not be a better place to be honored. The Packaging Council of Singapore will host the second WPO Board meeting in Singapore during the last quarter of 2012.

I would take this opportunity of wishing everyone a very happy, peaceful and prosperous New Year. Know we will continue to create "Better quality of life through better packaging for more people".



**Keith Pearson is the President of WPO (World Packaging Organisation)*

Inside WPO

A potential member in New Zealand

In October the President of WPO, Keith Pearson, visited the Packaging Council of New Zealand (PCNZ) with the purpose of knowing more about the Association and encouraging them to consider applying for membership of WPO and submitting entries to WorldStar and WorldStar Student competitions. With 180 members, 25% from the packaging related business and the rest end users, PCNZ's main function is dealing with matters related to sustainability. Recently they were very well succeeded in a training program; Pierre Pienaar, the Executive Director, presented another course in Auckland in November.

The PCNZ also runs an industry based sustainable packaging competition and a schools competition, making contributions to the official school's magazine "Starters and Strategies". It is good to say that 80% of New Zealand companies employ less than 20 people and large amounts of packaging is imported from Asia. This due to the fact that packaging industry has been reducing in size and mergers are causing further reductions.



Packaging Council of New Zealand
Visiting Paul Curtis the Executive Director of the Packaging Council of New Zealand

Be prepared for next WPO meeting and WorldStar Award Ceremony!

The planning is already well underway for the next WPO meeting - World Packaging Days 2012 - which will take place in Split, Croatia in May or June 2012. The event will be hosted by the Croatian Institute of Packaging and Graphic Arts (IAT) and the World Packaging Organisation (WPO). Final timing will be decided very soon, as reservations must be made very well in advance.

During World Packaging Days 2012, the WPO Executive Meeting, Working Groups Meetings and Board Meeting will be held. Another key event will be the World Packaging Congress, with the central theme of Packaging and Sustainability. It is considered an opportunity to packaging professionals from different parts of the packaging supply chain to find out about the latest global trends and meet new business partners.

The culmination of the World Packaging Days 2012 will be the WorldStar Awards Ceremony. There will also be social events and many options for additional touristic tours including a special programme for accompanying persons.

The Mediterranean city of Split is a top tourist destination by itself, and has also several attractions on the UNESCO World Heritage List within easy reach. Dubrovnik as an example, is one of the most famous and most visited towns on the whole Mediterranean. The city has wonderful architecture and works of art which will take the visitor back in time to experience the rich history of this Croatian jewel.

For more information contact Krunoslav Koprivnjak, from Institute of Packaging and Graphic Arts, by e-mail tectus-institut@ambalaza.hr or visit www.ambalaza.hr or www.ambalaza.com.

WPO participates in Tanzania Institute of Packaging

TIP (Tanzania Institute of Packaging), created with all support of WPO, was formally inaugurated by Joyce Mapunjo, Permanent Secretary for Ministry of Industry and Trade, Government of Tanzania in August 2011. The inauguration was followed by a one and a half day workshop on "Introduction to Packaging Technology". Keith Pearson, President of WPO, N. C. Saha, Director of Indian Institute of Packaging and Kishan Singh, Vice Chairman of Institute of Packaging South Africa were the keynote speakers. There were issued certificates to the 40 participants who attended the workshop. Executives from the Confederation of Tanzanian Industries were also present for the Inaugural function.

Located in East Africa, Tanzania, that includes the island of Zanzibar, has a population of around 40 million people. Its economy is mainly agricultural and GDP growth rate is an average of 6% per year with the manufacturing sector growing at the rate of 9%/year. The country is considered one of the most peaceful in Africa with no ethnic conflicts since 50 years of independence.

The packaging industry in Tanzania is also growing. There are eight major companies in paperboard packaging, six in plastic and two each in glass and metal. The major paper mill of East Africa is Tanzanian and at present, converting 50,000 tons of kraft and sack kraft paper. According to the TIP the sector is growing at an average of 10% per annum. There is already a lot of imported finished packaging materials coming in from South Africa, India and the Gulf countries in Middle East Asia.

The main objectives of the recently launched Institute are: creating a common forum for packaging companies and packaging materials buyers; conducting workshops on the subject of packaging twice a year; bring in packaging education into the country with the support of WPO Members; organize exhibitions in the field of packaging; and to promote and to maintain recognition of packaging as a profession.



WPO President visits Envase 2011

Keith Person visited Envase – Alimentek 2011 - 12th International Container and Packaging Exhibition / 7th Exhibition of Food and Beverage Processing Machinery and Equipment organized by Instituto Argentino del Envase, a WPO member, from September 20 to 23 in Centro Costa Salguero, in Buenos Aires (Argentina). The show occupied six pavilions and an area of 9,300 square meters. There were a total of 330 local exhibitors and 104 from abroad. The number of visitors reached 35,310 - 87% local and 8% foreign. The next edition of Envase is scheduled to August 6 to 9, 2013.



Envase 2011

The high table with the opening speakers' From left to right; Jorge Acevedo General Manager Argentine Institute of Packaging, Ernesto Silva President Ulade, Keith Pearson President World Packaging Organisation, Eng. Jose' RagoZino President Argentine Institute of Packaging



Envase 2011

Keith Pearson visiting the booth of ABRE – Brazilian Packaging Association seen here with Isabella Salibe (ABRE's Marketing Manager) and Luciana Pellegrino (ABRE's Executive Director)



Envase 2011

Keith Pearson visiting the Ipack-Ima stand seen here with Maria Grazia Facchinetti Ipack-Ima's Marketing & Communication Manager



Envase 2011



Envase 2011



Envase 2011



Envase 2011

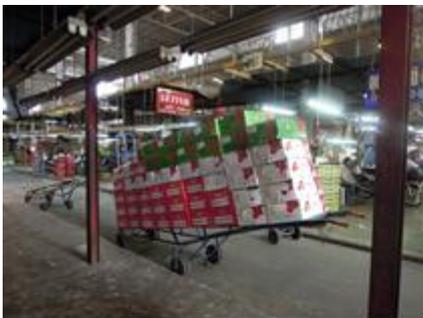
ITC projects for 2012

During the WPO meeting in UK, in November, Rajiv Dhar, made a presentation to the Board Members about ITC (International Trade Center) Packaging Projects in 2011. The main projects were Proinvest - empowering the African Private Sector Network to strengthen the international competitiveness of SMEs; BESTF - Packaging Information Center at IPEX, Mozambique; SIDO - formation of Packaging Association and GS1 body, training facilities and program etc.; Packaging Guide - for organic products; and SEWA – India.

Proinvest has a strategic approach and aims to maximize export performance through better packaging solutions. Regarding sustainability issues, ITC intends to make available a database of trained advisers in Packaging, Quality & Supply Chain to interested parties.

For 2012 ITC plans to work on WPO Africa Chapter; Senegal; Tanzania; Gambia; industry partnership and education programs; packaging testing centers; European Summit; and IAPRI.

Training Methodology



New members at WPO

In the second meeting of 2011, in UK, WPO accepted three new members: Bangladesh, Kenya and Tanzania. Afghanistan, Chile, Indonesia, Iraq, Iran and Slovenia have expressed interest to join and become members of WPO but there was no representative from any of those associations present on the occasion so their Membership approval decision was postponed. Armenia will apply at the next Board meeting in 2012.

Position Papers to be published

The General Secretary of WPO, Carl Olsmats, announced in the UK that some new Position Papers are being produced and should be launched by the beginning of 2012. The subjects are: Packaging as a marketing tool; Trade; Packaging waste; Packaging contribution to the economy and Education. In the last year WPO published the following materials, available to download at www.worldpackaging.org: LCA and other tools to assess packaging; Awards; and Sustainability.

