President’s Word

A lot of activities to close 2014!

It has been a busy 3 months since the last WPO Newsletter. In early September, I was in Nairobi, Kenya, speaking at East AfriPack, a new show produced by our supporter IPACK-IMA, headquartered in Milan, along with American joint venture partner PMMI. The speakers were of high quality and the trade show was well attended. The show, a first in packaging for east Africa, consisted of 135 exhibitors. Thanks to IPACK-IMA for providing WPO with a stand. IPACK-IMA said that they were pleased with the attendance and will organize the show again in 2015, from September 23 to September 25.

Our colleagues and member, APO (African Packaging Organisation), sponsored their first-ever AfriStar Awards ceremony during the exhibition. The ceremony was well attended and showed off some excellent examples of package design ingenuity from sub-Saharan Africa. The awards will be presented every two years. Congratulations to our member, APO, and thanks to Joseph Nyongesa and Kishan Singh for all of their organizational skills and effort that went into making the AfriStar Awards a great success.
Two weeks later, I attended Taropack in Poznan, Poland, and spoke at their conference as well. This well-organized trade show was outstanding. The Poznan International Fair facility itself has over 110,000 square meters of exhibit space, although the packaging show only took 4 of the 16 halls. The Fair facility is similar in layout to Messe Düsseldorf. As a result of my attendance, we were able to re-connect with our Polish colleagues, along with those from Hungary, Latvia, Lithuania, and Ukraine. My thanks to the Polish Chamber of Packaging for funding my trip and for their attentive hospitality.
Three days after returning from Poland, I flew to Sao Paulo, to attend and to speak at the Brazilian Conference on Packaging, 16th edition. The conference was produced by our member, ABRE (Brazilian Packaging Association). The conference was well attended, with over 400 people taking in a full day of fine presentations, with a number of international speakers, including Thomas Reiner, by remote from Germany. Mr. Reiner is Chairman of our German member, DVI (Deutsches Verpackungsinstitut e. V.).

Congratulations to our colleague (and WPO Vice President) Luciana Pellegrino, Executive Director of ABRE and to Gisela Schulzinger, President of ABRE for organizing such an outstanding conference, one of the best I have attend in many years.
In early November, it was on to PACKEXPO International in Chicago where over 48,000 packaging professionals came together to attend one of the largest packaging trade shows in the world, with over 120,000 square meters of space dedicated to packaging machinery and materials. Keith Pearson joined me for the 4 day show where WPO had a stand in the Association pavilion. We made a lot of good connection with packaging professionals as well as some of our members who were also exhibitors. Thanks to PACKEXPO and PMMI for providing WPO with a complimentary stand and furnishings through their Platinum Partner program.
Finally, near the end of November, WPO members gathered in Colombo, Sri Lanka for our second board meeting of 2014, along with judging WorldStar entries. Our host, SLIP (Sri Lanka Institute of Packaging) were perfect in their attention to all of us. The board meetings, although lightly attended were productive. Minutes of the meetings will follow in a few weeks. Several of us also participated in SLIP’s one day conference on packaging, again with a great cross-section of international speakers. And the Lanka Star Awards were a great success!

Thanks and congratulations to Mr. Haris de Silva, Secretary General of SLIP for all the hard work provided by him and his entire staff. And a special thanks to our long-time colleague and friend, Dharma Ratnayake, former leader of SLIP, for bringing us once again to Colombo. Rumor has it that Dharma is retiring, but I suspect we will see him again. I certainly hope so.
I am certain that I have not recognized everyone who contribute to all of the great activities that WPO has been involved in over the last 3 months, and for that I apologize in advance. It has been a productive 3 months as WPO gains more momentum. I encourage you to review the minutes of the meetings to learn more about what we accomplished in Sri Lanka.

Next year, we will meet May 18-22, 2015 in Milan in conjunction with the IPACK-IMA packaging show. The WorldStar Awards will be presented during that time. Our host is IPACK-IMA and they will be providing meeting space and lunches for us during our meetings. Please plan to attend their outstanding trade show.

Our second meeting will be in Mumbai, October 8-11, 2015, sponsored by Indiapack 2015 and our member and colleagues at IIP (Indian Institute of Packaging). More details will come early in 2015.

See you in Milan!

Thomas L Schneider, CPP
AfriStar Awards joins 30 companies

The African Packaging Organization (APO), a member of WPO, has announced and presented the AfriStar Awards winners during a ceremony at East Afripack 2014. It is important to know that this is the first packaging awards programme that includes entries from multiple African countries. The purpose, as explained by Joseph Nyongesa, President of APO, "was to showcase the best of African packaging industry. Africa is a rising continent. We are certainly one of the continents that attract most the interest of companies nowadays. And we need to show these companies that the African packaging industry is rising and is being very well prepared to receive new products and retail chains."

