



*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

The major organization at the major trade show!



Another Interpack is upon us and WPO is participating in a major way. Thanks to the generosity of Messe Düsseldorf and Interpack management, WPO will have a large booth, **IPP6**, in the SAVE FOOD pavilion in innovationparc. Innovationparc is surrounded by halls 1, 2, 3, and 4. There, WPO will present more than a dozen examples, from all over the world, as submitted by WPO members, of ways to save food through packaging. Please take the time to come and see us at innovationparc.

Of course, we will also be holding our board meeting in CCD Pavilion, Room 15. It appears that we will have well over 20 countries represented at the meeting. All WPO members are welcome to attend. This is an important meeting as we will be electing a new president for the 2018-2020 term and if your dues are paid, you are welcome to vote.

Finally, and perhaps the most exciting event, is the WorldStar Awards ceremony, Friday, May 5, beginning with guest arrivals at 4 pm in CCD Ost, Congress Centre. In addition to the WorldStar awards presentation, we will also honor several special winners including The President's Award, Sustainability Award, Marketing Award and Packaging that Saves Food Award. And if that wasn't enough, we will also honor the first 4 members elected to receive the Lifetime Achievement in Packaging Award. What an exciting afternoon and evening!

WPO has come a long way over the last 12 years. Our activities during Interpack in Düsseldorf are the result of a lot of hard work on the part of so many WPO board members. Thanks to everyone who chose to carry his/her share of the responsibilities in order to make this week in Germany such a great success. There are too many contributors to name in this letter, but be assured that I will be thanking each of you personally.

See you in Düsseldorf!

Thomas L Schneider, CPP

President

World Packaging Organisation

Around the World

New board at Australian Institute of Packaging



The Australian Institute of Packaging (AIP), a WPO member, welcomed a new National President and new Board at their annual general meeting, in March, which was held alongside of Auspack 2017. Carol Lawrence, PhD, FAIP was elected to be the National President of the Institute for the next two years. Carol's experience in the packaging industry spans over 20 years, starting with a technical role that underpinned the selection of the most appropriate label material to complement the packaging. This role was enhanced by a background in chemistry, including a PhD in polymer chemistry, gained in the UK.

The AIP National Board Members include two new members in Anthony Peyton MAIP as the new Victorian Chair and Jason Fields FAIP to the Northern Region committee. Board members that have continued on for another term include Joanne Cockerill MAIP, CPP as Central Region Chair, Brent Du Preez MAIP as Central Region Associate, Pierre Pienaar FAIP, CPP as Education Director and Northern Region Chair, George Ganzenmuller FAIP as Northern Region Associate, Greg Roberts FAIP, CPP as Southern Region Associate, Craig Wellman FAIP as Treasurer, Ralph Moyle FAIP as Education Coordinator and Nerida Kelton MAIP as National Executive Officer.

PMMI Announces Jim Pittas as the next President and CEO



Senior Vice President to succeed Charles D. Yuska in May 2018.

Senior Vice President, Jim Pittas, will succeed Charles D. Yuska as president and CEO of PMMI (The Association for Packaging and Processing Technologies), owner and producer of the PACK EXPO portfolio of trade shows. Pittas will assume the role of Chief Operating Officer immediately and will work with Yuska to assume the title of President and CEO upon Yuska's retirement in May 2018.

Over the past year, PMMI's Executive Committee has been working with Yuska on a succession plan. The committee sent their recommendation to the Board of Directors where it was soundly approved. "After much deliberation and careful thought, the Executive Committee unanimously concluded that the ideal candidate for the lofty position is already working at PMMI," says Paul Irvine, chairman, PMMI. "We interviewed Jim extensively and he was exceptional, making the choice clear."

During his nearly 17 years with PMMI, Pittas has successfully managed PMMI's number one member service and source of revenue, PACK EXPO trade shows. "Jim has been involved as a member of my leadership team for years," says Yuska. "He has grown the PACK EXPO brand from a single annual event to a portfolio of shows occurring throughout the year

and across North America. I feel very strongly that Jim is well fit to build on our past success and lead PMMI to a bright and prosperous future." Pittas will be based in PMMI's Reston, Virginia headquarters.