WPO changes General Secretary and elects VP

Thomas Schneider, elected new WPO President and entering office in January 2012, suggested in the Board Meeting in UK that the General Secretariate from 2012-2014 is run by Patrick Farrey through Kellen Management Company. The company will provide WPO all the administrative support and services. Keith Pearson will be the new General Secretary.

At the same occasion, the WPO Board re-confirmed the Vice Presidents of WPO for 2012-2014: Safiullah Chowdhury, VP Asia; Roger Bagge, VP Scandinavia; and Shi Wanpeng, VP Sponsorships.

Events

Packaging conference in Australia



The Australian Institute of Packaging (AIP), a WPO member, announced they will accomplish the 2012 National Conference on June 14th and 15th in the Surfers Paradise Marriott Resort and Spa.

The biennial National Conference will be themed "Packaging...the road ahead" and is the largest professional development and networking opportunity of its kind in the Australian packaging industry, bringing together leading experts from around the globe to cater for all participants in food, beverage, manufacturing and packaging.

The program will deliver an extensive array of topical and technical sessions and is open to all members and non-members of the Institute alike. It will cover a broad range of topics relating to packaging, incorporating current trends and future developments, case studies and real-life applications, along with a revisiting of some packaging fundamentals. Issues like sustainability, openability, ease of use, shelf-ready packaging, product stewardship, lightweighting and recyclability are just some of the topics that will be canvassed during the conference.

More information contact info@aipack.com.au.

Around the world

Brazil signs environmental agreement with government

ABRE (Brazilian Packaging Association), a member of WPO, and the Brazilian Environment Ministry signed a Sector Agreement that aims to promote the technical symbols of selective discharge of packaging and material identification. The agreement was signed by ABRE's President, Maurício Groke, and the Minister of Environment, Izabella Teixeira during the official launch of the Production Plan and Sustainable Consumption of the Ministry.

The agreement is based in the Manual of Directives and Environmental Labeling organized by the Committee of Environment and Sustainability of ABRE that brings the definitions about different model of environmental labels, the definition of the technical symbols and ways to use each label in the packaging.



Separating for
Recycling

(ISO 14.021)

Construction of Asia Packaging Center

Asian Packaging Center (APC). A WPO member, accomplished in October the ceremony of the topping of APC Twin Towers at the construction site of Qianjiang Xincheng. APC Twin Towers is the office building of international class A and national intelligence 5 A grade. The ceremony was accompanied by permanent Vice President of CPF, Ge Jianghe; the Vice President of CPF, Yang Weimin; President of APC, Jin Xiangzuo and his assistant Jack Jin, besides many government leaders.

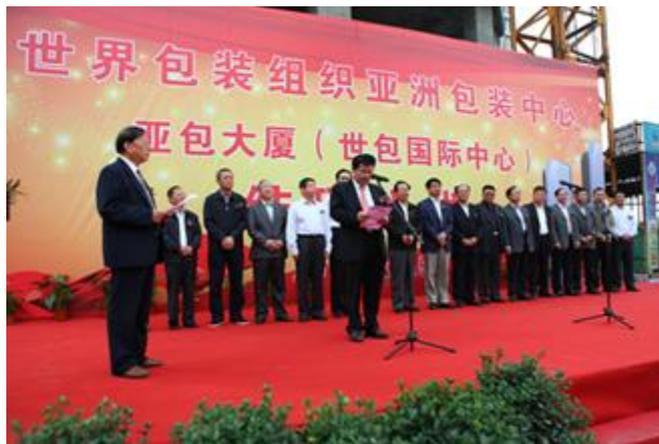
APC Tower is located in the core area of Hangzhou Qianjiang CBD and the total construction area is 245,000 square meters. With an investment of more than US\$ 500 million, it is an office building with 180 meter high, 45 floor's twin tower and will be used to provide offices for headquarters of international organizations and international enterprises. The APC Tower was awarded "Zhejiang Top Ten High-end Office Building" and "Habitat Business Award for Sustainable Urbanization – contribution for the practice in China".



The Rendering of the APC Twin Towers



Ge Jianghe, permanent vice-president of CPF, was giving an address on the topping ceremony of APC Twin Towers



Jin Xiangzuo, president of APC, was giving an address on the topping ceremony of APC Twin Towers

Partnership Mozambique and Brazil

ABRE (Brazilian Packaging Association) Will work together with IPEX (Institute for Export Promotion in Mozambique) to create a Packaging Information Center in Portuguese language. The idea is to help the development of local packaging industry and better understand the needs of the agribusiness and consumer goods industries, aiming to support the economic and social development of the country.

The Information Center will provide information about the requests for export, packaging, commercialization and labeling, transport and distribution, guaranteeing more efficiency and competitiveness to the market. All information will be provided by institutes and associations related to ABRE and to packaging in Brazil. Their names and the donated material will be listed in ABRE's webpage.



Ghana gets certified packaging trainers

The International Trade Centre (ITC) has trained six packaging trainers for Ghana. Ebenezer Mante, Caroline Tsikata, Prince Agyenim-Boateng, Adam Rahman, Gameli Anthonio and Peter Tindana were among a group of 16 persons from Kenya, Uganda and Ghana trained under a "Training of Trainers" Program funded by the European Commission. The training was held between July to September 2011 and is part of a packaging capacity building project being implemented by the ITC in partnership with the Institute of Packaging, Ghana (IOPG) - a WPO Member, Kenya Bureau of Standards (KEBS) and the Uganda Export Promotion Board (UEPB).

The project entitled "Maximizing export performance through better packaging solutions" is aimed to improve the capacities of African intermediary organizations such as the IOPG to offer better packaging and labelling solutions to small and medium enterprises (SMEs). The project began in July in Accra, and was followed by the organization of national packaging workshops for groups of 50 SMEs in Ghana, Kenya and Uganda in August.

The final lap of the training was held in Bangkok, Thailand in collaboration with the Thai Packaging Centre and the Thailand Institute of Scientific and Technological Research from August to September 2011. It comprised hands-on-training on packaging testing equipment, procedures and standards, laboratory and factory visits to corrugated box and flexible packaging converters, a glass container manufacturer and to a leading fruits and vegetables packaging and export company. The trainers also visited "Pack Print 2011" the International Packaging and Printing Exhibition held at Bangkok, Thailand.

The expertise acquired by the trainers will be applied to improve the quality of locally manufactured products to meet international standards in order to increase the participation of exporters from African countries in regional and international trade. For Ghana, it offers a tremendous potential for the effective packaging of "Made-in-Ghana" goods for increased sales and income which will eventually contribute to the economic development of the country.



(Ghanaian Trainers during a visit to the Bangkok Glass Factory. From Left: Peter Tindana, Thomas Abaidoo, Ebenezer Mante, Caroline Tsikata, Adam Rahman, Prince Agyenim-Boateng and Gameli Anthonio)

Institute of Ghana participates in important projects

The Institute of Packaging Ghana, created with the support of WPO, is proud to announce its participation in the marketing fundamentals workshops promoted by Ghana Export Promotion Council offering lectures on packaging and labeling for export. This year workshops were held in Accra, Cape-Coast and Takoradi.



Another important activity of IOPG was the participation in the Rural Enterprises Project, part of the development program of the Government of Ghana. The goal is to contribute to the reduction of poverty and improvement in the living conditions in the rural areas, as well as increasing incomes of women and vulnerable groups through unemployment reduction. The companies that are being developed acts in the areas of soap making, honey production, cassava products, Batik production, palm oil production, hair products etc. In all these products, efficient packaging plays a very vital role and IOPG is offering information regarding this.

IOPG will also participate in the project "Enhancing food security in Africa through the improvement of rice post-harvest handling, marketing and the development of new rice-based products" which aims to increase food security and sustainable livelihoods among rice value-chain actors in Africa. To achieve this outcome, this project will introduce improved harvest and post-harvest rice processing practices and technologies to upgrade the quality and marketability of locally produced rice in order to meet urban consumers' preferences. The project will be based at the Africa Rice Center (AfricaRice), in Benin, and activities will be carried out in the following countries: Cameroon, Gambia, Ghana, Mali, Nigeria, Senegal, Sierra Leone and Uganda. IOPG is playing a significant role in this project in terms of packaging, marketability and traceability.