Imported technology, components, and other constituents, had to be declared in the entry process, explains the President of APO. "The packaging entered had to be converted in an African country. Anyone could enter a package. However, in all cases, the converter and the brand owner must co-sign the entry form". Judging categories for this first edition were: Health, Beauty, Medical & Pharmaceutical; Food; Beverages; Household; Domestic goods; Hardware; Appliances; Automotive products; and Transit (secondary packaging & industrial, electronics and appliances).

This first edition attracted packaging entries from 30 companies from 8 different African countries – South Africa, Kenya, Nigeria, Uganda, Zambia, Zimbabwe, Tanzania and Malawi. The judging panel was formed by experienced professionals from Africa and abroad: Joseph Nyongesa (President of APO), Ahmed Omah (Vice President of APO), Kofi Essuman (Senior Adviser of International Trade Center - ITC), Keith Person (General Secretary World Packaging Organization - WPO), Sachindra Shetty (Tanzania Packaging Association), Kishan Singh (Chairman Institute of Packaging South Africa), Annabé Pretorius (polymer expert in South African industries), Erich Kühl (print expert) and Keith Dilkes (executive at Polyoak).

The Awards was sponsored by BOBST, BMI Research, East Afripack 2014, Packaging & Print Media, PACSA (Packaging Council of South Africa) and Polyoak Packaging. The professionals responsible for driving the first edition process were Bill Marshall and Vanessa von Holdt, both from IPSA (Institute of Packaging South Africa). The complete list of winners can be seen at the official webpage, www.africapack.org.
Total success of Tokyo Pack 2014

The 25th edition of the biennial Tokyo Pack, Asia’s largest packaging show (7th – 10th October, Tokyo Big Sight), registered more than 178,698 visitors. Exhibitor participation also grew by more than 14% from the last edition, achieving 684 companies, of which 99 were first-time exhibitors. A total of 146 foreign exhibitors, from 15 countries, were also present and reported numerous new leads to the show. There were also international visitors from 45 countries.

The official Packaging Insight Japan Tour, a one-day orientation program, was designed by Tokyo Pack exhibition owner-operator, the Japanese Packaging Industry Association, WPO member Japan Packaging Institute (JPI), and EP Resources Pte Ltd, Singapore. The objective was to help foreign visitors gain the maximum benefit from their visit to the show; it included the participation of a 42 professionals and a strong delegation from Thailand.

According to Yoichi Sonoyama, Secretary General of Tokyo Pack 2014, “As the only international show dedicated to packaging, Tokyo Pack has always been a key exhibition venue for the latest cutting-edge packaging solutions and technologies. This year has been no different; the 2014 edition has enjoyed another successful run with our highest exhibitor figures to date and a record number of visitors”.

The exhibition owner and organizer, Japan Packaging Institute (JPI), is already planning the 26th edition of the show scheduled to October 2016. “We are constantly pushing ourselves to better serve our Japanese packaging industry and in 2016 we aim to help further promote Japanese packaging companies and build even stronger bridges between both domestic as well as international customers”, says Sonoyama.

Brazilian Packaging Congress discusses competitiveness in the industry

On October 07 and 08, 480 professionals joined the 16th edition of the Brazilian Packaging Congress, organized by ABRE, at Fecomércio, in São Paulo. In one way or another, the 19 speakers concluded that it is important to have a holistic and collaborative vision in the packaging industry to keep it a competitive sector in the whole production chain. This holistic eye should go through all the phases of the production process, focus on the final consumer and provide incentive for an environment of constant innovation.

Thomas Schneider, president of WPO, was one of the speakers and together with the others, from different areas and big end users, shared with the audience their expectations about packaging and the strategies they judge important to improve product quality.
To understand this new age, companies establish processes oriented to consumers, supported by the design thinking concept, in the co-creation process and awareness that achieving sustainability must be a continuous process. Waste must be avoided and the increase of efficiency, reduction of environmental impact and simplification of process are must all meet competitive conditions. Communication with consumers is done through various channels, and packaging is one of them.

Below are some of the most important concepts given by the speakers:

- There is a decrease in consumption that will continue in the future, but there will be more participation of women in the market what will change its dynamics - Fernando De Holanda Barbosa Filho (IBRE-FGV).
- It will be necessary to use intelligent materials to be more sustainable - Thomas Schneider (WPO)
- There is a lot of space to grow but it is necessary to pay attention to multi functionality of packaging - Thomas Reiner (Berndt+Partner GmbH).
- It is necessary to project packaging without excluding people - Marco Bernasconi (Nestlé).
- The main trends in innovation: health and well-being, increase of middle class and the profile of new generations, applied to the brand - Fernando Erne (BRF).
- Sustainability as a competitiveness tool through eco efficient packaging - Cristiane Lourenço (Unilever).
- It is necessary to pay attention to design thinking in the development of better packaging the manufacturing level as well as for the consumer - Jonathan Dien (Gravitytank) e Jason Boon (Kimberly-Clark).
- Multi channels demand different packaging solutions, especially to e-commerce - André Svartman (GPA – Grupo Pão de Açucar).
- Innovation in the beverage sector is linked not only with packaging, but also with the filling system that operate in high speeds - Alexandre Sanchez (Brasil Kirim).
- Sustainable profitability and the validation of packaging functionality are benefits of consumption - Sergio Perelman (Mondelēz).
- Innovate at an accelerating pace is mandatory to some companies. They must rely upon co-creation with suppliers, designers and consumers. - Camille Kaufmann (Reckitt Benckiser).
- There is a number of opportunities to improve logistics and distribution – Camila Sotrel (Avon).

