



WPONEWS

The voice of the global packaging community

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

President's Word

Strengthening WPO's team and connections!

Luciana Pellegrino
President of WPO

Great to meet you over here again! I am thrilled to share with you some news and key steps taken since last edition and invite you for a gripping snapshot of WPO Members' activities around the globe.

My first months as President of WPO have been very exciting and inspiring about the great opportunities we have ahead to take WPO beyond. Also, from a personal perspective, it has been so magnifying, insightful and a pleasant experience to work closer to WPO Members, secretariat, and strategic partners from our global industry, moving towards our goals: connecting the packaging ecosystem worldwide and raising the voice for packaging to strengthen packaging's positive impact in society.

The Executive Team has been announced counting with 4 Vice Presidencies: Marketing, Sustainability & Save Food, Education and Governance, and I am thrilled to welcome on board Soha Atallah, Nerida Kelton, Kofi Essuman and Magnus Sidling.

It is rewarding to see how they embraced their portfolios so rapidly, highlighting some outcomes respectively: a packed agenda of trade shows that WPO will attend in 2024 + an outstanding WorldStar ceremony, in June, in Bangkok; a new paper on Saving Food coming out of the oven together with UNIDO; all the 07 education programs for the year mapped and under planning; best practices, governance and transparency procedures being implemented, as per Concept Notes for each WPO activity.

Also WPO's Ambassadors have been announced, and I am proud to count with Chakravarthi AVPS, Iva Werbynská, Ahmed Alex Omah, Tuti Buntaran and Silvio Colombo as vocal representatives of WPO around the world.

Last but not least, I take this opportunity to share 03 special highlights and key understandings from my recent attendance to ANUGA FoodTec show:

I. Taking place in Germany, the first non-packaging show WPO attended counting with a booth, side events and a bold delegation: Nerida Kelton - VP for Sustainability & Save Food, Nathália Antoniazzi - WPO's Secretariat, and Johannes Bergmair - General Secretary, together with myself.

It was so important to have WPO in presence and available to interact with the global community, sharing references on packaging and welcoming in our booth members, strategic partners as Gunther Berge, Managing Director of UNIDO, and different organizations that looked up for us to connect with our global packaging community. Also great to meet in person Matthias Schlüter and Claire Steinbrück from Kölnmesse, the show organizer.

Key Insight: open for new connections. Only together we can escalate new possibilities and solutions in packaging for a greater impact in society.



Nerida Kelton - VP WPO, Dejene Tereza - Director UNIDO, Luciana Pellegrino – President WPO, Gunther Beger - Managing Director UNIDO.



Yanni Zhang – Assistant CPF, Li Hua – President CPF, Luciana Pellegrino – President WPO, Nerida Kelton – Vice President WPO, Assistant CPF.

II. During ANUGA FoodTec I had the privilege of participating, for the first time, in a panel about Female Leadership, together with four great women from our field, from Germany and from United States. The room was packed, showing that such kind of forums and opportunities are fundamental, both for inspiring and for building the sense of a community that supports women in this path. More and more, we see women occupying strategic positions in the packaging industry, but in many countries the lack of infrastructure elevates their challenge, specially if they have children.

Key Insight: it is crucial that companies take a bold position to support and drive a fruitful environment within the company and in society that will enable more women to pursue and grow in their careers.



Dr. Katharina Riehn - moderator, Susann Vierbauch, Isabelle Umlandt, Laura Jung, Luciana Pellegrino and Cheryl Rock.

III. The show that connects packaging with the food sector showcased trends that are reshaping the landscape in our industry:

1. Recycle ready - brands and converters are speeding up packaging R&D to be recyclable, simplifying packaging structures to meet this goal, presenting friendly experiences to separate components when necessary, even if a paper structure from its plastic film coating.
2. Optimization - not new but in the spot light again, efficiency is the key word either in processes and automation, or in lighter and smarter packaging structures: 'less is more' and for that definitely a lot of technology is needed!
3. AI was spotted in conversations here and there, focused on new AI tools that will support to rethink packaging structure seeking optimization, innovation, among others.
4. From B2B to B2C: not every technology or process seen in the show is visible for consumers, since many of the solutions displayed are there seeking to enter the market, as per many new coated paper based packaging for fresh or frozen food or meat trays.

However, the target of circularity embraces both - B and C, and brands are taking a bold step to communicate recyclability and recycle content in the front panel of its products on the shelf, in multiples categories. Finally: we cannot shift packaging from linear to circular without consumers, and also municipalities. It is on the way!

Key Insight: is your packaging dialoging about sustainability with your customers?