WPO Vice President in Packaging Hall of Fame

Thomas L. Schneider, one of WPO Vice Presidents and member of IoPP (Institute of Packaging Professionals) US, was elected to the Packaging Hall of Fame, administered by the PMMI Education and Training Foundation. The ceremony was held in October, during PackExpo Las Vegas.

Induction into the Packaging Hall of Fame is the packaging industry's highest honor, recognizing a lifetime of innovation and achievement. Each year since 1971, the Packaging Hall of fame has recognized industry professionals who have made significant contributions to the advancement of packaging technology.

The selection is made each year by the Hall of Fame Commission, made up of 17 members from all disciplines within the packaging community. Since 1971, only 155 individuals received this honor.

WPO board members attended Pack Expo

Several members of WPO's board attended Pack Expo Las Vegas this year, including Keith Pearson (President), Tom Schneider (Vice President) and Carl Olsmats (General Secretary). "The show was a record setter", according to PMMI's President, Charles Yuska.



From September 26 to 28, the show netted 26,084 visitors, not counting exhibitor personnel, 15% more from the previous edition. International attendees (includes Canada) jumped by nearly a third and net square footage was up more than 20%.

According to Yuska, "the show serves more than 40 vertical markets, including food, beverage, confectionery, pharmaceutical and baking and snack". New additions this year were a Pharmaceutical Pavilion and The Consumer Retail Experience, an interactive feature created by Clemson University and sponsored by Kodak. There were also break areas sponsored by the Snack Food Assn. and the National Confectioners Assn.

PMMI also promoted its Connected Communities, a new, year-round online platform for networking and staying informed in specific niches of the processing and packaging communities. They're tailored to confectionery, baking & snack, pharmaceutical and general packaging and processing. Each community includes a range of features, such as tailored news, insight and discussions developed and moderated by PMMI staff.

LibanPack organizes Conference on Sustainable Packaging

LibanPack, the Lebanese Packaging Center, a new member of WPO, with the support of UNIDO Regional Office in Beirut, organized the National Conference on Sustainable Packaging that took place on October 5 2011 at Adnan Kassar Edifice for Arab Economy. It happened under the patronage and the presence of H.E. Minister of Industry, Frej Sabounjian and in cooperation with ALI (the Association of Lebanese Industrialists) and the Syndicate of Owners of Paper and Packaging Industries in Lebanon.

Around 350 people attended the Conference ranging from ministers, ambassadors, UN agencies, and representatives of economic associations, industrialists, academics, businessmen and design agencies.

The conference, which is the first of its kind in Lebanon, aimed primarily to increase awareness on the latest technologies for sustainable packaging materials to increase the competitiveness of the Lebanese industry and enable it to access global markets, while ensuring conformity with International standards.

Leading international and local speakers from prominent companies and organizations such as FEFCO, Nestle, Pepsi CO, Rexam, Heidelberg and others uncovered global trends and opportunities in the field of sustainable packaging along with real case studies of applying sustainable packaging in their supply chain.





UK packaging industry reports numbers

According to a report from The Packaging Society, WPO member, as a country, UK still have positive growth forecast, albeit small and we await the outcome of the EU situation. As such packaging sales continue to grow but sadly there are each day more companies closing down due to the outlying economic state.

However innovations continue to emerge as this is the added value that marketing dearly need. Food and drink markets continue to grow and the packaging has received a boost by the EU emphasis on reducing food waste. The solution in many areas is more packaging technology to provide better barrier properties and to extend useful shelf life e,g new sandwich packs providing 4 weeks to the expiry date. With Christmas approaching gift packs, toys and beauty products usually sell well and provide an increase in packaging sales. Currently UK packaging is valued at £11billion.

In the pharmaceutical world many of the brand owners are jostling for position with failures and mergers the order of the day. Much technical dispensing innovation is occurring and standard pills and potions are being supplied in larger quantities as medical care improves and reaches a wider global market.

There is a groundswell of need for environmentally friendly packs and packaging but we must tread cautiously as the main aim of packaging is to protect the product. Packaging is seen by the consumer as so much waste and we need to do more on educating the public and trying to improve our waste collection structure and recycling in the UK. e.g. paper and board pallets!

More information contact Keith Barnes, Chairman of The Packaging Society by e-mail k.barnes@iom3.org.

The Ukraine award "Golden Chestnut"

On November 2011 Ukraine held the 12th International Competition for Student Research, called "Golden Chestnut" and that is dedicated to solving urgent problems of the packaging industry. The aim of competition is to enhance science students as an essential factor in the formation of specialists, the future creators of packaging, packaging technology and research scientists.

The organizers were the Institute of Innovative Technologies and Content of Education, Youth and Sports of Ukraine, Club Packagers of Ukraine, a WPO member, and magazine Upakovka. There were presented 74 works from 16 universities from 11 cities of Ukraine, Russia and Bulgaria.

The jury composed of experienced researchers and representatives of well-known Ukrainian companies - manufacturers of packaging and packaging materials, has provided an objective assessment of students' scientific works. At the plenary meeting of the jury, they summed up the efforts by the students and unanimously determined the winners in the following categories:

- Development and packaging design - 3 works;
- Technology and equipment for manufacturing of packaging materials and packaging - 7 projects;
- Packaging technology and equipment - 6 works;
- Packaging - logistics element - 3 work;
- Technology and processing equipment used packaging - 2 works.

According to the regulations on the competition, as a result, the students recognized as the best of theoretical and practical should provide a speech to the report. The Conference was sponsored by Tetra Pak Ukraine, representative office of the Dow Europe GmbH, Pro-Press, CIS-Plus, Bar Building Plant, Technocom and DuPont Ukraine. More information visit www.upakjour.com.ua.

Special guests in India exhibition

The opening ceremony of 14th Indpack 2011 Hyderabad – National Packaging Exhibition, organized by Indian Institute of Packaging from November 24 to 26, counted with the participation of Sridhar Babu, Joint Secretary, Ministry of Commerce & Industry Government and J.K. Dadoo, IAS, Joint Secretary, Ministry of Commerce & Industry Government of India. The conference also counted with the participation, as a keynote speaker, of Dr. Shailesh Ayyangar, Managing Director India and Vice President South Asia Global Operations – SANOFI. At the occasion, Keith Pearson, WPO President received an homage.



14th Indpack 2011 Hyderabad



14th Indpack 2011 Hyderabad
Attendees at opening ceremony

Opening ceremony – Special guests

- D.Sridhar Babu – Joint Secretary , Ministry of Commerce & Industry, Government of India
- J.K. Dadoo, IAS, Joint secretary, Ministry of Commerce & Industry, Government of India



14th Indpack 2011 Hyderabad
The guests of honour unveiling the technical memento



14th Indpack 2011 Hyderabad
Professor Saha handing Keith a memento with Mr. Chakravarthi the chairman of the Indian Institute of Packaging in Hyderabad looking on



14th Indpack 2011 Hyderabad - Exhibitorsnite
Professor Saha introducing the keynote speaker Dr. Shailesh Ayyangar, Managing Director India and Vice President – South Asia Global Operations - SANOFI