Honorary Professorship conferred on Pierre Pienaar

Pierre Pienaar, the Education Director of the Australian Institute of Packaging (AIP), a WPO member, and Vice President Education of WPO, was conferred upon by Beijing Institute of Graphic Communication, a leading University in Beijing, an Honorary Professorship on 18th April 2016.

Prof. Xueke Luo, the President of the University, extended his welcome and congratulations to Pierre for the achievement in packaging education and training through South East Asia. In his speech Pierre mentioned that "he is honoured to be conferred upon this honorary title and is amazed at the level of packaging technology within China and in particular the Beijing Institute of Graphic Communication, School of Packaging Engineering."



And added: "Both the AIP & the WPO are looking forward to collaborating with the Chinese packaging community; specifically, within packaging education and the cultivation of packaging talent among aspiring students. I encourage the students in the School of Packaging Engineering to work hard and become valuable players in the science of packaging technology."

Pierre is looking to establish platforms for academic and cultural exchange between Beijing Institute of Graphic Communication and the Australian Institute of Packaging (AIP) and improve the collaboration between the two Institutions. He added that collaboration through the WPO will also enable a global awareness of what China has to offer the packaging community in packaging research and the development of innovative packaging ideas.

WPO members participate in Save Food initiatives around the world



WPO member, NVC (Netherlands Packaging Centre), participated in a workshop in March, in Rome (Italy), addressing the fight against food waste at the 13th International Packaging Design and Innovation Conference. The presentation included some nice advertisement for the SAVE FOOD initiative.

According to Michel Nieuwesteeg, from NVC, some shocking details were revealed at the Conference in a presentation by Michele Amigone, from Barilla: "We now have two billion people on planet Earth who are suffering from obesity and about 800 million who suffer malnutrition. Meanwhile we throw away 1/3 of the consumable food in the supply chain and maybe even more after it has been sold by industry-retail to the (non) consumer".

"In this context an 'improved' retail meat packaging was discussed resulting in 'only' 18% of the packaged meat being thrown away at retail level (original starting point: 34% loss at the retailer level). Also it became clear that increasing shelf life by more advanced packaging in itself does not guarantee that less food is wasted, as the actual consumer

behavior is the deciding factor. Expecting longer freshness may even result in the opposite effect. In many cases the relation between longer shelf-life and less food waste is postulated but not proven”, reports Michel.

Winners announced for 2017 PIDA Awards

The winners of the 2017 Packaging & Processing Innovation and Design Awards (PIDA), which have been developed by the WPO member, Australian Institute of Packaging (AIP), the Australian Packaging & Processing Machinery Association (APPMA) and the Packaging Council of New Zealand, were announced in front of 310 people during a gala dinner at the Novotel Sydney Olympic Park, last March. The inaugural PIDA Awards for Australia and New Zealand have been designed to recognise companies and individuals who are making a significant difference in their field.



The 2017 PIDA Awards were sponsored by Platinum Partners: Midway Metals, NCI Packaging, SMC Pneumatics, Gold Partners: Agility, Fuji Xerox, Packaging Council of Zealand and Wellman Packaging, Exclusive Media Partner PKN Packaging News, Silver Partners: NHP and UPM Raflatac and Supporters: Auspouch, EcodEX, Empauer, Esko and qDesign Enterprises. The Packaging & Processing Innovation and Design Awards (PIDA) are the exclusive entry point for Australia and New Zealand for the prestigious WordStar Awards. The 2018 PIDA Awards will be held on the 2nd of May at the Marriott Hotel Surfers Paradise and will coincide with the AIP National Conference. For more information visit www.aipack.com.au.

Brazilian packaging industry reports recovery



According to the recent study launched by WPO member ABRE (Brazilian Packaging Association) the value of the production of local packaging industry in 2016 reached US\$ 20 billion compared to US\$ 18.9 billion in 2015. But the production decreased in a lower scale: -4,20% in 2016 compared to -4,41% the previous year. Exports registered a small increase of 0.91%, reaching US\$ 491.6 million, while imports

decreased 24%, achieving US\$ 491 million.