When well used, design thinking transforms the brand strategy and helps to find more “yes” where there were only “no” - Seth Starner (NewNorth for Innovation).

A platform to global packaging industry in China

The former Minister of Foreign Affairs and President of China International Public Relations Association, Li Zhaoxing, visited World Packaging International Center, a Project of WPC, a WPO member, for the second time this year, last October. According to him, “the first world packaging industrial center, settled in Hangzhou, has very important strategic significance on improving our voice and rule-making power of economic globalization”.

On November 2013, he made a keynote speech to address the importance of WPC construction on world packaging industry summit forum, organized jointly by WPO, China Packaging Federation, Hangzhou City Hall, Gasme and World Packaging Organization Asia Packaging Center. He pointed that there’s about 1.3 billion tons of food waste each year around the world and one of the reasons is unscientific and inappropriate packaging. In the occasion he also proposed that
world packaging center become a great platform for worldwide industrial development, adapted to new world economic pattern changes and Chinese open strategic policy.

It is also important to say that World Packaging International Center introduced international organizations and institutions into China to build a world packaging industrial center which has a very important strategic significance to improve the discourse and the rule-making power in the process of economic globalization. WPC has already signed settlement agreement with a number of international organizations and institutions, and large companies.

From the national development strategy point of view, the Center is considered a great tool to learn how to use international organization resources to build a version of upgraded packaging industry, develop supporting policies to encourage international packaging organizations, relevant international organizations, Chambers of Commerce Associations and other kinds of organizations.

As an extension of the work, the World Packaging International Center Alliance was recently created by WPC and UNIDO consultative mechanism, Gasme. The aim is to unite international organizations, chambers of Commerce and Associations, investment and financing, education and scientific research, design and other institutions, to cooperate with private, foreign, state-owned and packaging, agricultural products, food and other joint venture enterprises.

For more information about any of these Chinese organizations please.
Packaging dresses exhibition in Slovenia

Croatian Institute of Packaging and Graphic Arts Tectus – IatT, member of WPO, is continuously working on projects focused on general public on one hand, and on professionals in the packaging industry on the other. The exhibition of dresses made from packaging materials, which has recently experienced its 4th edition, is an exceptionally successful project, focused on consumers and aimed at raising awareness about the importance of packaging and its proper care with the ultimate goal of environmental protection.

This edition of the dresses exhibition was accomplished in Slovenia, after Zagreb (Croatia), Belgrade (Serbia) and Sarajevo (Bosnia and Herzegovina). The central part of it was the piece "Buttoned-up by Scotch® Tape".

The opening ceremony of the exhibition took place on November 4, at BTC City shopping mall. Recognizing the educational
message of the project, the Ministry of Environment and Spatial Planning of Republic of Slovenia supported it, as well as Slopak Ltd, leading Slovenian system operator of packaging waste management. The dresses exhibited are from the following companies: Droga Kolinska Plc, Kras Ltd, Ljubljanske mlekarne Plc, Bambi Group Plc and Radgonske Gorice Plc. There are also dresses with the characteristics of the project partner BTC City and the media partner, Radio group.

These dresses are the result of the artistic vision of the recognized Slovenian fashion designers Mojca Celin, Ljubica Cehovin Suna, Tanja Devetak, Ursa Drofenik, Natasa Hrupic, Maja Stamol Droljc, Barbara Turk, Alja Viryent Novak.

**International conference on polymeric materials in Croatia**

WPO member in Croatia, Institute of Packaging and Graphic Arts Tectus – IatT, in partnership with Tectus Ltd and Ambalaza/REGprint trade journal organize, organized the international conference "Polymeric materials in packaging" in the end of November at hotel Sheraton, in Zagreb. Development, properties and application of new types of polymeric materials and their applications in the packaging industry were presented at the conference, with particular emphasis on the role of polymeric materials in food packaging, current EU legislation, trends in environmental protection and recycling of polymeric packaging waste.

The conference was targeted to packaging manufacturers, converters, designers, packaging developers and users as well as experts in environmental protection from Croatia and countries of the region (Bosnia and Herzegovina, Slovenia, Serbia, Montenegro). Presentations were given by Croatian and international experts, leading companies in the field of polymer materials and the polymeric packaging producers. The conference was supported by DuPont and Rotoplast, a local packaging producer.