Different moments at Anuga Food Tech

Our appreciation for Koelnmesse leadership for welcoming WPO to Anuga Food Tech 2024! Looking forward to the next edition!

Let's keep in touch! Looking forward to sharing more in our next edition. In the meantime, follow WPO in the social medias and don't miss WPO's webinars announced via LinkedIn or at our webiste!

Wish you a good reading of all the next articles!

-  president@worldpackaging.org
-  WPO – World Packaging Organization
-  www.linkedin.com/in/lucianapellegrino
-  [@WorldPackOrg1](https://twitter.com/WorldPackOrg1)
-  [worldpackagingorg](https://www.instagram.com/worldpackagingorg)
-  [World Packaging Organization](https://www.youtube.com/channel/UC...)

Message from General Secretary

Are you ready to WPO activities at ProPack Asia?

Dear members, we look forward to meeting you again in Bangkok, Thailand, at our next WPO Meetings, set to take place alongside ProPak Asia from July 12th to 15th. This series of meetings marks a pivotal moment for WPO, bringing together WPO members and corporate partners of WPO, which are key stakeholders and industry leaders from around the globe.

The WPO Board Meeting is a unique opportunity for members to convene in person, fostering collaboration, innovation, and strategic discussions. In a world where virtual meetings have become the norm, we recognize the value of face-to-face interactions in driving meaningful progress and shaping the future of packaging. Therefore, as agreed by the board, this meeting will only take place in person and there is no possibility for members to join us online. However, if you keep an eye on WPO's social media you will surely stay in touch with a bit of what is going on there.

Below you can find the previous schedule of events and meetings. This schedule provides a diverse range of activities, from thought-provoking discussions on industry trends to celebrations of packaging excellence through the WorldStar Ceremony. Attendees can expect engaging sessions that delve into topics such as sustainability, innovation, and market trends, providing invaluable insights to guide their organizations forward.

Schedule Overview:

- WPO Executive Meeting - June 11th, 9:00 am to 5:00 pm
- Opening Ceremony and AIP Conference - June 12th
- UNIDO APF WPO Informa Round Table - June 13th, 9:00 am to 12:00 pm

- WPO/Informa Innovation Stage - June 13th, 1:30 pm to 5:00 pm
- WPO Working Groups - June 13th, 3:00 pm to 5:00 pm
- WPO Board Meeting - June 14th, 9:00 am to 5:00 pm
- Corporate partners cocktail party – June 14th, 5:30pm
- WorldStar Ceremony - June 15th, 6:30 pm

We eagerly anticipate the opportunity to reconnect with colleagues, forge new partnerships, and collectively advance the global packaging industry. Join us in Bangkok as we come together to shape the future of packaging at the WPO Board Meeting alongside ProPak Asia. We look forward to seeing you there!

WPO at Anuga FoodTec

In March, between the 19th and 22nd, WPO took part for the first time in non-packaging show, making its debut at Anuga FoodTec in Cologne, Germany, with the aim of raising the voice of packaging and exposing in a food trade show the importance of packaging in the roll to prevent food from becoming waste and to increase the shelf life of food.

On this occasion, WPO took part in a series of events and activities with strategic partners and members. Highlights included the visit of UNIDO's Director General to the WPO stand, the participation of President Luciana Pellegrino in the Female Leadership Event and the participation of Nerida Kelton in two panels, namely Content Pro vs. Contra-The Eco-friendly Food Packaging and Science Slam-Sustainable packaging.



Matthias Schlüter - Director Koelnmesse, Nerida Kelton – VP WPO,
Luciana Pellegrino – President WPO, Claire Steinbrück - VP Koelnmesse,
Johannes Bergmair – General Secretary WPO.



Luciana Pellegrino – President WPO, Johannes Bergmair – General Secretary WPO,
Nerida Kelton – VP WPO.

Nathália Antoniazzi
WPO Secretariat
info@worldpackaging.org

Johannes Bergmair
WPO General Secretary
j.bergmair@worldpackaging.org

From the Editor

The reinvention of consumption and commerce. Are you ready?

By Liliam Benzi*



Through deep transformations in the modern consumers behavior, brings some concepts that need to be considered: 'polyopportunities', 'regenerativist brands', 'composable commerce', 'composable technology', 'ecoshame', and 'deep branding'. And if it affects retail, it affects packaging!

A new era of consumerism is reshaping commerce. For new consumers, orders must be made with a click, delivery must be fast, and shipping free. This is what is expected of modern retail as sentenced by expert Edmur Saiani, from Ponto de Referência, at the post-NRF (Big Retail Show) event, organized by WPO member, ABRE (Brazilian Packaging Association).