Besides the production performance registered, the participation of packaging industry in Brazil's GNP is stable and close to 1%, similar to the level in other economies around the world. This is due to the fact of the economy retraction the country is facing that affected many productive sectors, including services. When comparing, the performance of the packaging industry was much better than the industry in general that decreased 6.56% in 2016.

It is worth to remember that 70% of the production of the packaging industry go to consumer goods like food, beverage, cosmetics, personal care, house cleaning and pharmaceuticals.

New category in ABRE´s Award for Brazilian Packaging

Besides the traditional categories of the Brazilian packaging award, organized by ABRE (Brazilian Packaging Association), a WPO member, there is a new one in the 2017 competition: E-Commerce Solutions. The main criterias of this new category are: operational efficiency, logistic efficiency; quality of protection (safe, resistance, raw materials, printing), presentation and value to the brand, differentiation and technological innovation, sustainability adequacy and improve in use and functionaity. For more information on the winners of past editions and rules for 2017 registration visit www.premioabre.org.br.



ABRE will be presenting the winners of the Save Food category (2016) in WPO booth at Save Food Pavillion, located in innovationparc, at Interpack 2017 (May 4th to 10th). The Brazilian Association will also have an institutional booth located at North Entrance.

From the board

More educational programs to come

Pierre Pienaar, WPO Vice President Education, reported that some educational training programs are scheduled for the following 12 months in Iran, Nigeria, Kenya, China, Italy and Vietnam. "The on going aim of this teaching and learning is to equip more and more people with a better understanding of the impact, the effects and the power of appropriate packaging. The ubiquitous pack can be a friend or a foe but with greater knowledge on its role, from design to reuse, our world could solve many of its problems. The future of packaging and education in this field is exciting", states Pierre.

Finalist candidates for President´s Award, Sustainability Award & Marketing Award

WPO already announced the list of candidates for four special awards within the WorldStar Awards 2017 programme. In no particular order, they are:

President´s Award Finalists

- Capa Pack (**Camargo Cia Embalagens, Brazil**)
- Capsules with individual, unique QR codes (**PITKIT L.T.D., Israel**)
- 4-in-1 Packaging for SKODA (**Škoda Auto a.s., Czech Republic**)
- Ecodraft (**Cardiff Group nv, Belgium**)

Sustainability Award Finalists

- Purity (**Tubex GmbH, Germany**)
- Freshdy™ - Fresher for Longer (**Grupo Sinekis SA de CV, Mexico**)
- EcoFishBox (**Stora Enso Packaging Oy, Finland**)

Marketing Award Finalists

- Fromin – Water from the Ice Age - Glass (**David Rybář – Dr. Design**)
- Capa Pack (**Camargo Cia Embalagens, Brazil**)
- Tigi Bed Head For Men Crate by BoxMart (**BoxMart**)

Packaging that Saves Food Award Finalists

- Freshdy™ - Fresher for Longer (**Grupo Sinekis SA de CV, Mexico**)
- Ethylene Absorber Bag (**Flexomed, Spain**)
- BeeMagic Tray (**Dampack International BV, Netherlands**)

Bronze, Silver and Gold awards for each category will be announced on 4 May 2017 in Düsseldorf, Germany, during Interpack (May 4–10). Entries for the 2018 edition of WorldStar Awards will be open in June 2017 and the judging will take place in November, in Brazil.

Big trade shows support WPO activities during 2017

Interpack 2017 (May 4-10) confirmed the sponsorship for WPO's meetings, to be held on May 4th and 5th in Düsseldorf (Germany). During the show, Interpack, organized by Messe Düsseldorf, will promote one of its most important projects, the Save Food initiative. Interpack has agreed to provide booth space for WPO in the Save Food pavilion to promote the Initiative, by showing packaging concepts from around the world that save food.

At least 18 WPO members - Argentina, Australia, Austria, Brazil, China, Croatia, Czech Republic, Finland, Germany, India, South Africa, Spain, The Netherlands, UK, USA, APO (African Packaging Organization) and APF (Asian Packaging Federation), will present solutions on packaging to prevent food waste. The booth is located in the Save Food Pavilion, Booth #OA South/IP6.

And for the third consecutive edition, PMMI (The Association for Packaging and Processing Technologies) confirmed the sponsorship for the WorldStar Awards Ceremony and Gala Dinner, to be held on May 4th, in Düsseldorf (Germany). On the occasion, PMMI will promote its major packaging show in 2017, PACKEXPO Las Vegas and Healthcare Packaging Expo, to be held on September 25-27.

