



WPONEWS

The packaging community around the world



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

President's Word

Can one believe that 2019 is almost done – where did this year go?

Pierre Pienaar*

Each year that passes seems to have its own character. We had our challenges, but overall we had a good year with many highlights that brought joy and smiles. As I look back over these past twelve months, I know that it has been about as full a year as I can remember. In this busy time of year, I encourage you to take a few minutes to count your blessings. We all have so much to be thankful for, including our associations, businesses, family and friends, to name a few.

I would like to take this opportunity to thank everyone for the efforts in putting the WPO where it is, globally. I am particularly aware that the success of the WPO rests upon the valuable support of our global members and the hard work

of the committees who so generously volunteer and give of their time. I take this opportunity to thank each of you for your wonderful support and dedication. A special mention has to go to the WPO Executive team. You all have done an amazing job, well beyond your call of duty. You all do it with great generosity and love, in many cases with great personal expense, Thank you so much.

Christmas is a time for reflection and a rejuvenation of hope for the future. May we always be ever mindful of the spirit of caring, sharing, love and generosity of the Christmas season, and do our best at all times as we seek to develop our organisation, improve the prosperity of our businesses and grow as individuals, contributing in whatever capacity for the benefit of our families and communities in each of our countries.



Regardless of your current level of involvement, I challenge you to become more engaged with the WPO next year. There is a direct correlation to the effectiveness of both the WPO and your national organisation, and how involved you are in the activities and networking opportunities provided by your respective organisations.

So while many of you will be taking a holiday, some short, for others a bit longer. May I encourage you to take a few moments to relax, to step out of the fast lane and to consider what is important. Our definition of important will vary due to our backgrounds and lifestyle. For many of us, we consider three main categories to be important: family, faith and community. Family and faith tend to be more private considerations, but we can all recognise the importance of community.

This holiday season: please consider how we, as individuals, can help to improve the lives of someone, or a group of people, within our community. We all possess the ability to make a positive impact in our communities.

From our Board of Directors and all of us on the WPO Executive team, thank you for the opportunity and the honour of being the WPO president this past year. I look forward to 2020, with eagerness and great expectations. It is my sincere hope that you will all have a very Merry Christmas, a safe and joyous holiday season, and a Happy New Year.

***Pierre Pienaar is President of WPO**

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Around the World

The 20th Ukrainian student's packaging conference «Golden Chestnut»



Last November, WPO member in Ukraine, Club Packagers (www.upakjour.com.au) organized the 20th Ukrainian student's packaging conference «Golden Chestnut» at the National University of Food Technologies. The conference was supported by Dow, Coca-Cola, PackGroup, Windmüller & Hölscher. It was also the occasion to announce the nominations for the packaging competition «Golden Chestnut» in five categories: packaging design; technologies and equipment for production of packaging materials and packaging; packaging technologies and equipment; packaging - an element of logistics; and technologies and equipment for recycling used packaging.

In total 28 scientific works took part in the competition, 11 of which were winners. During the last 20 years, 1,180 students from 36 universities of Ukraine, Bulgaria, Belarus and Russia participated in the «Golden Chestnut». 343 students were the winners and gave presentations at conferences.

The 20th conference included discussions on the issues raised in the reports what made possible to disassemble all the works and determine their advantages and disadvantages for their further continuation. All winners received diplomas of the Ministry of Education and Science of Ukraine, honorary medals, certificates to them and gifts from the Club Packagers.

An example from Thailand

WPO Global Ambassador, Chakravarthi Avps, had the opportunity of visiting WPO member in Thailand, Thai Packaging Centre (TPC - www.thaipack.or.th) and learn about all the activities the Centre is offering to its members.

TPC has a great infrastructure, mainly testing and analysis facilities suitable to all kinds of packaging material and finished packaging. The Centre also offers prototyping packages for companies that are launching products and want to visualize the future packaging.



In addition, TPC works in the development of alternative packaging and offers consultancy for new projects. Some examples presented to Chakravarthi Avps, by the Executive Director, Pattra Manaseen, include banana fibre based and algae creepers to be used in some packing requirements. The Centre also conducts Thai Packaging Awards and offers education programmes, seminars and training courses.

More food to more people



WPO member, The Australian Institute of Packaging (AIP – www.aipack.com.au) ran their 9th annual Foodbank Hamper Packing Day with 270x volunteers packing 1200x Family Hampers, 300x Ladies Packs, 200x Back to School Packs and writing personal messages on 1700x Christmas cards.