Life experiences, combined with new technological resources, generate a set of new expectations and new behaviors. Thus, NRF is no longer a fair about technology but becomes a stage to show how this technology transforms the business and its dynamics. And if it impacts retail, it impacts packaging.

Retail fulfills the promise of the brand, materialized in the packaging, and becomes the end hero. And we can no longer think of generation Y or Z, but in "tribes of one"; speaking to many in a customized manner for one. Yes, this is the challenge imposed by the new human being who still carries along a certain 'ecoshame' that impels them to consume less and better and is moved by the maxim: "show me your values, but I will buy according to mine."

A consumer emerges who wants to buy everything their way, wherever they are, and receiving it immediately, but who also wants to learn and know who they can trust. And if companies do not pay attention to all these signals, they will somehow discover that this consumer knows the brand and the product better than its manufacturer.

In the pre-pandemic period, we lived in a universe with hierarchy, competition, control, repetition, and ownership. Today we talk about autonomy, cooperation, trust, innovation, access, testing, and betting. The pre-pandemic was for subordinate people; today is for protagonists, and this is independent of the generation they belong to. Today is also full of 'polyopportunities' and then come the 'regenerativist' brands that regenerate and are activists at the same time. So: regenerate and activate as much as you can!

And as this is the moment of truth, 'deep branding' (brands with depth) gains strength: promised, delivered. All within a universe of 'composable commerce' (composed commerce) that gathers all resources through 'composable technology' (composed technology); and everything has to do with personalization.

The 'composable commerce', used in the context of e-commerce, describes a modular

approach in creating e-commerce platforms. It allows companies to select and integrate different technology components or services, according to their specific needs and business objectives.

Unlike traditional e-commerce solutions, which tend to be monolithic and inflexible, 'composable commerce' offers flexibility and agility for companies to quickly adapt to market changes, consumer demands, and technological innovations. This is achieved through the use of APIs (Application Programming Interfaces), microservices, and cloud-based approaches.

From a technical and market perspective, 'composable commerce' represents a significant evolution in e-commerce, as it aligns technological capabilities with business strategies more dynamically and efficiently. Moreover, this approach encourages innovation, collaboration between different technology providers, and continuous optimization of business processes.






And for the magic of 'composable commerce' to happen, 'composable technology' is needed, a design and development approach to IT systems that emphasizes modularity, flexibility, and interoperability. Essentially, it is about building systems by combining independent components, which can be easily integrated, replaced, reused, or updated without affecting the rest of the system.

The idea behind 'composed technology' is to allow companies to create customized solutions that adapt to their specific needs, rather than depending on rigid and difficult-to-modify software packages. This technology can help organizations be more agile and innovative, responding quickly to market changes and customer demands. We are talking about a competitive advantage through differentiation by offering personalized and optimized user experiences.

These insights perceived at NRF 2024 – 'polyopportunities', 'regenerativist brands', 'composable commerce', 'composable technology', 'ecosystem', and 'deep branding', point to one path: it is necessary to promote a culture of innovation and continuous improvement, starting from updates of strategies and/or replacement of approaches, without interrupting existing systems. This way, companies will be able to adapt and constantly evolve in a market of continuous and rapid transformation.



***Liliam Benzi** is the Editor of WPO News, WPO Press & Communication Liaison Officer and runs its own Communication & Strategy company for the packaging industry, LDB Comunicação Empresarial (ldbcom@uol.com.br). She was recognized 'Packaging Professional of the Year' in Brazil.

 l.benzi@worldpackaging.org
 (+ 55 11) 99989-1597
 [liliambenzi](#)
 [liliam-benzi-870b771a](#)
 Liliam Benzi

Around the World

What was the "PACKAGING: OPEN ACCESS" exhibition?

Definitely packaging design was the protagonist during the Milano Design Week 2024 (April 15-21). One good example was the "PACKAGING: OPEN ACCESS" exhibition focused on innovation in packaging design. It was proposed by the Best Packaging 2024 contest which curator is WPO member, Istituto Italiano Imballaggio (www.istitutoimballaggio.it) and Fondazione Carta Etica del Packaging.



The contest examined the complex topic of accessibility to packaged products, divided into different aspects, ranging from easy opening to clear and transparent information on the packaging. The principle that consumer must have 'easy access' to the product, is in accordance to the #4 value of the Ethical Charter of Packaging - a manifesto of good packaging - which inspires the contest since 2015.