Events

SAVE FOOD China opens a new chapter in innovative food packaging



Shanghai World of Packaging (swop), leading processing and packaging exhibition focusing on China and the Asia-Pacific region, is set for a grand opening in Shanghai New International Expo Centre from 7-10 November, 2017. The number of companies planning to attend swop 2017 rose by 50% compared to the last show. In less than one month since the opening of visitor pre-registration, numerous well-known enterprises have pre-registered to visit swop 2017, including Yum! Brands, Mengniu Dairy, 3M, BAUMER, IKEA, Dupont, Good Boy, Honeywell, Intel, Nippon Paint, etc., from end-user industry.

Where size and internationalism are concerned, swop is a unique platform for businesses offering products and solutions in packaging technology and related processes as well as packaging media and materials for industry segments of food,

beverages, confectionery and baked goods, pharmaceuticals, cosmetics, non-food consumer goods and industrial goods from China and Asian region.

In addition, swop 2017 will introduce the special theme "SAVE FOOD", which exhibits and explores the packaging concept and solutions to reduce food losses and waste in the dual forms of an exhibition and summit forum. As one of the founders of SAVE FOOD, the United Nations Food and Agriculture Organization (FAO) gives SAVE FOOD China strong support, and has widely publicized the news that SAVE FOOD has entered into China to all the members. It should be noted that SAVE FOOD has received consistent attention from the international community and its launch in China is highly anticipated. It has also attracted many socially responsible suppliers with innovative skills in the packaging industry who are enthusiastic to attend. Companies such as MULTIVAC, Danbell Equipment, Beijing Lantsai, Huayi Plastic, Dupont, Xiamen Changsu, Avery Dennison, Sealed Air, TOMRA, Berry Plastics and so on also expressed great interest in participating in the project SAVE FOOD China.

This year's SAVE FOOD China Summit Forum agenda was announced in April, with themes focusing on food storage, shelf life extension, preservation of fresh fruits and vegetables. The target participants come from the four main fields of swop, food, beverage, confectionery and baked food. The organizer will mainly invite the processing manufacturers of meat, fresh fruits, vegetables, agricultural products in the niche market. Packaging enterprises concerned with social responsibility and innovative technology are expected to open a new chapter in food packaging and greatly contribute to the fight against food loss and waste together with SAVE FOOD China.

More information visit www.swop-online.com.

Pacprocess Tehran to be held in October

Messe Düsseldorf's interpack alliance will be extended to include a promising market in the Middle East: pacprocess Tehran that will be held from 12 to 15 October at Iran's most modern exhibition centre, Shahr-e-Aftab (Exhibiran International). Staged in cooperation with the Iranian organiser BRP, the trade fair targets all suppliers along the entire value chain for printing technologies from the segments of Prepress/Print, Premedia/Multichannel, Postpress, Converting and Packaging, Materials, Equipment, Services, Infrastructure.

Iran has been an extremely attractive market since the international sanctions were eased in early 2016 because its economy faces backlog demand in every area. An emerging region with some 80 million inhabitants – experts expect 12% economic growth by late 2017 alone, projects with foreign investment worth a 3-digit billion amount are in the pipeline.

Its population of eager consumers increasingly demand high-quality print and packaging products, which cannot be manufactured in a competitive quality with the existing, often obsolete technology used by local companies. Even though the local printing industry is quite well developed by comparison with many other markets in the Near and Middle East, it has now come under high pressure to invest. This opens up huge opportunities especially for European suppliers because their products have traditionally been highly appreciated in Iran. Of outstanding importance in this context are packaging and offset printing presses as well as developments in digital print applications because these machines have to be imported as a matter of principle.

For further information visit www.drupa-global.com.

Succesfull edition of Agrofood & Plastprintpack Nigeria

Organized by the German Fairtrade GmbH & Co., with the support of APO (African Packaging Organization), a WPO member, **Agrofood & Plastprintpack Nigeria 2017** took place from March 28th to 30th at the Landmark Centre, in Lagos. More than 100 exhibitors, from 19 countries, were represented. The official German Pavilion joined 31 exhibitors; there were also represented at the show an impressive number of French, Italian and Chinese companies.