The AIP are very proud that they officially hit the \$1 million mark in donations and funds in 2019 year and have packed 10,000 hampers for those in need.



2019 Sponsors and Donors included: All Purpose Transport, Brisbane Racing Club, Haymans, John Sands, Orora, Colgate, Ego Pharmaceuticals, Unilever, TetraPak, SMC, JBS & Primo, Kimberley-Clark, STOROPack, Axelent Australia, BWX Limited and Sukin, Fromm Packaging, Foodmach, AGITO, ABB, Agito, APPMA, Bretts Hardware, Graham Bell UK, HPD Building, Linde, Lush, Nordson Oncore, , QUT, Urban Utilities, Siecap.

Get more info about the 2020 program by e-mail info@aipack.com.au.

Congrats IAE for 50 years!

It is not every day that a WPO member turns 50. WPO member in Argentina, Instituto Argentino del Envase (IAE www.packaging.com.ar) had the privilege of celebrating this special data in the beginning of December.



The ceremony gathered more than 250 packaging professionals and was highlighted by speeches from the President, José Oscar Ragozino and the General Manager, Jorge Acevedo. Another important moment was the recognition of the 06 companies that founded IAE and the 13 members of the Board.

During the event, IAE project an institutional video showing all the activities during these 50 years like packaging courses and trainings, seminar, workshops, exhibitions and the Packaging Award Estrella.

AIP presents Save Food Packaging Design guidelines



The Fight Food Waste CRC held their first Science Symposium in late November, where WPO member, Australian Institute of Packaging (AIP www.aipack.com.au) Executive

Director, Nerida Kelton, had the opportunity to present the AIP-led Save Food Packaging Design Guidelines and Criteria project to over 100 people from all sectors of the food value chain, including researchers, academics, government and industry.

The AIP are a core participant of the CRC and are looking forward, with the support and guidance from its consortium of experts, to develop a program that can embed Save Food Packaging guidelines into packaging development processes so that packaging can



contribute to minimising and/or preventing food waste where ever possible. Stage 02 will be a global rollout of Best Practice Examples, Case Studies and use of the developed Save Food Packaging criteria. The AIP welcomes any interested WPO members to join the project. For more information contact Nerida by e-mail nerida@aipack.com.au.

From the board

Welcome new WPO members!

During WPO Board Meeting in Bali, the following entities were accepted as WPO members:

- Palestinian Federation of Paper and Packaging Industries (PFPI) as a Full Member (voting)
- SIES School of Packaging from India (www.siessop.edu.in) as Full Member (non-voting)

Another good news is that the Institute of Packaging Ghana (IOPG) had its membership reinstated as a Full Member (voting). Further membership applications are from Vietnam, Morocco and Mongolia and there are some membership discussions also with following countries: Bangladesh, Belgium, Canada, Egypt, France and Iraq.

Another succesfull WPO Press Conference

After the success of WPO Press Conference during PackExpo Las Vegas (September – USA), it was time to give the Indonesian journalists good news about the packaging industry. Around 15 journalists, from trade press and daily newspapers and TV, participated in the Press Conference in Bali organized by WPO Press & Communication Officer, Liliam Benzi, with the help of Ariana Susanti.



The main messages from President, Pierre Pienaar:

- continue to educate packaging professionals and society about the invaluable aspects of packaging like creating a more sustainable society;
- reduction of food waste through the better use of packaging and awareness thereof;
- reduction in poverty by the use of better and more effective packaging but focusing on correct use of packaging.

Congrats to Tom Schneider

During WPO Board Meeting in Bali, WPO President, Pierre Pienaar, proposed to give WPO Honorary Membership to Thomas Schneider, former President of WPO. The proposed was accepted unanimously.



Be ready for WPO meetings in 2020

In 2020 WPO Board Meetings are schedule to happen in:

- 1st Meeting 2020 – May 06 to 09 - interpack – Düsseldorf (Germany)
- 2nd Meeting 2020 – November 23 to 27 – Sun City (South Africa)

The proposed program to the 1st meeting is:

- 06 May 2020 - Executive Meeting
- 07 May 2020 - Working Groups (+ Corporate Partners, if needed)
- 08 May 2020 - Board Meeting + WorldStar Ceremony

- 09 May 2020 - Workshop on WPO Vision (to be confirmed)
- Friday to Sunday - Save Food Festival in City of Düsseldorf (program organised by Messe Düsseldorf and WPO will be active there)
- 12 May 2020 - Save Food Conference

Education

WPO Packaging Training in Iran

Last October, IRIP (Iranian Institute of Packaging - www.iripack.ir), a WPO member, held the 5th Education Program with cooperation and support of Education Committee in Iran and the participation of WPO General Secretary, Johannes Bergmair.