14th Indpack 2011 Hyderabad
Cutting the tape at the opening of the exhibition

Country Report

The potential of packaging in Kenya

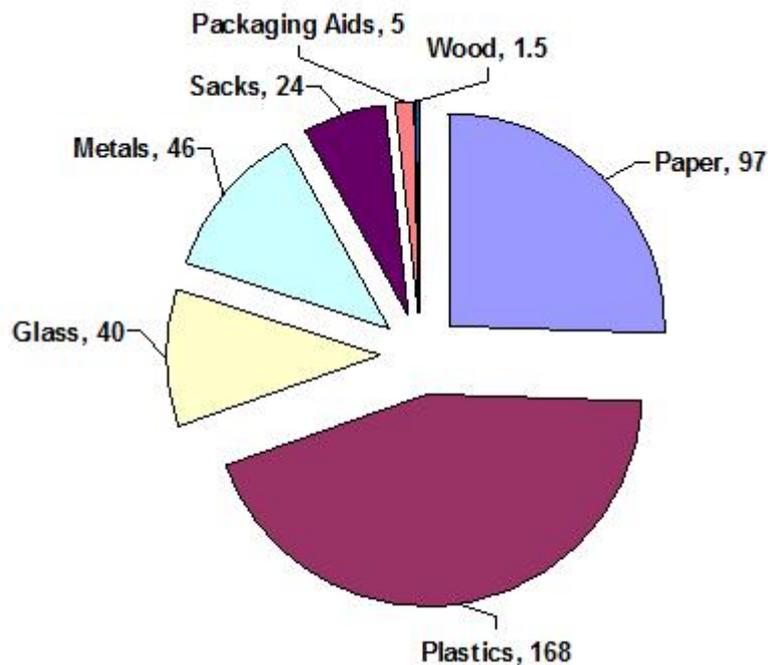


In the recent years, Kenya orientation is to become a globally competitive country, including packaging. For this reason, it was created, with the support of WPO, IOPPK (Institute of Packaging Professionals Kenya) which Secretary General is Joseph Nyongesa.

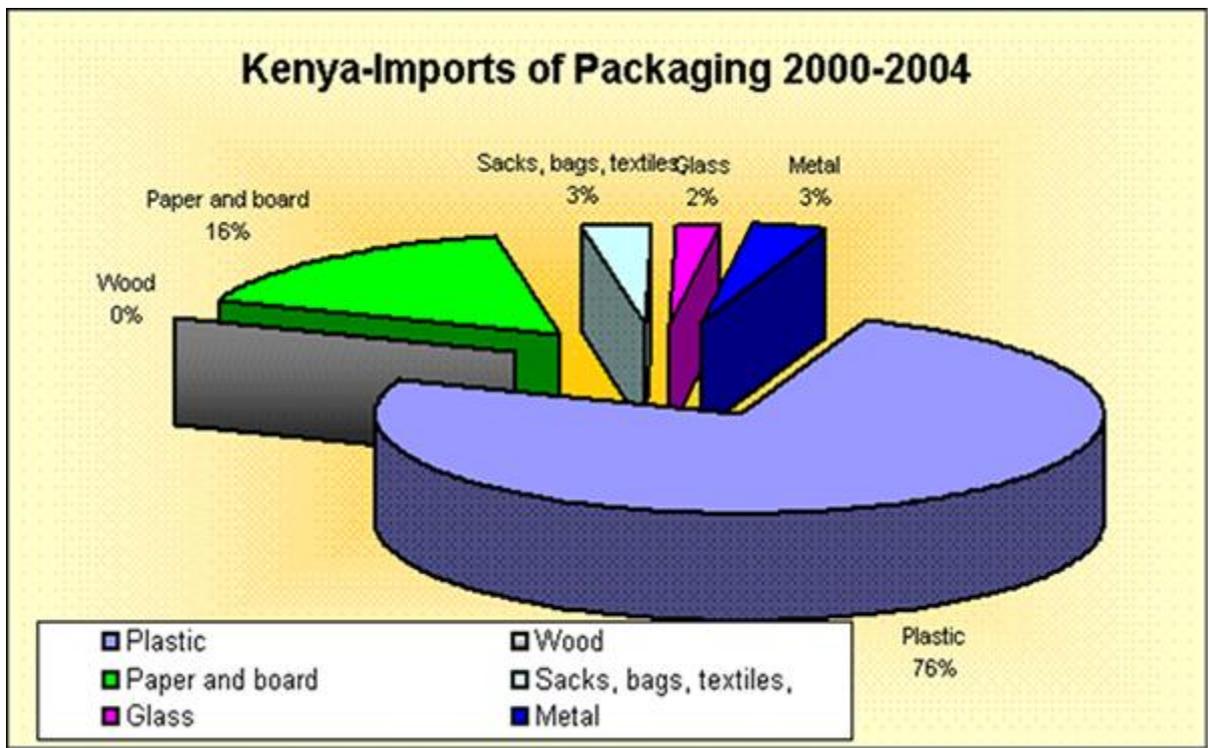
Below some data from the Institute that makes it possible to have an overview of the packaging sector divided by material:

Material	Value \$ Millions	% Contributions
Paper	97	26
Plastics	168	45
Glass	40	10
Metals	46	12
Sacks	24	6
Wood	1.5	0.1
Packaging Aids- Glues/Tapes/straps/Inks	5	1
Totals	382	100

The Kenya packaging industry has an approximate turnover of US\$ 382 million based on 2005 estimates. The Industry contributes to 2% of Kenya's GDP. By segment the packaging contributions (in MUSD) to GDP in 2005 were as follows:



From 2000 to 2004, Kenya packaging imports were:



The packaging industry in the country is responsible for 50,000 direct jobs and there are 80,000 employed in direct final packing operations in industries (hence the total of the direct employed in the country is 130,000). These figures do not include supply chain employment, retail and logistics.



Design

A global map of design agencies

The Design Group of WPO, coordinated by CEPI from China, presented to the WPO Board in the UK meeting the idea of creating a global list of packaging design agencies. The idea is a result of a list prepared with Chinese agencies: a kind of map of the country in which the agencies are indicated by location.

All WPO members are invited to participate in this initiative. More information contact Xiu Ting (Angela) by e-mail cepi-china@163.com.

WorldStar 2011 - 2012

137 winners are elected in UK



The judging process of WorldStar Awards 2011-2012 was held in November in UK, during the second meeting of WPO. Once more the process identified the best-of-the-best in the world of packaging. 23 judges from 22 countries comprised the jury, representing WPO member bodies; IPPO (International Packaging Press Organization) was also represented in the jury.

The jury considered 243 entries from 33 countries; in total there were 137 winners. "It's good to remind that all entries had won an award in a recognized packaging award in their own countries and represent "the cream" of global packaging design and technology", explains Thomas Schneider, incoming President of WPO for the years 2012/2014. He will assume the position by January 1st 2012. And completes: "I was highly impressed with both the quantity and quality of the entries which again emphasized the continuing innovation in packaging across the globe".

WorldStar winners clearly stand out from others in the packaging market place, as companies that are ahead of the game producing packs that go that little bit further for their customers. "The opportunity to display a WorldStar trophy is a public statement of excellence and achievement", reinforces Keith Pearson, actual President of WPO. "And it can make all the difference in securing customers in today's highly competitive business climate".

In addition to the WorldStar awards themselves, there has again been an increasing number of entries for the Sustainability Awards category demonstrating the seriousness with which packaging companies take this issue. With over 50 entries, these entries go on to a second and separate judging round overseen by the WPO's Sustainability Committee.

Finally, from amongst the winners the very top few that really impressed the judges have been short listed for the highly prestigious President's Award. These will all go on to be judged by the President himself.

WorldStar 2011/2012 winners will be presented with their trophies at the next WPO meeting in Croatia in June 2012. At the same time, the winners of both the Sustainability and President's Awards will also be announced. A complete list of the winners can be found at <http://www.worldpackaging.org/worldstar-packaging-awards/default.asp>.

The next WorldStar judging is due to take place in November 2012 in Singapore. Details about qualifying competitions to enter can be found at <http://www.worldpackaging.org/worldstar-packaging-awards/recognisedawards-2011.asp>. For further information on WorldStar contact Rachel Books at rachel.brooks@iom3.org.