Other exhibitors came from Austria, Benin, Brazil, Denmark, Egypt, India, Kenya, Netherlands, Nigeria, Poland, South Africa, Taiwan, Togo, Turkey and the United Kingdom. More than 2,000 professionals visited the show.

The German Pavilion was presented by the Federal Ministry for Economic Affairs and the Association of the German Trade Fair Industry AUMA, and supported by VDMA-German Engineering Federation that was also responsible for the official Symposium on food and drink technology under the slogan "German Technology – Tailor made for foodstuff processing & packaging".



Education

Training Packaging Technology workshop in Iran

Considering the importance of education in packaging improvement, IRIP (Iranian Institute of Packaging), a WPO member, has organized some educational events from 22nd February to 7th March, in Tehran and some cities of Iran, in cooperation with World Packaging Organization and some local scientific organizations and institutes.

The workshop "Packaging Technology" aimed to provide beneficial information about the packaging importance, global packaging trends, packaging and environment, type of packaging, new packaging and technology. These were attended by 100 people.

IRIP has also organized one-day conference in 3 provinces, Qazvin, Northern Khorasan and Kerman titled "Importance of Packaging with Sustainable Employment Approach". The attendees were more than 500 people. Keith Pearson, General Secretary of WPO, was a speaker together with 5 Iranian experienced and professors.

IRIP had also the opportunity of running some parallel meetings with governmental organization such Labour and Social Affairs Institute, Iran Technical & Vocational Training Organization, Omid Entrepreneurship Fund. The Institute also signed partnership contracts with related association in packaging industry (machinery, food).

5-day workshop for technicians and university students



Two-day workshop for managers and top managers



Factory visit



One-day conferences in different cities

Qazvin Province



Kerman Province



Razavi Khorasan Province



Meetings



Packaging Technology Training in Indonesia



An international packaging training course offered by WPO and supported by the Indonesian Packaging Federation (IPF) and the Australian Institute of Packaging (AIP), both WPO members, took place in Yogyakarta, Java from 6 – 10 February 2017. The 4th training in Indonesia joined 52 participants. Considering Indonesia is the world's 4th most populous country, packaging is a vital part of its industry and economy.

The aim of the training was to equip participants with greater in-depth knowledge in order to tackle the challenges facing the packaging industry in their current environment and to prepare them for the competitive advantages emerging in the Association of Southeast Asian Nations (ASEAN) Economic Community Market.

WPO Packaging Technology intensive training course serves to grow participants' confidence in packaging capabilities, providing a level of insight and understanding of the packaging industry that adds real and measurable value to careers and businesses. The majority of the students were graduated in some field and their careers had found them associated with the packaging industry. Their final project presentations reflected a high standard of input and learning.

As with many developing countries, the greatest challenge is the packaging of local foodstuffs as well as packaging for the informal sector. Developed countries can learn from packaging partners in the Asian nations. The majority of Indonesia's population shops frugally for everyday food and personal needs at the traditional markets called the *pasar*. They sell every possible household good, some wrapped and many not when it comes to foodstuffs.

Packaging is largely driven by consumer affordability. Much fresh produce is sold at the *pasar* where, if better knowledge of material selection coupled with the correct storage was used, much less meat, fresh fruit and vegetables would be wasted. Fresh produce is often exposed to the elements resulting in short shelf-life owing to ineffective storage and display conditions.

IoPP releases two educational publications

IoPP (Institute of Packaging Professionals) USA, a WPO member, announced the release of two new educational publications in the IoPP online bookstore.

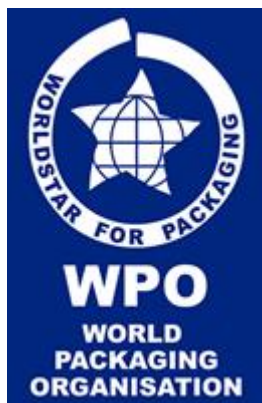
IoPP's [2017 SalarySurvey](#), conducted in the first quarter of 2017, is a 22-page report—the only one of its kind for packaging professionals—that gives insights on how job's salary and security compares among professionals. Approximately 1,000 packaging professionals participated in IoPP's 2017 Salary Survey.