The exhibition was also an opportunity to talk about technical, communication, design and legislative issues that revolve around the accessibility of packaging. During the entire design week, there were several moments of training and dissemination of the technical-scientific culture of packaging. The show opened officially on April 15, with the presentation of Camilla Sernagiotto's book, entitled "No deadline".

WPO participated in one of the side events, the Masterclass 'Packaging design for recycling', given by General Secretary, Johannes Bergmair, on April 17.

The packaging sector together at 'ASD Packaging Congress'

The 'ASD Packaging Congress 2023 – 2nd International Packaging Industry Congress' (Dec 07-08 2023) was organized by WPO member, ASD (Packaging Manufacturers Association - www.ambalaj.org.tr), under the theme of 'Sustainability Roadmap of the Packaging Industry'. The event joined 48 speakers and almost 1,000 participants, from 13 countries, that attended 14 sessions. WPO President, Luciana Pellegrino, was also there.



In one of the Congress sessions, ASD President, Zeki Saribekir, concluded: "Future in the changing world order requires transformation. As the packaging sector, we target environmental, social, and cultural transformation. We must establish our production processes, as a sector, on circular economy, which is a sustainable production model that keeps resource productivity at the highest level. The incoming customer demands are differentiating. Not just our machinery, but the business manner is also digitalizing. Our sector needs to keep pace with all this."

Another important moment at the Congress was the participation of the Senior Policy Officer at Ellen MacArthur Foundation, Bahar Koyuncu, that explained: "As a Foundation, we made a call for 'Period of Reuse'. The most recent findings in our 'Five Years of Global Commitment' report demonstrate that without a substantial transition towards reuse, use of unprocessed plastics in packaging is unlikely to fall below the current levels before 2050. Adopting reuse gives us the opportunity to fight against plastics contamination, mitigate the pressure on our natural resources, and take steps towards net zero. Definitely no organization can realize the required change by itself. Businesses, policy makers, and finance institutions must make a joint effort to that aim."

According to ASD President, the Turkish packaging industry reaches 180 countries, directly and indirectly. In 2023, the sector targeted to increase the market share from US\$ 28 billion to US\$ 30 billion, and the exports to reach US\$ 10 billion.

For more information, contact ASD by e-mail asd@ambalaj.org.tr .

AIP educates close to 500 people at ProPak Philippines

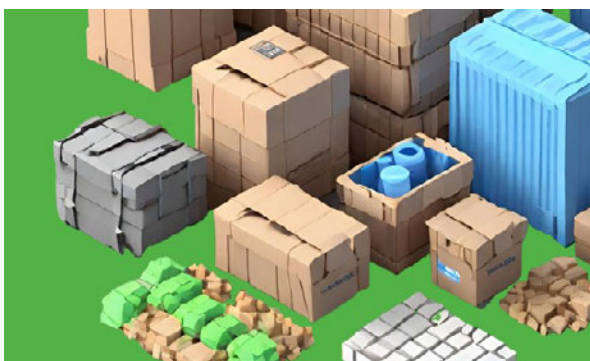


Members of WPO member, the AIP (Australian Institute of Packaging – www.aipack.com.au) Education Team headed to ProPak Philippines (Feb 12-14) to run a Packaging Forum in partnership with Informa Markets. There were 20 expert speakers, from 7 countries, participating in two mini training courses on Sustainable Packaging Design Guidelines and Save Food Packaging that gathered almost 500 people.

Other highlights of AIP participation, that also included WPO, were:

- Moderating the Women in Packaging panel discussion with the participation of WPO Global Ambassador, Tuti Buntaran, from Indonesia.
- Presenting on the WPO innovation stage about 'The Global Packaging Design for Recycling Guide' and the waste stream mapping tools.
- Meeting WPO members and friends as the APF (Asian Packaging Federation).

Obligations of packaging materials producers according to Greek legislation



On December 2023, WPO member in Greece, AGMPM (Association of Greek Manufacturers of Packaging and Materials – www.pac.gr), in collaboration with EOAN (Hellenic Recycling Agency), held a training seminar on the obligations of producers and importers of packaging materials, according to the Greek legislation regarding single-use plastics, packaging, and packaging waste.

In the first part of the event, the managing director of EOAN, A. S. Toya quoted the organization's policy in anticipation of the new regulation on packaging and packaging waste, as well as the new initiatives to link GEMI with EMBA. In the second part of the event, F. Kotzia analyzed the obligations of the packaging materials producers according to the current Greek legislation, quoting examples for a wide range of packaging materials and their intended uses.

More than 100 executives from the Greek industry participated. The material (presentation and video recording) is available to AGMPM members and partners under request by e-mail info@pac.gr.