IRIP coordinated the education program in the cities of Shiraz and Tehran. The training was from packaging different functions and materials, marketing and branding, as well as emphasis on implementation of IRIP's national project "Packaging, designing for common brand building of Iran's competitive products". In the occasion it was also discussed how WPO and its members could cooperate with IRIP.



The official program included meetings with President of Packaging Industry Strategic Council, Vice President of Iran Small Industries and Industrial Parks Organization (ISIPO), Deputy Ministers of Minister of Cooperatives, Labor and Social Welfare, Deputy Minister of Industry and also meeting with Trade Promotion Organization President. The main issue was to discuss the process of cooperation and support in different phases, like education and consultation by WPO and its members.

The program also included consult meetings and B2B meetings with knowledge based companies with latest nanotechnology products and technology. In total the team visited

10 companies and discussed about their problems regarding packaging production, packaging process and machinery.



In a meeting with the Gold and Jewelry Association, packaging was discussed as well as the other aspect of Gold and Valuable Metals Industry Supply Chain. Dr. Aghamohammadi, President of Packaging Industry Strategic Council, who is the deputy Vice President for economic affairs of the Islamic Republic of Iran, conducted that committee. The discussion about packaging design was also highlighted.



Another relevant activity was the one-day seminar, sponsored by the Ministry of Industry, Mining and Trade, that joined 100 attendees from large companies and decision makers from the government, especially from the food industry.



The 4th day of the mission was marked by a workshop in Shiraz at Chamber of Commerce. Attendees were farmers and owners of companies in the area of date production and processing. Consultancy session was also in the program of the day.



Worldstar

WPO announces winners of WorldStar Packaging Awards 2020

The judging session took place in Bali, Indonesia with the participation of WPO voting members.

WPO announced and posted on its webpage the 214 winners of the most important global packaging competition, WorldStar Packaging Awards 2020. The judging session was held in Bali, last November, during the 2nd WPO Board Meeting of 2019.



The four countries most awarded are Japan, with 34 awards for the third year running, followed by China, taking 22, Australia & New Zealand (ANZ), taking 13 collective, and Germany 12. The shortlisted candidates for the special categories - President's Award, Sustainability Award, Marketing Award and Packaging that Saves Food Award - will be announced during Interpack 2020, as well as the winners of WorldStar Student Awards.



Packages eligible for WorldStar are those that have already received a national award recognized by WPO. "In its 52nd year, WorldStar is one of the major events of WPO and

this year attracted a record number of 321 entries from 36 countries all over the world. The submissions were again of a significantly high standard and to note was how well the submissions in general reflected the focus of packaging with sustainability in mind. Also of interest was the number of clever and unique ideas. I particularly was impressed with the number of submissions from countries that have in the past not partaken in any significant way. We received a good variety of entries covering all the categories. We will continue to review the categories thus ensuring due relevance is always maintained.

I would also like to thank all the judges who so diligently and with such intentional focus spent hours and hours going through each 321 submissions, to come up with the 214 WorldStar winners for 2019. I look forward to handing over the WorldStar Awards to the respective winners during the Interpack week in Dusseldorf on 8 May 2020", states Pierre Pienaar, President of WPO.

All winners will be recognised in an Awards Gala Ceremony on May 8, 2020, in Düsseldorf, Germany, alongside Interpack which takes place 7 – 13 May.

The complete list of winners of WorldStar Packaging Awards 2020 can be viewed at <http://www.worldstar.org/worldstar-winners-2020>.

Questions regarding the next edition, please contact WorldStar Coordinator, Rachel Bayswater – rachel.bayswater@iom3.org.

Wordstar Special Awards

WPO announces finalist candidates for the Special categories

WPO also announced the list of candidates for four special awards within the WorldStar Awards 2020 programme.