**Eurasia proved great interest from export markets**

The biggest annual packaging exhibition in the Eurasia Region was held in Istanbul on 18 - 21 September 2014. The fair drew great interest from export markets and was visited by more than 50 thousand people from 93 countries. Eurasia Packaging 2014 Istanbul - 20th International Packaging Industry Fair was organised by ASD (Turkish Packaging Manufacturers Association), a WPO member, and Reed TÜYAP, with the support of AMD (Packaging Machinery Manufacturers Association), ESD (Label Manufacturers Association), KASAD (Cardboard Packaging Manufacturers Association), MASD (Metal Packaging Manufacturers Association), OMÜD (Corrugated Cardboard Manufacturers Association) and SEPA (Rigid Plastic Packaging Manufacturers Association).

The show presented packaging machinery equipped with state-of-the-art technology, packaging solutions for food and beverage sector, functional and eco-friendly packaging materials, original packaging that influences purchasing decisions in cosmetics, all innovations in drug packaging, all products related to labels, barcodes, products and systems, packaging solutions for storage and transportation and all kinds of industrial packaging.

It was visited by more than 1,170 companies and company representatives from 41 countries in a closed area of 105 thousand square meters. There were more than 5,000 foreign visitors and more than 200 new exhibiting companies from France, Italy and China. Visitors found 1,170 brands from 41 countries including Germany, USA, U.A.E., Denmark, India, UK, Iran, Japan, Korea, Hungary, Egypt, Portugal, Taiwan and Greece.

While export markets of the sector exhibited great interest in the fair, international buyers increased by 65% as compared to the previous year. Eurasia Packaging Fair which drew great interest from North Africa, Middle East, Central Asia and South Europe countries as well as European countries such as UK and Germany brought new markets and customers to the sector. The 20th Eurasia Packaging Fair included a total of 6 seminars presented by professionals in the areas ranging
from marketing to printing technologies, from standardization to sector legislation.

The Award Ceremony for the Packaging Design National Student Competition 2014, organized for the 10th time this year by ASD in cooperation with Reed TÜYAP, was accomplished during the Opening Cocktail for the Eurasia Packaging Istanbul 2014. Dogukan Karapinar, from Marmara University Graphic Design Department, won the first place with his project titled "Charcoal Pencil Packaging"; Çagil Aygen, from Yasar University Graphic Design Department, won the second place with "Smart Box" project; and Ulas Tigin, from Anadolu University Industrial Design Department, won the third place with "Leaf Plastic Detergent Packaging" project. In the competition 9 projects won mention awards and 5 projects were awarded with certificates.

The 17 participating projects as well as all winners are able to participate in the WorldStar Student Competition 2014, organised by WPO and in AsiaStar, a competition organised by APF (Asian Packaging Federation), another WPO member. For more information on the show or Turkish Awards, visit www.ambalaj.org.tr.
NVC uncovers innovations at InnoPack 2014

Packaging of pharmaceutical products and medical devices requires specific knowledge in areas such as packaging materials, legislation, risk and safety. NVC (Netherlands Packaging Centre), a member of WPO, focused on the hot topics with several activities during the pharmaceutical packaging exhibition InnoPack (October 7-9), in Paris (France).

Lectures on best practices and packaging innovations were addressed in the NVC Innovation Briefs. Visitors could also join the daily NVC Innovation Tours that gave an overview of the main pharmaceutical packaging innovations at the show.

NVC’s managing director, Michael Nieuwesteeg, was part of the jury of the CPhI Pharma Award competition. Winners were announced during the show. The Awards recognises leadership on an international stage, unveiling top pharma innovators to global trade press during the InnoPack. Entries were relate to innovation in primary packaging, devices & technology, patient compliance, dispensers and packaging materials.

InnoPack brought together buyers and suppliers from the packaging and pharmaceutical industries, creating business opportunities through a dedicated worldwide forum. Visitors from over 140 countries attended the show and created a unique environment where delegates could meet, learn and share ideas with each other.

For more information about the exhibition visit http://www.cphi.com/europe/networking/zones/innopack.

Contry Report

An overview of Korean packaging industry

The Korea Packaging Center, a member of WPO, just shared some important information that help understand the current situation of local packaging industry. In 2011, the gross net sales increased to 33.4 trillion won, 6.8% more as compared to 31.3 trillion from the previous year. The plastic packaging sector registered a market share of 51.9% in the domestic packaging market, followed by paper sector.
There is a total of 13,195 packaging companies in the country from which 45.5% are composed by less than 5 employees. The number of employees in 2011 was around 159,351 being 75.9% male and 24.1% women. Foreign workers accounted for approximately 10.8% of total employees. Over 50% of these packaging companies were concentrated on the metropolitan area.
In terms of sector’s participation in the consumption of packaging, the major business categories in 2011 were household (38%), food (30%) and electricity & electronics (28%).

For more information please contact Sung Wook Hwang, Senior Researcher at Korea Packaging Center, a member of WPO, by e-mail swhwang@kitech.re.kr.