IOM3 launches the Sustainable Future Awards 2024

WPO member in UK, IOM3 (www.iom3.org), just launched the Sustainable Future Awards 2024 open to individuals, teams, and organisations globally operating within the materials cycle. These awards aim to provide a platform for knowledge exchange, promoting a sustainable future and showcasing on-the-ground developments in practice.

The awards will focus on four crucial categories: Circular Economy; Sustainable Materials Innovation for Net-zero; Inclusive Practices & Social Responsibility; and Sustainable Natural Resource Management.

Entries are free and ends on 1 May 2024. The shortlisted finalists will be announced on 16 September 2024 and the Awards ceremony will be held in November.

For more information contact Kovida Mehra at kovida.mehra@iom3.org or Sorcha Donnelly at sorcha.donnelly@iom3.org.

AIP and Empauer partner to deliver LCA decision package for SMEs

WPO member, The Australian Institute of Packaging (AIP – www.aipack.com.au) is pleased to announce that it has joined forces with leading sustainability software company Empauer, to offer a comprehensive and cost effective LCA Decision Package for Small to Medium Enterprises (SME's) across Australia, New Zealand and Asia. The MOU aims to ensure that SMEs are making informed and science-based decisions when selecting packaging materials.

The driving force behind this collaboration is recognition of the challenges faced by SMEs. The AIP, through its SME training programs, identified a pressing need for affordable and customised LCA solutions that simplify the often-complex process of undertaking sustainability assessments for packaging design.

The innovative LCA Decision Package will enable businesses to make informed and sustainable decisions when it comes to the packaging design they utilise. It will provide AIP Members and the wider industry, with access to the latest tools and expertise, enabling them to reduce their environmental footprint and make responsible choices in line with global sustainability goals.

For more information, send an e-mail info@aipack.com.au.

From the Board

WPO announced the Vice Presidents for 2024/2026

WPO President, Luciana Pellegrino, announced on February, the names of the Vice Presidents that will take part of WPO's new Executive Team and lead WPO's Portfolios during her term of office that goes from 2024 to 2026, working closely with her, WPO Members, partner organizations and the market.

Luciana explains: "Counting with Soha Atallah as Vice President for Marketing, an expert in this area, we expect to expand WPO's participation at shows and conferences globally and, at the same time, to explore packaging as a marketing tool, fostering innovation and sharing packaging trends via webinars and forums.

The graphic features the WPO logo (World Packaging Organisation) in the top left corner. The main title reads "WPO NEW VPS FOR 2024-2026". Below the title are four circular portraits of the new Vice Presidents, each with their name and role listed underneath:

- Soha Atallah**, Vice President Marketing
- Kofi Essuman**, Vice President Education
- Nerida Kelton**, Vice President Sustainability & Save Food
- Magnus Sidling**, Vice President Governance

The website www.worldpackaging.org is listed at the bottom of the graphic.

As Vice President of Sustainability & Save Food, Nerida Kelton, also an expert that has been doing an outstanding work in this portfolio by building references as the Design for Recycling Guide and Waste Stream map, and now renewing the opportunities to go beyond, building more references and sharing knowledge through international conferences.

Coming to the Education portfolio, I am thrilled to announce Kofi Essuman as the new Vice President, a packaging expert at packaging companies and brands, and also a professor. Kofi will lead our education program and trainings in support to WPO's 63 members' countries represented by the national packaging bodies, and having the challenge to go beyond, expanding courses and training activities.

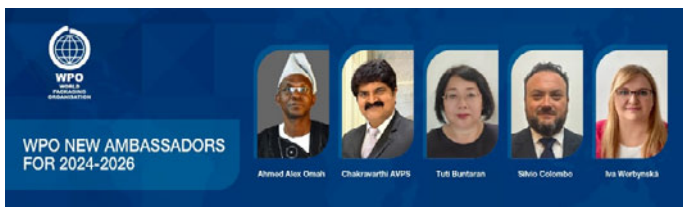
Last but not least, for my presidency I transformed the 4th portfolio, Conferences, into a new one, that must be part of WPO's pillar: Governance. Magnus Sidling is the Vice President for Governance, also an expert in the packaging field, and will support us on establishing best practices, governance and also building a transparent communication with members and the market, building solid basis for WPO's growth and the expansion of partnerships."

Luciana's management goal as President is also to invite new member countries and at the same time to drive WPO closer to strategic market matters and packaging and consumer goods companies. "This connection with the industry will allow harmonizing a global vision

for the sector, the challenges, opportunities and the vision of future for packaging and its markets.

