



Better quality of life, through
better packaging, for more people

PRESS RELEASE

WPO launches two new Position Papers about 'Packaging Technology & Design' and 'Packaging & Trade'



**The 'Packaging Technology & Design' document was written by
WPO President, Professor Pierre Pienaar.**

November 2018 – WPO (World Packaging Organisation – www.worldpackaging.org) just uploaded to its webpage two new Position Papers as part of its commitment of spreading packaging knowledge around the global industry. The Paper 'Packaging Technology & Design' was written by WPO President, Pierre Pienaar, and focus in the importance of packaging, packaging technology and packaging engineering as the pillars to develop a good packaging.

As main packaging technology drivers, the document highlights environmental issues, food safety, circular economy, technologies that consider seniors and disabled people and technologies for highly functional packages. The author also reinforces the importance of packaging education. "Education is fundamental to development. It is both a human right and an investment for sustainable development.

WPO – World Packaging Organisation is a non-profit, non-governmental, international federation of packaging institutes, associations, federations and other interested parties including corporations and trade associations. For more information, contact WPO at www.worldpackaging.org.

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Education enables people to live healthier and more productive lives. It is also an essential part of responding to current and future challenges, rising inequalities within and between countries”, states Pierre.

And adds: “Formal packaging programs may be listed as package engineering, packaging science, packaging technology, etc. BE, BSc, MSc, M.Tech and PhD programs are available. Students in a packaging program typically begin with generalised science, business and engineering classes before progressing into industry-specific technology related topics such as shelf life stability, corrugated box design, cushioning, engineering design, labelling regulations, project management, food safety, robotics, quality management, package testing, packaging machinery, tamper-evident methods, recycling, computer-aided design, etc.”

The main conclusion, according to Pierre, is: “To be in the forefront of packaging design, it is imperative to consider cost effective packaging. To remain at the forefront and set the benchmark, one needs to be resolute in a lateral thinking approach.”

Packaging & Trade

The second Position Paper launched by WPO was written by the expert Kofi Manso Essuman. According to the author, “the demand for and usage of packaging has been growing rapidly and is closely linked with the performance of global trade. For example world merchandise trade, which has been growing steadily from 2005, dropped in 2009 as a result of the global financial crises. Similarly global sales of packaging, which has been growing since 2000, declined by 10% in 2009 due to falling demand for packaged merchandise”.

Studies show that the value of packaging consumed globally was USD 772 billion in 2012. It is estimated that by 2018 global demand for packaging will reach USD 974 billion and consumption in Asia will be a little over 40%. North America and Western Europe will account for 21% and 19% respectively. Packaging demand in Eastern Europe, South and Central America and Africa will be 6%, 5%, and 3% respectively.

Other interesting data presented in Kofi’s Position Paper are:

- the largest application segment of the packaging industry in global trade is the industrial, bulk and transport sector worth over USD 300 billion with a market share of 40% of total packaging.
- the global non-bulk food packaging market is valued at nearly USD 250 billion, representing over 30% of the global packaging market.

“Packaging has significant economic value and influences the Gross Domestic Product (GDP) of countries because it offers opportunities for promoting international trade. Lower GDP is often associated with countries where the packaging industry is not well developed because in the absence of proper packaging manufacturers are unable to add value and ship products from source through the supply chain to markets. A product in a poorly designed package cannot withstand the hazards of the transit journey, maximise shelf impact and positively influence the consumer purchase decision. The product becomes uncompetitive in the market and affects contribution to the GDP of the country”, concludes the author.

Clearly packaging facilitates trade by making the movement of goods between countries more effective and efficient to meet the needs of rapidly growing world populations everywhere. This has benefitted

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consumers by making goods available, created choice, kept costs down, boosted economies and created employment. This is in line with the primary goal of the WPO - "Better Quality of Life through Better Packaging for More People".

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