WorldStar Student 2011

Winners are selected in China

WorldStar Student 2011 - International Packaging Design Competition organized by WPO, attracted 156 entries from 15 countries around the world. Out of these, 152 were selected as WorldStar Student 2011 winners by the jury, including 4 WorldStar Student winners, 10 Certificate of Merit winners and



138 Certificate of Recognition winners.

This year's WorldStar Student judging meeting was held in October in Beijing, China, and was hosted by China National Export Commodities Packaging Research Institute (CEPI). The jury consisted of 3 representatives from WPO, 1 representative from Raison Pure Group Shanghai (France) and 5 Chinese local representatives.

The four winners of WorldStar Student 2011 are:

- Portable wine Bottle Packaging Design - China
- ArthroCare – South Africa
- Contact Stack - USA
- Integrated packaging design of wine - China

The four WorldStar Student 2011 Winners were awarded at the Award Ceremony held in December, in Beijing (China). The winner students had all the trip expenses to China covered by CEPI. The full list of winners is available at <http://www.worldpackaging.org>.

The next edition of WorldStar Students will be accomplished by IoPP (Institute of Packaging Professionals), from US and judging is planned in connection to PackExpo International, in Chicago, October 28 to 31, 2012.

Education

IOPG/IPSA ended 2nd Diploma Program

The second group of students of the 10-month Diploma in Packaging Technology Course, offered jointly by the Institute of Packaging, Ghana (IOPG) and the Institute of Packaging South Africa (IPSA), have successfully completed the program.

Nine students from the packaging industry comprising Qualiplast Ghana Limited, Polykraft Limited, Unilever Ghana and the Small and Medium Enterprises (SME) sector attended the course which was held from February to October 2011. A total of 16 people have so far been trained under the program which started in February 2010. Enrollment has started for the third batch of students who would be starting their course in February 2012.

The course, which is aimed at upgrading the skills and knowledge of packaging practitioners in Ghana has also helped to establish strong networking among the students. It is envisaged that a Post-Graduate Diploma program would be implemented for most of the students who possess first degrees in fields such as engineering, food science and marketing.

Lebanese delegates in WPO-IIP Training Program

WPO has also been a gateway for education and training for the benefit of the packaging industries. As such, the Organization sponsored the Second Global Training Initiative on Packaging Principles, Materials and Systems organized by the Indian Institute of Packaging (IIP) and in affiliation with Institute of Packaging UK (IOP). The venue took place in Mumbai, India from September 7-16, 2011.

A group of 12 participants, representing various sectors, participated in the residential program at IIP, Mumbai. The participants were from the field of academics, packaging material converters and users, and packaging centers. Six delegates from Lebanon participated: Eva Drouby, Senior Estimation Analyst (Unipak); Nassim Nasr, Sample Design Supervisor (Unipak); Marwan Khoury, Business Development Coordinator; Raya Frem, Packaging Marketer (Unipak); Mohamad Yaman, CEO Al-Yaman Group; and Jana Majzoub, Food Packaging Specialist (LibanPack). Other participants were from India, Croatia, South Africa and Kazakhstan.

The 10 day course covered multi-disciplinary topics on packaging materials, packaging line operations and packaging technologies. The program also introduced case studies, group discussions, exams & quizzes, participatory exercises, and visit to industries.

At the end of the training, all the participants were divided into four groups and assigned a project for package development. The project work involved development of prototypes through the materials that were offered and preparation of a report/presentation.

The Lebanese delegates benefited from the training by staying up to date on recent developments in the field of packaging and the networking opportunities provided with leading packaging professionals.



Packaging Education for Pacific Rim countries

Gordon Stewart, WPO Vice President on Education, reported in the last meeting in UK that discussions have taken place with the Australian Institute of Packaging and he received a proposal from Pierre Pienaar. The proposal foresees two options to be offered to the Pacific Rim developing countries. The initial intention would be to run it like half day courses. The second option is to run a 3 day Packaging Technology Certificate course, based on the UK model.

In both cases, the program would cover a broad range of topics like Introduction to Plastics; Advanced Plastics; Introduction to Print Technology; Introduction to Pharmaceutical & Cosmetic; Barrier and MAP Packaging Technology; Introduction to Packaging Economics; Packaging for Product Life Extension; Packaging Specifications; Demystifying the NPC; Introduction to Corrugated Boxes; Introduction to Packaging Materials; Packaging for Transport; and Introduction to Life Cycle Inventory & Carbon Foot Printing.

WPO decided to support and want to go ahead with the Pacific Rim project, besides providing guidance in identifying target countries. Australia will fund the project.

Things are changing at WPO

By Thomas L Schneider*



It is the natural course of things. We have a new president in January. We also have a new General Secretary and Secretariat set to work with the President and Board to lead WPO for the next three years. It is an exciting time.

Along with the excitement, we also recognize that change brings the departure of valued friends and colleagues. In this case, we have to say good bye to Carl Olsmats as WPO's General Secretary. His employer, Innventia, has chosen to terminate their contract with our organisation. We will miss Carl but he has assured us that he will find a way to continue to be involved in WPO and its activities. We welcome that Carl and wish him every success with Innventia. Thanks for his many years of service to WPO! Wherever and whenever we meet, he will not be a stranger to us.

So, the good news is that Keith Pearson, president of WPO until January 1st 2012, will transition to the post of General Secretary of WPO at that time. It is hardly a demotion. What it really means is that for the next three years, WPO will have Keith's talents and keen insights at its disposal. For the last six years, Keith has been a popular and well-respected representative and promoter of the activities of our organisation. We are fortunate to be able to retain his talents and his friendship.

With the departure of Innventia, our new General Secretary is in need of a support staff. After some discussions amongst members of the Executive Committee and after reviewing some applications, we determine that Pat Farrey and his team at Kellen Company would be an excellent choice to provide backup and support for Keith.

Kellen Company recently purchased Landon, Farrey and Associates, the management company for IoPP in the US, along with several other packaging-related non-profit organisations and associations. Kellen Company has offices in Atlanta, Beijing, Brussels, Chicago, New York, Singapore and Washington, DC. This broad international presence can potentially give WPO a stronger image as it tries to grow its influence on packaging around the globe. It also gives WPO an opportunity to have meetings in many other places around the world. It's a good platform for the growth of WPO.

Kellen is a strong organisation and has a wealth of other skill sets that can prove beneficial to WPO. Those skills include web design and hosting, web casting, distance learning programs, e-commerce solutions, search engine optimization, legal advice, sponsorship development and counseling on development of a global strategy. For more information about Kellen Company, go to www.kellencompany.com. Pat Farrey, Kellen's newest Group Vice President, will help Keith and I bring these skills to WPO as needed.

We have left WPO's original Executive Committee intact. They are a good team and work well together. I believe that they make excellent, competent decisions on behalf of the WPO board. They all have passion for our profession.

Over the next three years, WPO will continue to grow in terms of influence and impact on the global packaging community. "Better Quality of Life through Better Packaging for More People" will continue to be our motto and our guide. We will grow the WorldStar Awards and the WorldStar Student Awards programs. We will continue to address the needs for packaging education, particularly in developing nations; we will bring influence from developed nations that will assist our programs and goals; and we will continue to promote the positive role that packaging must play in making all of the World's societies sustainable and productive.