The potential of Ukrainian packaging industry

Packing for Ukraine is a strategic product. Good climate, fertile land and the experience of people give a good harvest of
grain, vegetables and fruits. The food and beverages produced locally helps to increase exports through modern food packaging. Since 1997, Ukrainian packaging industry is growing rapidly with annual growth of 9-12%. There is a lot of business and investment of foreign capital in innovative projects for the production of packaging materials and packaging. These projects use technology and equipment of domestic and foreign companies - world leaders in their field. The volume of production of packaging in Ukraine in 2013 reached US$ 3.9 billion (2003 - US$ 2.4 billion). The consumption of all kinds of packaging in 2013 was 3.5 million t (2003 - 2.1 million t), that means 88 kg per person (2003 - 46 kg).

More than 2,000 companies, with about 300,000 employees, produce packaging, packaging materials and equipment in all regions of the country, including Eastern Ukraine. Unfortunately, because the Donetsk and Lugansk regions are at war, production was reduced and in some case stopped.

Some of the most important companies are Rubezhansky that produces corrugated cardboard packaging (winner of the WorldStar), Profi Press (multiple winner of WorldStar) and Basis, a manufacturer of packaging equipment.

According to the government, Ukraine has lost 15% of the harvest of grain and vegetables in 2014 because of the aggressive actions of terrorists. This will lead to a decline in the production of packaging materials and packaging for food.

Every year in Ukraine the following types of packaging are produced:

- 75 to 80 thousand tons of cardboard packaging and 900 million m2 of corrugated cardboard;
- 60 thousand tonnes of plastic packaging from single and multilayer films;
- about 30 thousand tons thermoformed packaging;
- about 70 thousand tons of bags and PP fabric containers;
- 120 thousand tons plastic cans, drums and boxes.

Companies in Ukraine annually produces 120 thousand tons of PET preforms. Ukrainian glass companies convert, from 25 glass furnaces, about 2.5 billion glass bottles. Metal producers are responsible for 700 million cans.

Annually the country produces 17.4 billion pieces of consumer packaging and 1.5 billion units of containers for shipping, only for food. About 50 companies in Ukraine produce, every year, 2.5 - 3.0 thousand units of different types of packaging equipment.

Packaging in Ukraine has a great design, are colorfully decorated with modern types of printing (roto, flexo, offset), are attractive and convenient for consumers. This is confirmed by the WorldStar jury every year. From 84 Ukrainian entries, 45 received the WorldStar in the last 16 years. This year, Ukraine plans to submit 4-5 packages to the WPO Award.

In terms of packaging education, more than 25 Ukraine universities are preparing bachelor’s and master’s degrees in packaging design and packaging technology and equipment. Every year, more than 1,250 specialists graduate from universities and go to work in packaging companies. Doctoral dissertation in packaging was received from 28 scientists in Ukraine over a period of 10 years.

Club Packagers of Ukrainian, a WPO member, organizes various activities for Ukrainian packaging companies. Since 1998, it has held 16 editions of the, "Ukrainian Packaging Star" totaling 2,873 entries, from 124 companies. The entity also held 32 conferences with 523 speakers and 2,838 experts.

The 100th edition of the trade show Upakovka was held in May 2014 as well as the 18th anniversary issue of the magazine. Besides local articles, the magazine receives huge contribution of specialists from Czech Republic and Poland. There were published about 2,152 foreign articles. The magazine has been working with 955 companies around the world and 897 authors has given their contribution, from which 202 were doctors of sciences and 82 foreign authors from 15 countries. The Club also published 76 books, textbooks, reference books and directories with a total circulation of 63.6 thousand copies.

Club Packagers recognizes and thanks all the support received from WPO through letters and advices. One of our missions now is to help liberate Ukraine from terrorists. Many packaging companies support the Ukrainian army financially and with food and clothing. Normal life is getting better in the liberated territories. All people in Ukraine believe victory will come
soon and Ukraine will not only protect its territory, but will avoid the situation which might result in a new war in Europe or in the world.

For more information contact V. Kryvoshey, from Club Packagers, Ukraine, a WPO member.

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**From the board**

**New association in Zambia**

With the support of WPO, Joseph Nyongesa, President of APO (African Packaging Organization) and of Institute of Packaging Professionals Kenya, reported that the process of starting Zambia Packaging organization has began. Recently the group joined in Lusaka to design the new association.
Participation at East AfriPack 2014

The President of WPO, Thomas Schneider reported his trip to Nairobi, Kenya, from September 8 to 12 to attended East AfriPack 2014. “This was the first packaging show held in east Africa, organized by IPACK-IMA (Italy) in a joint venture with PMMI (USA). In conjunction with the show, there was also a 3-days conference. The show had approximately 135 booths. Most of the exhibitors were from Italy, with many from the US as well. Kenya and South Africa were well represented and so was Europe, China and India.”

WPO also had a booth organized by Joseph Nyongesa, President of IoPP Kenya and of APO (African Packaging Organisation), both WPO members.

The conference during the show had a broad spectrum of speakers and the overall focus was on sustainability and how technological innovation supports it. The third day was dedicated to packaging education and regulations. WPO President participated on the second day as a keynote speaker on “The business of packaging and how technology is changing our focus.”