Another new addition in the bookstore is "[Transport Packaging, Third Edition.](#)" This best-selling publication is completely updated with the help of dozens of current working packaging professionals, including members of IoPP's Transport Packaging Committee. The Third Edition's 164 pages include new tables, illustrations and photography, as well as links to additional sources and reading. Learn about design basics, testing methods, rules and regulations, distribution hazards and much more.

To access the publication visit www.iopp.org.

WorldStar Awards 2018

Entries open on June 1!



Win the worldwide recognition your pack deserves by entering the WorldStar Competition, the unique global packaging competition organised by WPO.

Entries for the WorldStar Packaging Awards, the official and unique global packaging competition organized by WPO, will open on June 1st and closing date will be October 6th. Packages eligible for judging must have won an award in a WPO recognised national competition and the entry process is very simple through the webpage www.worldstar.org.

This year the judging will take place in Brazil, during the 2nd WPO Board Meeting, in the week of November 6th. The Awards Presentations Ceremony will be held in Australia, during the 1st WPO Board Meeting in the week of May 1st, 2018.

The 2017 WorldStar Awards Presentations and Gala Dinner is planned for May 4th, in Düsseldorf (Germany), during Interpack. More than 300 guests are expected and over 120 winners worldwide will attend the ceremony. This 2017 WorldStar edition registered 291 entries and 194 winners, some of them in special categories like Sustainability, Marketing, Packaging that Saves Food and the ultimate President's Award.

For more information on entries to WorldStar Awards 2018 contact rachel.bayswater@iom3.org or visit www.worldstar.org. There you can easily register to enter and view previous winning entries.

Follow us on Twitter @worldstarpkg.

WorldStar Lifetime Achievement in Packaging

WPO announced the winners of the newest WorldStar category

The four winners of the new WorldStar Awards' category, the Lifetime Achievement in Packaging, organized by WPO, were announced in February. The judges, from all over the world, elected:

- Anne Emblem, from UK
- Dharma Ratnayake, from Sri Lanka
- Sergio Haberfeld, from Brazil
- Soren Ostergaard, from Denmark

"The Lifetime Achievement in Packaging Award was established with the aim of acknowledging and rewarding excellence in all aspects of packaging science, technology, design and application across every country around the world", explains Thomas Schneider, WPO President. And adds: "The discipline of packaging is one that is truly global. The World Packaging Organisation is in a unique position to identify leading practitioners from around the world who have consistently pushed the boundaries in advancing the art, science and application of packaging to serve the needs of an ever more demanding society. These prestigious awards will celebrate and preserve in perpetuity the collective achievements of these innovators."

Annually, each WPO member (representing a voting member) will be able to make up to one nomination through an online registration form. The first group of honorees will be recognized during the WorldStar Award ceremony, during Interpack 2017, in Düsseldorf, in May 4th.

Message from General Secretary

Report about WPO activities in Iran

Spending three weeks in Iran was a very special time and a privilege supporting IRIP, our new member, in building their organization. The number of activities was intense. Just to summarize, I participated in a seven day education program in which attendees were basically business owners, university lecturers, managers and researchers. I could also joined the attendees in visiting three factories - flexible, rigid plastic and a large non alcoholic brewery.

As half day seminars were conducted in four cities - Qazvin, Kerman, Rafsanjani and Neishabor – I could visit the local Chambers of Industries. In one of the cities, Neishabor, I had the opportunity of speaking at a half day seminar and participating in a meeting with the Governor that honored me with the title of ambassador for the city.

Visiting the Qazvin Islamic Azad University was a particularly interesting experience, completed by the fact they are very interested in the Save Food initiative. This university is well known for their development in the field of robotics.

With all these experiences, I have no doubt IRIP will become a strong WPO member in the future and hopefully WPO will be part of this process, honoring its vision statement of providing “Better quality of life through better packaging for more people”



Credits:

Electronic publication from WPO – World Packaging Organisation – www.worldpackaging.org

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

Contribution: WPO Members

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

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

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

Photos: Contribution of WPO members

WWW.WORLDPACKAGING.ORG