****Thomas L Schneider, CPP and President-Elect WPO can be contacted by e-mail tom.s@issi-texas.com.***

Marketing

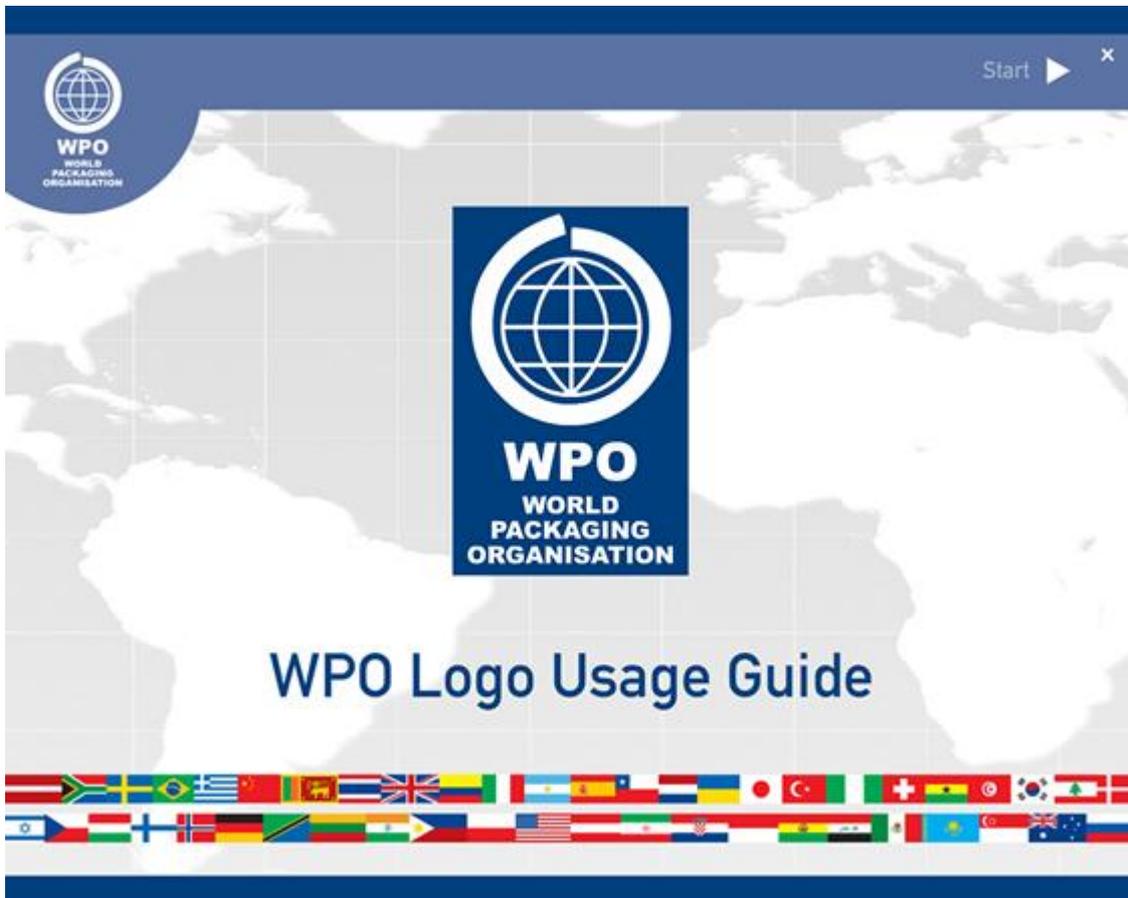
WPO launches logo manual guide

With the purpose of guiding WPO members and partners on how to promote the organization and its services and how to apply its logo on a common language that will enhance WPO recognition among the global community, the Communication and Marketing Committee of WPO, coordinated by Luciana Pellegrino, from ABRE Brazil, created the WPO Logo Usage Guide. The material will be available to all interested people for free download on WPO's website, from January 2012 on www.worldpackaging.org.

The Guide settles the technical features of WPO logo as being: color Pantone 294, structure 120 mm high X 75 mm wide. For the WPO members logo the structure must be 146,7 mm high X 90 mm wide; the color is the same. The guide also shows the rules for the WPO logo for the three categories of members – Affiliate, Full and Honorary, for the Awards – WorldStar and Student WorldStar and the flags.

The purpose is to create a pattern in the application of the logo in materials like: webpage, business cards, promotional materials,

events folders, presentations, booths on trade shows, email signature and press releases.



Special Letter

A privilege to serve WPO

It is with very mixed feelings that I will be leaving my post as General Secretary to move on to work with other projects for my employer Innventia. On the one hand do I look forward to take on new challenging tasks in the packaging sector, where I of course will remain. On the other hand, I will miss many of my WPO packaging friends. I will however do my utmost to stay connected with WPO and friends!

I have been involved in WPO for more than 15 years, where of the most recent 10 as General Secretary. It has been a fantastic journey with many stops en route for new passengers to get on board and with a few ones who have disembarked. The journey has meant visits to many countries, meeting with many cultures and caring, colourful and dynamic friends from all around the World. During these years, I think the organisation has undergone a cultural evolution to the better.

The President is now one in the bunch, in the very flat WPO organisation. In the old days, things were more hierarchical and the Executive group used to stay at a special hotel and just join the big group for the Board Meeting. It was a special feeling to do my last meeting as General Secretary in the UK. It was like closing my first WPO circle. As a matter of fact, back in 1994 I took part in my first WPO meeting in Melton Mowbray, UK, hosted by IoP. I have always loved the British Isles and mid 80-tees I had a first longer flavour as an exchange student at the University in Cardiff. Many of my class mates had their roots overseas, and this was the first time for me to really experience the richness and joy of sharing knowledge and being together with people from all over the World.

Knowledge and friendship are fantastic resources, the more you share them with other, the richer you get as your own assets will grow. These assets are of course also essential in the work by WPO.

The WPO acronym stands for World Packaging Organisation, but the same abbreviation is also used by the World President's Organisation, World Photography Organisation and World Ploughing Organisation, to name a few. I cannot qualify for the President's Organisation, but I am sure that many of our WPO photographers and motives would qualify in the Photography Organisation. Packaging is a tool (most probably more powerful) together with ploughing to increase food production and distribution efficiency, to ultimate battle World hunger and get a more sustainable society.

We have made some significant accomplishments so far, but of course in the big picture towards a sustainable World, most things are still undone or has to be re-done.

Ultimately, I hope that WPO will translate to Wonderful Peace Opportunities. Bringing people together from different cultures and working together for a common goal of "Better quality of life, through better packaging for more people". In the meantime I think that it also stands for a lot of other good things such as:

- A Window to the World, Worthwhile Work, Welcome, Whole view and Width, Wisdom, Warmth, Waste prevention, Wood, Water & Wine
- People, Planet, Profit, Paradise, Prosperity, Perfect, Passport, Partnership, Pioneer, Pleasure, Professional, Policy, Production, Publications, Paper, Plastic, Performance, Plenty & Passionate
- Ocean, Open, Obligation, Offer, Observation & Oxygen

Finally I would like to say goodbye and thank everyone for support during my privileged years when I have tried my best to serve the global packaging community. I would like to end with a small Limerick:

There was a friendly bunch from all over the World
From their meetings, many stories have been heard
When relaxing with a drink
Of its presentation one think
I have now become a total packaging nerd

Pictures text:

Many memorable events over the years, but the May meeting 2008 in Accra, Ghana will always have a very special place in my heart and mind. A hospitality visit to the King of Accra followed by a coronation ceremony in the evening.



Message from the host

The success of WPO Mission in the UK

What a wonderful week of intense Packaging discussions, deliberations and fun. It was good to actually put faces to names when the World Packaging Organisation came to town.



They arrived in London from all quarters of the world and assembled at 1 Carlton House Terrace for an executive Board meeting in the morning. At lunch, they were officially welcomed by Bernie Rickinson. After refreshments we organized a coach to take them off to Grantham where they were staying at The Angel and Royal, one of the oldest coaching inns in the area. Just time to unpack a little before being taken to the Guildhall for a reception in the Mayor's Parlour. The Mayor – Councillor Mike Taylor - welcomed them and spoke about Grantham and its history with due reference to the many artifacts and paintings on display. Then back to the hotel and a well earned rest.