At the end of the second day, APO announced the winners of the first annual AfriStar Awards. The event was led by Kishan Singh, Chairman of Institute of Packaging South Africa, another WPO member, and by Joseph Nyongesa. APO intends to offer this awards program every two years.
WorldStar Packaging Awards 2015

For the 2015 edition, the WorldStar received 265 entries from 38 countries. All entries were judged in the second meeting of 2014, in Colombo (Sri Lanka), on 19 November. It is worth noting that WPO is always looking to expand entries into the WorldStar Awards as the income from them supports the educational and training programmes of the Organisation. This edition of WorldStar counts with three new competitions which enabled the winners of those competitions to be eligible to the award. They are Superstar displayed by Verlags GmbH, Germany; Innovation Awards “Goldene Welle”, also from Germany and Afristar Awards, organized by APO (African Packaging Organization). All winners will be announced during a ceremony scheduled to May 19th in Milan, Italy, during IPACK-IMA.

WorldStar Student Award 2014

The WorldStar Student Award 2014 that is being organized by the Brazilian Packaging Association (ABRE), a WPO member, received 171 subscriptions from students from 24 different countries. The judging process will gather packaging experts from Africa, Australia, Brazil, China, Hungary, India and United States. The Award Ceremony will happen in Milan, Italy, during IPACK-IMA 2015, on May 19th, along side with the WorldStar Awards Ceremony. For more information contact Luciana Pellegrinno by e-mail luciana@abre.org.br.

Visibility at PACK EXPO International

As part of its partnership with PMMI (The Association for Packaging and Processing Technologies), WPO had an institutional booth at PACK EXPO in Chicago (USA), from November 2 to 5. The event registered an historic number of exhibitors – 2,400 companies – and positioned itself as the second largest edition in the history of this show. This means 20% more companies than the last edition in 2012; the number of pre registered visitors in the first day was also superior than the previous edition in more than 20%. There were registered 7,000 international visitors, from 120 countries. Total attendance was 48,000 people. The main subjects represented in the show, through launches and innovations, were production efficiency, cost reduction and sustainability.
**Education**

**Zambia packaging training programme**

With the support of WPO, the first packaging training programme in Zambia was accomplished. The trainers were John Byet, from Institute of Packaging South Africa and Joseph Nyongesa, from Institute of Packaging Professionals Kenya, both WPO members.

The following activities were carried out:

- coordination with the Zambian Development Agency, local stakeholders and ITC to identify and select candidates to participate in training workshops;
- preparation of workshop training material and programme and communication of all requirements to the local counterparts and participants;
- preparation of the delivery of the packaging training of trainers workshop in Zambia as per the agreed programme;
- evaluation of the training programme by the participants;
- identification of the honey value chain players for traceability pilot and implementations.

The programme presented a wide spectrum of packaging topics over the 5 day period, including an introduction to presentation skills; presentations on technical, management and marketing aspects of packaging and related topics; a written assessment and an oral delivery by each participant of a packaging related project and assessment of this. The seminar took a honey case study approach throughout and during the 5 days most honey packaging related topics were covered in depth with meaningful group discussions.

Hard copies of some key topics were supplied to delegates and electronic copies of all presentations were made available to all participants at the completion of the seminar.

At the same occasion, a group was set up to begin discussing the creation of a Packaging Association in Zambia.

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**Global News**

**Solutions to reduce product and packaging waste**
During PACK EXPO International in Chicago, ISTA (International Safe Transit Association), a WPO affiliate member, announced a major research effort to reduce product and packaging waste through the Advocate Research and Value Delivery Program. The non profit organization noticed that companies around the world are conducting predictive pre-shipment testing to insure that product damage does not occur during distribution. The entity is now the leading developer of these test standards that define how packages should perform to ensure protection of their contents during the ever changing risks of domestic and global distribution.

Currently some emerging markets, increasing global distribution and changes in domestic supply chain channels such as ecommerce and direct to customer shipments, are areas where the data related to the levels and type of hazards are not available, or need to be updated to insure the appropriate performance threshold requirements. However, incorporating the correct test threshold levels for various supply chain channels is a key factor. If those levels are too low, damage can occur. If the levels are too high or too severe, then packaging is being over designed. In either case, product and packaging waste is the result.

ISTA is committed to continuing its leadership by anticipating the needs of tomorrow. In light of this, the Advocate Research and Value Delivery Program has been created. This research program will enable more rapid development of information sources and “data driven” test methods to ensure ISTA processes, and therefore package designs, are kept relevant both domestically and internationally resulting in an improvement to companies “bottom line” through waste reduction.

The Advocate Program has two primary objectives:

1. To advance science by conducting research and collecting data that improves testing and design methodologies to keep pace with the rapidly evolving domestic and global supply chains to minimize the risk of product damage while lowering cost and the package’s environmental footprint.

2. To identify, define and implement methods to more efficiently and effectively deliver this information to ISTA members to lower their cost and improve speed to market.