Luciana Pellegrino will also count with the support of the General Secretary and Secretariat, respectively, Johannes Bergmaier and Nathália Antoniazzi, and Press & Communication Liaison Officer, Liliam Benzi.

And WPO Global Ambassadors are...



On March, WPO President, Luciana Pellegrino, announced the Global Ambassadors during her term of office that goes from 2024 to 2026. They are vocal representatives of WPO, spreading WPO's voice, reach and positive impact, building new connections to generate opportunities for the Organisation, to engage new Corporate Partners, to support the promotion of the WorldStar Awards, among others.

"Ambassadors are bold and strategic packaging leaders in different regions and appointed as key WPO representatives spreading our message and supporting us on strategic connections and opportunities to raise the voice for packaging on a global level.", states Luciana Pellegrino, WPO President.

The new WPO Global Ambassadors for 2024-2026 are:

- **Ahmed Alex Omah** (Nigeria) - Advanced Institute of Packaging Professionals of Nigeria and African Packaging Organisation (APO).
- **Chakravarthi AVPS** (India) - Pharma entrepreneur and part of the Indian Institute of Packaging.
- **Iva Werbynska** (Czech Republic) - Czech-Slovak Packaging Institute (SYBA).
- **Silvio Colombo** (Argentina) – Argentinean Packaging Institute (IAE).
- **Tuti Buntaran** (Indonesia) – First Packaging Asia.

WPO launched the Japanese version of the Global Packaging Design for Recycling Guide



From left to right: WPO VP Sustainability & Save Food, Nerida Kelton, the representative of JPI, Hiroko Akieda, WPO former President, Pierre Pienaar, and WPO President, Luciana Pellegrino.

The 'Packaging Design for Recycling Guide', a WPO product, was translated into Japanese, in 2023, and is now available to free download at WPO website (www.worldpackaging.org). The formal launch of the Japanese version was undertaken during WPO Board Meeting, in Cape Town (SA), in November 2023.

This is the 11th translation besides the versions in English, German, Spanish, Arabic, Portuguese, Thai, Latvian, Czech, Hungarian and Georgian. Developed by WPO, Circular Analytics, FH Campus University of Applied Sciences and ECR Community, the Guide is a starting point to understand best practice examples, using state-of-the-art technology that can be applied and tailored to suit the recovery and recyclability capabilities and infrastructure on a regional and local level.

To download the Japanese translation visit <https://worldpackaging.org/wpo/45/> or download via

https://www.worldpackaging.org/Uploads/2023-11/ResourcePDF69_1699181956.pdf.

An intense week at Anuga Foodtec

In its first official participation at Anuga FoodTec (March 19-22 – Cologne – Germany), WPO was represented by President, Luciana Pellegrino; Vice President Sustainability & Save Food, Nerida Kelton; General Secretary, Johannes Bergmair; and Secretariat, Nathália Antoniazzi.

The agenda was full and besides meeting members and partners at the booth, WPO team welcomed Gunther Berger, from UNIDO; Matthias Schlüter and Claire Steinbrück, from Kölnmesse; Thomas Dhose, from Messe Düsseldorf; Jorge Izquierdo, from PMMI; the winners of FAO competition in Egypt; and representatives of WPO members CPF (China) and NVC (the Netherlands).

Among the activities during Anuga FoodTec, Luciana spoke at the Female Leadership event and Nerida Kelton presented at 'Pro vs. Contra - The Eco-friendly Food Packaging' and 'Science slam - Sustainable packaging'.

For general information about Anuga FoodTec 2024 visit www.anugafoodtec.com.







Education

IOM3 packaging courses and qualifications

On April 17, WPO member in UK, IOM3 (www.iom3.org), will organize the course 'Packaging design for a circular economy' that involves presentations, small group exercises and case

studies, and is designed to help educate and navigate you through this complex arena. Delivered by Emagine Packaging Ltd. (EPL) and Pack IDS, the course will provide knowledge together with expert packaging and sustainability insights from practitioners engaged with Circular Economy challenges facing industry today.

The course is targeted at packaging professionals in a wide range of roles and businesses, from marketing to technical, operational and procurement from manufacturing, supply, design and services.

Another opportunity to learn about packaging is the 'PIABC Level 3 Certificate in Packaging Technology', scheduled to 16-20 September 2024. The PIABC is recognised as giving an excellent foundation in and introduction to the packaging industry.

The new course, based on the revised specification released in 2022, will provide a level of insight and understanding of the packaging industry that adds real and measurable value to careers and businesses.

To know more about IOM3 courses access <https://www.iom3.org/careers-learning/trainingacademy/packaging-courses-and-qualifications> .