Tuesday 15th was a day set aside at The Boilerhouse in Grantham for some committee meetings. 35 representatives were there for the first session on Education Chaired by Gordon Stewart. First reference was to the 156 entries for WorldStar Student that had been judged in China. Four top WorldStar Student winners were decided and they came from China, South Africa and the USA. These have now been awarded in a ceremony in China. Sadly there was only one entry from the UK, we must encourage more. Liliam Benzi, from Brazil and Editorial Director of World Packaging News (WPN), WPO electronic monthly magazine, gave a report on the judging and suggested changes for the future.

Keith Pearson, President of WPO gave details of his visit to Tanzania, one of the new members with a further presentation from Sachindra Shetty who heads up our new member in Tanzania.

A report was tabled by Pierre Pienaar, Australia, who was unable to come to this meeting. It concerned a series of packaging modules on different subjects aimed to help the SME community around the world. Keith Barnes noted that he had a paper on Packaging Development for SME's that he would forward to interested parties.

The Indian Institute had held a successful Diploma course in collaboration with the UK utilizing Skype and Webex facilities on line. This learning procedure can be developed for other countries in the future. It was suggested that the diploma course should be translated into other languages, in particular Chinese. A new diploma course will start next March in Turkey with 68 delegates wanting to join. Mention was made of a new Packaging Degree course being launched in the Philippines.

The second committee was due to discuss Sustainability issues. Alas Roger Bagge was unable to come over from Finland to make a presentation. Keith Barnes spoke about the issues in the UK on sustainability and the environment and circulated the IOM3 sustainability statement which of necessity covers all the elements of IOM3 beyond packaging. He agreed to keep everyone up to date with the situation in the UK.

After freshening up at our hotels we gathered again at the Boilerhouse for a Gala dinner. A welcome speech was given by Jan Lewis, IOM3 President and replied to by Keith Pearson. Then to keep up our very English theme we were joined by a group of local Morris Dancers who entertained us and got us all involved in some group dancing. On Thursday it was time for the WPO Board meeting at Grantham. The WPO currently has 41 full members and 6 affiliates. Keith Pearson started proceedings with his Presidents report followed by Tom Schneider with the Executive Committee report. Next in line was Gordon Stewart with his Education report from the previous day. It was now the turn of Luciana Pellegrino, from ABRE Brazil, to present her Marketing report. She explained the rules concerning the WPO logo which had been misused by some. Also on her agenda was an introduction to World Packaging News (WPN), the new electronic magazine, supported by WPO and managed by Liliam Benzi (Brazil) and Pat Farrey (USA). Keith Barnes stated how keen he was to get articles from other countries detailing their packaging situation.

We were shown a map of Designers from China and agreed that a global extension of this would be useful. Keith Barnes agreed to talk to the DBA (Design Business Association) in the UK to help progress this initiative.

It was also suggested that the WPO should start a database of global packs. Keith Barnes explained that this already existed at Mintel and he agreed to discuss how collaboration may occur to the benefit of both parties.

Carl Olsmats gave his Secretaries report and a financial analysis. Carl also made it known that he has to resign as of December end 2011 and we need a new secretary.

It had already been agreed that the next president from 1st January would be Thomas Schneider, from IoPP US, and Keith Pearson would stand down. A farewell speech was given by Keith and he officially handed over to Tom who gave his initial comments. At the same time it had been agreed that Keith Pearson would take over as Secretary General from January 1st 2012. In recognition of his sterling work over the years, Carl was appointed as an honorary member.

Much debate followed about future meeting venues. Most pressing was the June 2012 meeting due in Croatia. At present costs are too high and Carl was asked to explore more economic facilities. Other meetings were listed as Nov 2012 – Singapore, Jun 2013 – Australia, Nov 2013 – Lebanon, Jun 2014 – Interpack or Sri Lanka, Nov 2014 – India, Jun 2015 – Italy, Nov 2015 – Sweden. All offers need to be finalized and agreed at future meetings.

The evening entertainment this time was a country pub dinner of 'bangers and mash' and ale combined with a global skittles match. It was most fitting that the person with the highest score of the evening was Keith Pearson. Gordon acted as referee and Rachel kept the score. A great time was had by all.

The 17th was the final day and taken up with the task of judging for WorldStars 2011-2012. Each member country is allowed one vote as we considered all the submitted global country winners (243). After our deliberations 131 WorldStars were awarded.

Recommendations were passed forward for the Presidents award. This and all awards will be given at the meeting in June 2012.

So we came to the final evening and a farewell dinner was organized in the King's Room at the hotel in Grantham. Before our meal we had a real ale tasting and explanation by the producers. This was followed with a brief history of the old coaching inn; excellent food was then served. At the end farewell speeches were made by naturally Keith Barnes then a thank you from Tom Schneider and next a farewell from Carl Olsmats. Keith Barnes finished with a thank you to all the visitors and how nice it was to see such devotion to packaging around the world. Long may it continue and go from strength to strength.

During their stay all delegates were given a shoulder bag full of items from the UK packaging organizations courtesy of IOM3/TPS. From China we were given a large leather pocket wallet. For judging WorldStars we received a decorative global jigsaw. The accompanying persons who were present had visits organized to Grantham, Lincoln and Nottingham. Finally a word of thanks to our Chinese friend who was everywhere taken photos and I am longing to see the results.

****Keith Barnes is Chairman of The Packaging Society UK.***



Special Report – Trends

The packaging sector in the new Tunisia follows global trends

*Lemia Thabet**

Throughout the years, packaging has faced many challenges, going from an information to an identification tool achieving the present as a focal mechanism used by consumers when relating product experience. It has now become an intricate part of the consumer decision making process. Creating simple and engaging packaging that directly impacts customer loyalty and brand credibility will always be at the forefront of packaging trends.



Being the key communicator between the consumer and manufacturer, packaging communicates the core value of the product. If designers ensure that the message of their packaging designs is clear and well-communicated, while

sustaining the product's brand value, the odds of influencing consumer decision making and spending behavior will definitely be in favor of their client.

From multinationals to the smallest companies, this realization has become more apparent, with the trend towards killing two birds with one stone prevailing – creating packaging which is innovatively designed and efficient, yet still meaningful to the consumer. Designers must ensure that their creations are unique and distinctive, in order to guarantee meeting the needs of the market, while building brand value and awareness for their client's product.

Keep It Simple and Straightforward. This should be the slogan that all packaging designer considers when formulating their packaging designs. Industry specialists are moving towards packaging designs that are unambiguous, concise, and much more simplified, thereby providing consumers with greater clarity regarding product information.

Open Innovation & Client Collaboration

With the growing needs of clients in various industries, the packaging industry is trying to be inventive and think well while problem solving. Design challenges include finding creative methods to transform complex client briefs into an end-product which is innovative, efficient and sustainable.

To ensure that the end-product meets these requirements, packaging companies have taken it upon themselves to indulge in the trend of open innovation. This trend of mutual collaboration between supplier and designer is becoming key to packaging design success. It guarantees that the supplier has a clear understanding of what's required from both parties, while exposing designers to new technologies – resulting in an improved end-product for client.

Sustainability & Green Consciousness

An important trend in packaging is sustainability and the use of sustainable materials – without foregoing cost efficiency and overall consumer value. When ethics and ecological concerns are translated into packaging, consumers associate a sense of well-being and security with the product and brand at hand.

The implementation of sustainable packaging supports consumers in streamlining and uncluttering their lives. Surveys show that more than three quarters of consumers would prefer a simpler, less complicated lifestyle. Statistics indicate that consumers are willing to pay more for environmental packaging – reflecting its growing importance. Packaging companies are today committed to measurable sustainable packaging goals that will ensure that all routes towards sustainable packaging are evaluated and contribute towards educating the consumer about sustainability and its importance.