ISTA’s Global Board Chair, Matt Daum of Hewlett Packard noted, "We at ISTA are excited about the potential this Program has for advancing distribution packaging science, and providing valuable benefit for our ISTA members. The encouragement we've received from our initial Advocate Council member companies, and the broader packaging community, has been tremendous. We are convinced ISTA's technical staff, working closely with leading knowledge experts on the Technical Committee from around the globe, will assist our Advocates in defining and achieving project deliverables that will make a significant impact for our member companies.”

ISTA is seeking interested parties to join their Advocate Council, a research consortium made up of those pledging funds to support these objectives. These funds will be held in a separate account with the research direction decided by the Council members. They have already received pledges of approximately US$ 800,000 from nine companies.

Current members of the Advocate Council represent all areas of ISTA membership and include ABF Freight, General Mills, gh Testing, Lansmont, Packaging Corporation of America, SC Johnson, Sealed Air, Smithers Pira, and WestPak. WPO’s board agreed to formally endorse these projects during the meeting in Colombo, Sri Lanka. ISTA President Ed Church stated “We will continue to solicit Advocates this year and into 2015 until we meet or surpass our $2,000,000 research fund goal.”

For more information visit www.ista.org.

**BRC releases new global standard for food safety**

BRC Global Standards has announced a publication date of January 2015 for the seventh issue of its internationally recognised Global Standard Food Safety. Issue 7 will focus on:
ensuring consistency of the audit process
providing a Standard that is flexible enough to allow voluntary modules to reduce the audit burden
encouraging systems to reduce exposure to fraud
promoting greater transparency and traceability in the supply chain
encouraging adoption of the Standard in small sites and facilities where processes are still in development.

Setting the standard internationally for best practices in food safety, certification to BRC’s Global Standard Food Safety allows suppliers worldwide to show customers that they are upholding the highest standards of safety, quality, and legal compliance. Audits against Issue 7 are set to begin in July 2015.
For more information please visit www.brcglobalstandards.com.

Ipack-Ima showcases the supply chain

The supply chain showcased by IPACK-IMA is a collection of industries worth US$ 54 billion in revenues employing 153,000 people and represents a clear case of success in Italy. All economic indicators point to trade balances exceeding the national industrial average; additionally, as revealed by recent analyses carried out by the Ipack-Ima Observatory studying the industry, it evolves according to dynamics that actually anticipate the economic recovery in the country – which is longer in coming than expected for the Italian manufacturing industry as a whole.
The propensity to export is one of the characteristics of this macro-sector: on the whole, 35% of total revenues are generated in markets outside of Italy, with impressive peaks like 78% reached by instrumental goods, which are contributing a great deal to shifting Italy’s trade balance toward surplus. The materials and packaging sectors show a more limited propensity to exports at about 18%, in line with other industries.
More in detail, the sector of instrumental goods is worth over $ 15.5 billion (data 2013), of which no less than 9 is generated in foreign markets. Packaging machinery is the flagship segment of the industry with 48,000 employees and US$ 8 billion in revenues, 83.1% of which derives from exports; it is followed by material handling and logistics machinery (US$ 5.3 billion revenues, 71.6% from exports) and food processing machinery (US$ 2.2 billion revenues, 76.5% from exports).
The packaging industry totals over US$ 39 billion in revenues, of which US$ 6.9 billion generated outside of Italy, and employs 105,000 people.
In 2013 the industry showcased by IPACK-IMA grew by 2.6% (an overall increase resulting from +4.7% in instrumental goods and +1.8% in packaging) driven by its impressive performance on foreign markets (machinery +8.5%, packaging +2.2%). This in turn resulted in stable employment levels in spite of the protracted weakness of the domestic market, which nonetheless registered a slight increase of 0.5%.

Worldstar Student Awards 2014

Deadline for entries is November 07!

Students from Scotland, Indonesia, Turkey, Lebanon and UK have already subscribed for WorldStar Student Awards 2014, an international packaging design competition for students from countries around the world who have developed projects in the field of packaging design. To participate in the competition, the packaging must be innovative, aesthetically appealing, environmentally compliant, easy to manufacture, convenient and relevant on a global level.
The organization of this and the next edition will be the responsibility of ABRE (Brazilian Packaging Association), coordinated by Executive Director, Luciana Pellegrino, who is also WPO’s Vice President of Marketing & Communication. This year the judging process will be from November 15th to 30th. The winners will be announced in December. Entries will be processed in an online system, the judging will also be undertaken online. For more information please visit www.worldpackaging.org at WorldStar Student Awards or send an e-mail to studentaward@abre.org.br.

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**Message From General Secretary**

**A quick review of 2014**

*By Keith Pearson*

As the year draws to a close it is of interest to review the year’s activities in broad terms. The meetings in Dusseldorf were well attended and the Interpack meeting facilities offered a good backdrop for WPO members to be updated on the latest trends as well as establish new contacts and reinforce partnerships. The WPO meetings were sponsored and supported by EPIC and this ongoing support has been greatly appreciated.