Successful packaging education programs in South Africa

The Institute of Packaging South Africa (IPSA – www.ipsa.org.za) continues to enjoy growing success in its education offerings to the packaging industry in South Africa and in Southern Africa.

The One Year Diploma course, for example, is structured to provide packaging professionals with insight and understanding of the multi-faceted discipline of packaging technology. The course, recognised as an essential qualification for any packaging professional, also equips anyone in packaging-related fields with useful and practical skills and knowledge. The 'class of 2023' yielded 134 graduates. Of these graduates, 28 students passed Cum Laude and a further 20 passed with Distinction.

The Advanced Packaging Diploma course is offered for those preparing themselves for management level positions in the packaging industry. The 'class of 2023' had 32 graduates, of which 13 students passed Cum Laude and a further 03 students passed with Distinction.

The Institute also offers a short Overview of Packaging Technology course, which is intended for those new to the packaging field and who have little or no previous knowledge or experience of packaging. Three classes are held during the year, in February, June and September. In 2023, there were 12 Graduates of which 08 achieved distinctions.

The International Certified Packaging Professional (CPP) designation is also offered through IPSA. The program is administered by the Institute of Packaging Professionals (IoPP – www.iopp.org), from USA, also a WPO member, under the direction and endorsement of the WPO. Two South African candidates – Linka Geustyn and Anuka Brown - successfully earned the CPP qualification in 2023, bringing the total number of formally CPP in South Africa to 05. A further six candidates are currently enrolled in the programme.

The Institute has over 180 students enrolled in its various education offerings for 2024. Students are enrolled predominantly from South Africa, but also from other African countries including Botswana, Kenya, Namibia, Nigeria, Zambia and Zimbabwe, as well as a few international students from Dubai, Bangladesh and Saudi Arabia. These courses are all conducted online and students are further supported through networking events and master classes in each of the major regions of South Africa.

For more information, send an e-mail to Vanessa von Holdt vanessa@ipsa.org.za.

Packaging Education Masterclass in Indonesia



Packaging education Masterclass Training Batch I 2024 took place in February 2024 and was organized by WPO member, IPF (Indonesian Packaging Federation – www.packindo.org). It gathered brand owners and packaging converters, and two participants from Tomypack Flexible Packaging, in Malaysia.

In parallel there were Masterclass A - The Future of Packaging Technology and Sustainability

and Masterclass B - Packaging Technology for Food and Pharma. Masterclass A is designed to provide a basic understanding of packaging types, manufacturing processes and sustainability in practice. Around 52% of Masterclass A participants have less than 10 years of experience, and 41% of participants have less than 02 years of experience; the remaining 7% have more than 10 years of experience in the packaging field.

Masterclass B is an advanced program that focuses on food and pharmaceutical packaging. Among the participants, 50% of them has more than 10 years of experience in the packaging industry, while participants in mid and early-stage careers accounted for 22% and 28%, respectively.



The Masterclass Training Batch I 2024 combines seminar, plant tour and case study. Most of participants, especially from Masterclass A, wanted to learn about flexible packaging, multilayer packaging, and paper and corrugated packaging produced from renewable material. The satisfaction level of the related classes were superior to 80%.

For Masterclass B, participants were most interested on the seminar about Aseptic Packaging System that gain 83% satisfaction score. These participants prefer topics related to high quality packaging rather than cost saving packaging, which get only 55% of satisfaction level. In general, participants feel like topics regarding materials regulation and safety are really insightful for them.



WPO Member in Focus

What is happening in Latvia?



The Packaging Association of Latvia booth at the international exhibition Riga Food.

The last months of 2023 were full of activities for the packaging industry of Latvia. Autumn

is the harvest time - also for packers – and marked the participation of the Packaging Association of Latvia, a WPO member, in the international exhibition Riga Food (Sept 7-9). The show, that is the largest food and packaging exhibition in the Baltics, attracted 420 companies, from 30 countries. Among the participants was the Packaging Association of Latvia that exhibited some works submitted to the national competition Latvia Star.

The Riga Food also confirmed the close cooperation between the Packaging Association of Latvia and Club Packagers of Ukraine, another WPO member. At the opening ceremony of the exhibition, the President of the Club Packagers, Veronika Khalaydzh, awarded winners of the competitions Ukrainian Packing Star and Ukrainian Label from Latvia.

The Chairperson of the Board of the Packaging Association of Latvia, Iveta Krauja, together with Veronika Khalaydzh, participated in the opening of the Ukrainian national booth where Club Packagers organized a small exhibition visited by the President of Latvia, Edgars Rinkēvičs.