Biodegradability and nanotechnology are becoming hot trends not only in packaging, but in all industries, from beauty and food to the health and pharmaceutical sectors. As a result of global warming, consumers are more aware of the importance of reducing their carbon footprint. With this in mind, companies must ensure that they have an understanding of how their packaging will contribute towards recycling and what type of affect it will eventually have on the environment. Ensuring that on-shelf packaging has green credentials is an important factor that have to be thought through by all packaging companies. The ultimate responsibility and execution of re-usable packaging lies with the manufacturer who should implement environmentally-friendly initiatives in all that they do.

Predicting what's ahead for the packaging community and what trends are likely to impact packaging in the coming years is not so easy but sustainability is a major trend that will continue to affect operations in packaging.

Economy drives many trends

The current economic situation is a major driver for the trends affecting packaging. Since the start of the global recession, consumers, for obvious reasons, have taken a keener interest in searching for value in the products they purchase. There is evidence to suggest that these changes in buying behavior will last beyond the economic recovery.

With many consumers believing that products simply have too much packaging, manufacturers are downsizing and lightening the protective covering that goes around their products. The benefits from these efforts are that many companies are realizing material savings in cost structures and increased demand from green consumers.

Consumers are increasingly interested in their personal impact on the environment and are demanding more from manufacturers. The economy is a big driver of how consumers make their choices. Companies are really looking to get clarity around what is really sustainable. The need to define sustainability is growing.

While sustainability considerations have become a fact of life, there is an emerging strong push for coordinated and cooperative efforts in packaging sustainability. The packaging industry will definitely be impacted by the work of International Organization for Standardization (ISO) to harmonize packaging sustainability, with the possibility of bringing in elements of the European Union's Packaging Directive. Climate change efforts around the world will also contribute to the need to consider sustainability in packaging decisions.

Companies are understanding and increasingly using life-cycle assessments to look at the tradeoffs between different packaging materials.

Food-safety concerns

Food safety is the number-one issue for the public and will continue to affect packaging materials. As a result, companies are seeking new packaging that helps ensure healthy and safe products.

Packaging that can help prevent mislabeling, spoilage, product tampering, contamination or damage will likely be in demand. RFID-enabled packaging, in the years ahead, will help improve traceability, which is particularly important to fresh produce and meat companies.

Most companies understand that the added expense of improving packaging to help prevent recalls or a liability case is often far less than the cost of losing many customers because of an unhealthy or unsafe product.

Concerns go beyond preventing product recalls. Health issues are encouraging consumers to seek out smaller portions and better-for-you versions of packaged food products. This is increasing the demand for new packaging.

On all these topics, Packtec is supporting the Tunisian packaging companies as well as the end users to integrate these aspects in order to develop adapted packaging solution and to be more competitive through different programs such as RetD projects, technical assistance, training, testing and analysis ...

As part of its promotional activities, Packtec is also working to create new partnerships between Tunisian and international companies and to highlight the potential of the Tunisian packaging industry especially with the new political situation. The Tunisian packaging sector is facing many challenges but we remain optimistic for the future as we are working hard to upgrade our production tools as well as introducing innovative processes and products on the market.

****Lemia Thabet is from Packtec, a WPO member from Tunisia. For more information on this article contact her by e-mail lemia.thabet@gnet.tn.***

Special Report – ISO Standards

ISO standards on packaging and the environment near to completion

*By Paul Curtis**

It is generally accepted that sustainability is an essential element of business strategy and that packaging plays a critical role in this strategy. Packaging is visible, it's an integral component of most supply chains and although good design should ensure that packaging prevents more waste than it creates, packaging nevertheless consumes resources and contributes to the waste stream.

However, defining packaging sustainability is often a subjective exercise, largely dependent on the infrastructure a country, or even a region, has in place to recover packaging at the end of its life. This means that it can be very difficult to provide unequivocal information to suppliers, customers and the public on something as basic as whether or not a package is recyclable.

With governments around the world coming down hard on unsubstantiated 'green claims', understandably companies are increasingly nervous about providing any sort of environmental information on the label or website through fear of being challenged. What is technically possible may not be possible in practice though lack of facilities. This is very much the case in New Zealand where plastics 1 – 7 are collected in the main centres, but only plastics 1 and 2 are collected in the rural areas, we have no 'energy from waste' plants and few facilities capable of actually composting compostable packaging.

This presents a problem not only for industry, but also legislators. Ambiguous law is usually bad law and in the absence of internationally accepted definitions, legislators will often make up their own. New Zealand's Waste Minimisation Act 2008, for example, contains definitions for waste recovery, recycling and reuse which are unique to New Zealand. Replicated around the world, this increases compliance costs to industry and creates barriers to trade. In an effort to harmonise the plethora of definitions relating to packaging and sustainability, the International Standards Organisation (ISO) established a technical committee in 2009 with the goal of harmonising definitions relating to packaging and the environment through a series of international standards.

Eighteen months later, following meetings in Stockholm, Beijing, Tokyo and Atlanta, six draft international standards have been developed and were recently circulated to all the national standards bodies for voting. The draft standards are:

- ISO/DIS 18601 - Packaging and the environment - General requirements for the use of ISO standards in the field of packaging and the environment
- ISO/DIS 18602 - Packaging and the environment - Optimization of the packaging system
- ISO/DIS 18603 - Packaging and the environment - Reuse
- ISO/DIS 18604 - Packaging and the environment - Material recycling
- ISO/DIS 18605 - Packaging and the environment - Energy recovery
- ISO/DIS 18606 - Packaging and the environment - Organic recycling

In my opinion, these draft international standards are to be welcomed and many international consumer goods companies and packaging manufacturers were intimately involved in their development. The standards are not 'anti-packaging', in fact quite the opposite, as evidenced by the common introduction at the front of each draft standard:

"Packaging plays a critical role in almost every industry, every sector and every supply chain. Appropriate packaging is essential to prevent loss of goods and as a result decrease impact on the environment. Effective packaging makes a positive contribution towards achieving a sustainable society by, (e.g.):
a) meeting consumers' needs and expectation for the protection of goods, safety, handling and information;
b) efficiently using resources and limiting environmental impact;
c) saving costs in the distribution and merchandising of goods."

The national standards bodies have until the end of January 2012 to comment and vote on the draft standards. The final ISO standards will be published by the end of 2012. If you have any questions or would like copies of the draft standards, I would suggest you start by talking to your national packaging association.

***Paul Curtis is Executive Director of Packaging Council of New Zealand (Inc), a WPO member, and can be contact through p.curtis@packaging.org.nz.**

Technology Update

Shock wave technology for packed beef

In Europe dual purpose cattles (milk and meat production) are mainly raised, providing just a small amount of tender meat pieces applicable for steak production. To produce beef with sufficient quality for preparation of convenience food like steaks usually a post-mortem ripening is applied. Due to a time requirement of 14 to 21 days, meat maturation causes significant storage and energy costs.

In pilot scale tests, it was shown that hydrodynamic shock wave treatment results in an accelerated meat maturation and allows tremendous improvements of meat quality and economic situation of SME meat producers. The lack of industry ready equipment as well as suitable packaging material limit an industrial application of the technique so far.

The aim of this work is the identification of key processing parameters and elaboration of process-packaging interactions as well as development of technology adapted packaging materials. The focus is on are multilayer packaging materials typically used in the meat industry. Therefore this work characterizes important aspects like packaging properties (barrier and mechanical), package integrity and food safety (migration, heavy metals).

Project partners are Deutsches Institut für Lebensmitteltechnik (GER), Promatec Food Ventures BV (NED), Himmerlandskod AS (DAN), Hvidebaek Slagteri AS (DAN), Scheyer Verpackungstechnik GmbH (AUT), Teknologisk Institut (DAN), ofi Forschungsinstitut für Chemie und Technik (AUT). For more information about the project you can contact Dr. Johannes Bergmair, Head of "Life Science" - Lebensmittel, Verpackung, Pharma, Medizinprodukte, ofi Österreichisches Forschungsinstitut für Chemie und Technik, Johannes.Bergmair@ofi.at.

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