In no particular order, as follows:

President's Award Finalists

- Plantic™ RV Skin Packaging Materials (Plantic Technologies, Australia)
- Compostable barrier organic coffee capsules compatible with Nespresso coffee makers (Cafés Novell, Spain)
- Vapro VBCI 826 Soluplast (Magna International Pte Ltd., Singapore)
- Universal Returnable Bottle (Coca-Cola Brazil)

Sustainability Award Finalists

- Woolworths Bakery Plant Fibre Tray (Woolworths, Australia)
- Lewis Road 100% rPET Milk Bottle (Pact, New Zealand)
- Bag-2-Paper™ (JASA Packaging Solutions B.V., Netherlands)

Packaging that Saves Food Award Finalists

- HomeFresh® Entrée (Placon, USA)
- Npop Deqingyuan Recyclable Egg-box (Beijing YiSide Packaging Design Co. Ltd China)
- Hazeldene's Chicken Farm and Sealed Air for Cryovac® Darfresh® on Tray (Sealed Air, Australia)

Marketing Award Finalists

- Pepsi NFL Laces Can (PepsiCo Inc., USA)
- O Hui Day Shield Smart Pumping Foundation Cushion (LG Household&Health Care, South Korea)
- PackLock Bi-Fold Clamshell (Placon, USA)

Bronze, silver and gold awards for each of these awards will be announced on 8 May 2020 in Dusseldorf, Germany during Interpack week. Registration to attend the Awards Presentations and Gala Dinner will be available in January at www.worldstar.org

A complete list of 2020 Worldstar winners and special award finalists can be found at <http://www.worldstar.org/worldstar-winners-2020>.

The 2021 WorldStar awards will be open for entry in June 2020 and the judging will take place in South Africa, November, 2020. Further questions regarding the next edition, please contact WorldStar Coordinator, Rachel Bayswater – rachel.bayswater@iom3.org.

Design Challenge

International Student Design Challenge has a winner

The winner of the competition, sponsored by the WPO, is a foldable trophy that can easily assembled and transported.

WPO also announced the winner of the design challenge. Students worldwide were asked to create a bespoke prototype worldclass awards trophy that gives the wow factor! The expectation was for students to really challenge conventional thinking and break the rules with off-the-wall creativity and that was the key criteria for judging success. Students also had to take into account sustainability and costs as the award is massed produced and delivered worldwide.



The 1st prize goes to Tomas Rychter, originally from Czech Republic where he studied IT. In 2011 Tomas decided to move to Scotland as he wanted to do something more meaningful with his life and get out of his comfort zone. For three years he studied Product Design at the City of Glasgow College and thereafter he went on to continue his studies at Edinburgh Napier University where he entered the UK Starpack Student competition and won a silver award. This is where he was introduced to WPO and the competition for their design award, which he says “seemed like quite a fun challenge.”



According to Tomas: “I would prefer to go to work for a design consultancy for a couple of years after I graduate as I really like the variety of work you can get there as opposed to working as in-house designer. When I get enough experience and make a name for myself, I would like to start working as an independent designer and maybe even start my own consultancy. As I learn more about sustainability and where the world is heading I feel probably the same way as every other design student thinking that it is my duty to save the world. I kind of want to do more moving into a design strategy, as I get more

experience trying to steer companies towards more sustainable future starting with simple changes to designs.” Congratulations Tomas for producing a well-executed design and taking into account the criteria for success.

2nd place congratulations go to Cerys Dunmow that is 20 years of age and currently in her 2nd year at Loughborough University, UK, studying User Centred Design. Cerys’ ambition is to work in design in areas such as user experience design, ergonomics and human factors.

3rd place congratulations go to Hung Hin Chan who is in his 3rd year studying Industrial Design at the Royal Melbourne Institute of Technology, Australia. Hin’s wishes are to influence people to create a better world by focusing on sustainable and social design.

News from Corporate Partner

Delta-X, from Pack-Smart, drives upwards of 75% consumer engagement



The winner of the Delta-X Demo Campaign, Cynthia Morin, from Johnson & Johnson, wins a round-trip flight to the AIPIA World Congress in Amsterdam.

When Mondelez International announced that all its packaging would be fully recyclable by 2025, the confectionary giant gathered innovators and intelligent packaging market leaders at the AIPIA Americas Summit, in Jersey City, to come up with solutions to promote environmental awareness and educate its customers on recycling packages.

WPO Corporate Partner, Pack-Smart Inc., presented an advanced and scalable solution, Delta-X, that enables brand owners to add personal value to their products and connect with their end consumers. The solution can quickly integrate with the product – using Chips Ahoy and Maynard’s as an example – giving the packaging a unique identity via serialization. The audience then participated in a mini-campaign where the Mondelez committee was able to securely collect, verify and analyze product-user analytics in real-time. The platform also allowed interactions via triggered, personalized messaging based on zero party data. The campaign sparked enthusiasm in the audience, receiving more than 75% participation, during the 03 minutes presentation span for a grand prize to the AIPIA World Congress in Amsterdam.