Once more PMMI sponsored the very well supported WorldStar Awards event. The excitement of the winners of WorldStar awards was great to see. The number of winners who travelled from all over the world in order to receive their WorldStar, once more proved how much value was attributed to receiving the iconic WorldStar packaging award.

The various Working Groups faithfully continued their efforts in faithfully working towards making the WPO mission of creating “Better quality of life through better packaging for more people” WPO’s “Save Food” and “Safe Food” working group is a WPO priority and the members have been encouraged to give these initiatives their full support. The meetings in Milan should reveal some meaningful progress in these vitally important global priorities.

Packaging education took place in Vietnam, unfortunately a great deal of the education projects in Africa had to be cancelled due to the Ebola outbreak, it is hoped that some of these initiatives could still take place in 2015.

During 19-21 November 2014, the WPO board of directors met in Colombo, Sri Lanka as the guests of the Sri Lanka Institute of Packaging. The Working Groups made good decisions for the future and the board of directors ratified most of their recommendations. The directors expressed their satisfaction with the ongoing development of the WPO website, a request was made for more country participation in the supply of information.

It is hoped that support for packaging education projects will return to normal during 2015. The board passed a training budget that will see training taking place in Indonesia, Singapore, Vietnam and Nigeria.

The Marketing Working Group presented their progress in producing a document detailing packaging statistics from around the world; members were requested to continue to submit their country statistics for inclusion in the project. Besides the internal statistical information, work is being undertaken in partnering with an international company specializing in reporting on global packaging statistics.

As always judging the WorldStar Awards was a fascinating process as innovation after innovation was showcased. The number of entries was most encouraging and originated from countries around the world. For the first time “Merit” certificates were awarded to entries that just fell short of a WorldStar.
The board of directors expressed their gratitude to this year’s sponsors. The sponsors for this year are, PMMI, Global Packaging Center (SALFO Group), China Packaging Federation, PMMI, Interpack, IPACK-IMA and Ecobliss. The global community is increasing its respect for the part that packaging plays in both the developed and developing world, packaging forms a large part of the “Save Food” future strategy and WPO with its global membership of over fifty countries is well positioned to play a significant role. The New Year will offer plenty of opportunities for global cooperation in dealing with solutions that will assist in alleviating the plight of the world’s starving millions.

WPO will hold their first meeting in Milan as the guests of IPACK-IMA. The meetings will be held between the 19-21 May 2015 and run alongside the IPACK-IMA exhibition. The IPACK-ima exhibition's themes are MEAT TECH, DAIRY TECH and Fruit INNOVATION, they are expecting over 100,000 visitors to attend and view the 2,500 exhibitors. The exhibition facility is very close the World Expo 2015 facility. The EXPO theme is “Feed the planet. Energy for life”.

*Keith Pearson is General Secretary of WPO. To contact him glacier@tiscali.co.za.
Technical Article

New technology cleans the air for wineries*

Airocide® has been proven in clinical and university studies to eradicate fungi (like Brett) and volatile organic compounds (VOCs) like TCA and TBA as well as the microbes that produce them plus mould, viruses and bacteria. It even eliminates musty cardboard odours along with others that taint the air and inhibit sales.

Perhaps that’s why so many consider Airocide® to be the last best line of defense eliminating spoilage microorganisms in bottling rooms and laboratories. It means you can maintain optimum RH levels to eliminate evaporative loss without fear of mould developing on your cooperage or in your barrel storage facilities. And that means less time cleaning barrels and walls and more time to spend with the wine.

The product was already used by space agency, NASA, who needed a way to remove ethylene gas (C2H4) from the
shuttle. It is an airborne organic which exists among the smallest of airborne molecules, and it had to be destroyed if clear air within the Space Station was to be achieved. The solution had to be small, light weight, require virtually no maintenance and use very little power.

Airocide was able to eliminate anything organic that was in the air and did it without producing any ozone or other harmful by products. Organic gases and VOCs, mould spores, viruses, bacteria, all manner of harmful pathogens including anthrax were gone.

Airocide is a nano-catalytic technology that uses no filter and deconstructs organic gasses and solids at a molecular level on contact what is very convenient for wineries too.

Airocide air purification technology utilizes a reaction chamber packed with tiny glass tubules that have been coated in a proprietary solution of titanium dioxide that will not delaminate. When excited by high intensity lamps, a 3.2-volt electron is emitted from their highly reactive surface, a water molecule is split and a surface-bound hydroxyl radical (OH-) is formed.

Any organic, solid or gaseous, regardless of size that touches one of the trillions generated every microsecond, is instantly oxidized.

Airocide disassembles organic matter by removing the carbon and oxygen atoms from its molecular structure - no trapping, no filters, no ozone, no harmful by products. Just clear air. More than 70 wineries are already using Airocide to increase RH and prevent mould growth.

*This article was provided by Kishan Singh, President of Institute of Packaging South Africa, a member of WPO. More information by e-mail Kishan.Singh@za.nampak.com.*

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