The Delta-X Platform presented a unique value proposition to brands and converters to bring new Smart Packaging Technologies to life and provide more with less. With Delta-X, Pack-Smart Inc. is set out to deliver an all-encompassing platform for brands and converters that would define the standard and level the playing field of active and intelligence packaging for businesses of all sizes.

Although brands often compete to be the first to adopt smart packaging, there is always a looming hesitation companies exhibit because of the potential operational and reputational risk involved: AIPIA projects the Smart Packaging industry to reach \$39.7 billion by 2020, most of which from large companies with revenues of more than 1 billion. The Delta-X platform provided a unique, turnkey approach where even small-and-medium-sized enterprises (SMEs) can tap into the relatively untouched Connected Packaging market.

For more information e-mail to info@packsmartinc.com or visit www.packsmartinc.com.

Special Article – Sustainability

Let's be truthful about Sustainable Packaging Claims on-pack

By Nerida Kelton*



With the 2025 National Packaging Targets significantly shifting the packaging design landscape in Australia, a critical element that is coming up short is truthful and accurate environmental claims on-pack. More than ever consumers are demanding brands to be honest about their sustainability journey including the choice of wording and logos on-pack.

Gone are the days when you could get away with simply writing 'recyclable', 'biodegradable' or 'compostable' on pack. The use of statements like the 'Do the right thing logo', the Recycle 'Mobius loop' logo or the Plastic Identification Codes just further confuse the consumer.

The 2025 National Packaging Targets are now the perfect opportunity to review all environmental on-pack symbols and wording.

Changing the face of on-pack logos

Next time you are in a grocery store let me encourage you to pick up six different products and have a look at all the logos and symbols being used. You will see arrows, numbers, rubbish bins, lots of abbreviations for industry groups and governing bodies and a whole lot of information that in truth means very little to a consumer.

Plastic Identification Code (PIC)

The use of the Plastic Identification Code (PIC) or the symbol of the chasing arrow with a number in the middle, that is seen on most plastic packaging identifies the type of plastic the packaging is made of. For example, PET is classified as 1, HDPE is 2, PVC is 3, LDPE is 4, Polypropylene is 5, Polystyrene is 6 and 7 is Other or mixed plastic types. This voluntary coding system adopted in 1990 assisted the collection, recovery and management of used plastics in Australia. However, to most consumers they think it means they can put the plastic pack into the recycling bin; even if it isn't a recyclable plastic.

As a packaging technologist, designer or marketer could you honestly say that you know which bin each number should be placed in? Do you know for a fact whether it is actually capable of being recycled through our facilities in this country, or that of your export market? Now imagine how confusing these symbols are to a consumer.

Do The Right Thing logo

The 'Litterman' guy has been around for years. You will all know – even if it is subconsciously – the symbol of the man who throws the rubbish in the bin. Whilst he is

familiar to consumers ask yourself what does the logo really mean? Does it mean that the product is recyclable or simply that you should be responsible and make sure the product goes in a rubbish bin at the end of life?

The 'Do the Right Thing' slogan and symbol was a part of a marketing campaign launched in the 70's that was intended as a 'Don't Litter campaign'. According to Keep Australia Beautiful 'When the Do The Right Thing campaign was launched, 80% of people recognised the catch phrase and in 2015, only 38% said they knew the phrase.'

So what does the symbol mean in the world of sustainable packaging and to consumers today? Are there more important and less confusing symbols that should be on-pack to ensure that packaging is placed in the right bin at end-of-life?

Confusing claims and wording

Another challenge within the Sustainable Packaging Journey is when brands decide to use words like 'biodegradable' or 'compostable' on-pack. Having packaging that is biodegradable or compostable may seem to be a good environmental initiative but stating this on-pack is often confusing to consumers. If there are no available consumer collection or composting facilities that will accept this type of packaging in the country of sale then this type of wording can be misleading. The AIP has spoken to many people over the last couple of years who naturally assume that if the packaging says it is 'compostable' or 'biodegradable' that all is right in the world.

The use of the term 'biodegradable' also leads consumers to believe that, no matter where disposed, biodegradable packaging will disappear to nothing within a very short period. This can lead the consumer to erroneously believe it is acceptable to litter biodegradable packaging, or that it will solve the ocean plastics issues.

In the same way the use of compostable plastics, which may 'compost' (biodegrade by micro-organisms in an oxygen environment), if placed in the right composting environment, can be very misleading if consumers don't have access to facilities for the collection and composting of compostable packaging with organic waste. Incidentally the packaging may compost, but they do not create compost (nutrient rich soil).

Before selecting compostable packaging, a responsible brand should be identifying whether there are facilities available to their consumers to collect compostable packaging with their organic waste. If there are, then communicate this information on-pack so consumers understand the end-of-life process.

There are two other options currently available for use of compostable packaging.

1. The first being to establish 'closed loop facilities' for the collection of compostable materials and certified packaging. These closed loop systems are designed to facilitate the collection and recycling of nutrient rich organic material, such as food scraps along with the certified compostable packaging and return the nutrients into the soil rather than allowing them to rot away in landfill.

2. The second option is to identify home compostable certified packaging and encourage the consumer to dispose of via their home composting. The concern with this option, however, is that many consumers will either contaminate the recycling system with this packaging or think they are doing the right thing and put it in the rubbish bin.

The Australian Bioplastics Association (ABA) provides a voluntary system to companies or individuals wishing to have their compostable and biodegradable plastics packaging certified. There are two certifications available. Australian Standard 4736-2006, compostable and biodegradable plastics – 'Biodegradable plastics suitable for composting and other microbial treatment' and Australian Standard AS 5810-2010 Home Composting – 'Biodegradable plastics suitable for home composting'.

Recyclable Symbols and Logos

There are so many variants of a recyclable logo or symbol that it makes your head spin and once again consumers see these types of symbols on pack and naturally presume that they mean that the packaging is going to be recycled if placed in the correct bin. The question that now needs to be asked is 'can this packaging truly be recycled in the country we sell the product in?' The answer needs to determine the logos you use on-pack moving forward. Brands need to be re-designing their on-pack communication with honesty, clarity and clear and easy-to-understand explanations.

So where to from here?

In April 2018, the Australian Packaging Covenant Organisation (APCO) launched a nationwide labelling scheme that will help consumers better understand how to recycle products effectively and assist brand owners to design packaging that is recyclable at end-of-life. In conjunction with partners, Planet Ark and PREP Design, this scheme aims to increase recycling and recovery rates and contribute to cleaner recycling streams.

The APCO Packaging Recycling Label Program is a nation-wide labelling program that provides designers and brand owners with the tools to inform responsible packaging design and helps consumers to understand how to correctly dispose of packaging. The two elements of the program are the Packaging Recyclability Evaluation Portal (PREP) and the Australasian Recycling Label (ARL).

Packaging Recyclability Evaluation Portal (PREP)

PREP provides a way for brand owners, manufacturers and designers to assess whether an item of packaging could be classified as 'recyclable' through kerbside collection in Australian and New Zealand. PREP produces a report for each 'project' that is evaluated. A project will list the recyclability classification for each 'separable component' plus the user may nominate a scenario where the separable components are joined at the time of disposal (e.g. bottle and cap). Combining technical recyclability and collection coverage, PREP provides the evidence base for applying the Australasian Recycling Label on-pack.

Australasian Recycling Label (ARL)

The Australasia Recycling Label (ARL) is an evidence-based, standardised labelling system that provides clear and consistent on-pack recycling information to inform consumers of the correct disposal method. The ARL is designed to be used in conjunction with PREP, which informs the user of the correct on-pack ARL artwork for each 'separable component' of packaging. It is a simple and effective method to improve consumer recycling behaviours.

AIP Training

The Australian Institute of Packaging (AIP) have also developed a number of training courses that will greatly assist your Sustainable Packaging journey including 'Tools to Help you Meet the 2025 National Packaging Targets: PREP and ARL', 'Introduction to Sustainable Packaging Design', 'Lifecycle Assessment Tools for Sustainable Packaging Design' and 'The Future of bioplastics and compostable packaging'.

With the development of the 2025 National Packaging Targets now is the time to stop and review all of your on-pack information to ensure that you are communicating effectively and honestly to consumers about your sustainable packaging.

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Credits:

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

Coordination: WPO's President: Mr. Pierre Pienaar / WPO's General Secretary: Mr. Johannes Bergmair / 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 Lilliam Benzi - Journalist Mtb 19.352 – Brazil – ldbcom@uol.com.br

Diagramming: Formato Editoração e Design - Mr. Saulo Pacheco

Photos: Contribution of WPO members

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