The President of the Club Packagers, Veronika Khalaydzh, welcomes the President of Latvia, Edgars Rinkēvičs.

Another innovation in the annual Riga Food in the 2023 edition was the seminar Food & Packaging – Challenges in Preventing Food Loss and Optimizing Packaging held in anticipation to September 29th, the International Day of Awareness of Food Loss and Waste.

About Latvia Star



Latvia Star announces the winners of 2023 competition.

The national packaging stars winners were announced on November 22, 2023, at the Smart Technologies Department of the University of Life Sciences and Technologies (Jelgava city), by the Packaging Association of Latvia. Winners are eligible to WorldStar Awards, the global packaging competition organized by WPO.

The annual competition, organized by the Packaging Association of Latvia since 1996, recognizes the best packaging is a multi-level criteria. Some works are evaluated by

consumers, in person, at the Riga Food exhibition, and remotely, through the webpage www.packaging.lv.

A jury of 10 experts also evaluates each work according to 11 criteria from a scale of 1 to 10. After the competition, participants receive written comments and suggestions from the expert jury for further improvements.

In the 2023 edition, 31 works, from 17 participants, took part in the national packaging competition. It also included four works from Polish and Ukrainian, two per country.

For more information, contact Iveta Krauja, Chairperson of the Board of the Packaging Association of Latvia by e-mail info@packaging.lv.

Worldstar Awards

WPO announced the winners of the 2024 edition

The complete list of winners is available at www.worldstar.org.



On January 09, WPO announced the 214 winners of the WorldStar 2024, the global packaging competition. This edition attracted 435 entries from 41 countries. The Top Five winners, by country, are Japan (28), Germany (21), Australia and New Zealand (16), USA (12), and Brazil and Austria (11 each).

"It is always with pride and excitement that WPO announces the best of the best packaging innovation around the globe. The WorldStar Awards showcases how dynamic and technological the packaging is on a global level", celebrates Luciana Pellegrino, WPO President. She adds: "The increasing number of entries every year and the global reach of WorldStar prove that our industry keeps investing in efficiency and new solutions to better serve the society. This global award raises the voice for packaging and brings light to innovation, aligned to the main supply and consumption chains trends and modern life needs and challenges: save food, sustainability, branding and UX (user experience), food safety, smart packaging, among other aspects."

According to Luciana, "The WorldStar brings with it the effort of WPO's members in 63 different countries on promoting local and regional awards to foster innovation on a local level and to recognize professionals, packaging converters and brands that make it happen."

"WorldStar echoes the importance of packaging innovation on a global level, fostering science, technology and innovation, recognizing and encouraging packaging professionals to go beyond", completes Soha Atallah, WPO Vice President Events and WorldStar Coordinator.

The complete list of winners is available both in WorldStar or WPO webpages – www.worldstar.org or www.worldpackaging.org. The award ceremony will take place in Thailand, on June 15, during ProPak Asia. At the same occasion, WPO will announce the winners for the special categories - President's Award, Sustainability Award, Marketing Award and Packaging that Saves Food Award.

Packages eligible for WorldStar Awards are those that have already received a national or regional packaging award from a packaging competition that is recognized by WPO, during the last 2 years. "As always, our aim is to promote packaging innovation in various sectors, proving that a good package can be an essential solution to many of the modern problems, especially sustainability, food waste and extending shelf life of food and agricultural

products. That's why we encourage all the companies from around the world to benefit from this global opportunity to promote their packaging by competing with the best of the best packaging innovation on a global scale", explains Soha Atallah.

For general enquiries on WorldStar or the Award Ceremony contact Soha Atallah by e-mail s.atallah@worldpackaging.org or visit www.worldstar.org.

Worldstar Student

Winners are announced!

WPO WorldStar Student Award announced the results on 24 January 2024. 253 entries were received from 25 countries across the globe. Out of these entries, 137 projects were awarded as finalists in the competition. The top five countries enjoying the most finalist wins were South Africa (30), China (20), Hungary (17), United Kingdom (15) and Turkey (10). The entries were judged online in a multi-stage process, driven and managed by Bill Marshall; the panel included 40 packaging experts from 33 different countries.

The overall top scoring and winning Gold Medal project was entered by a team from Ghana: Akyaa Edna Amo-Duah, Barthelomew Nyarko and Naa Adoley Maxine Allotey-Quist - from Kwame Nkrumah University of Science & Technology in Ghana and entered through Institute of Packaging Ghana.



Their eco-friendly and sustainable pack, made from water hyacinth fibreboard, is a robust solution for the handling, storage, and transportation of smoked fish throughout its supply chain. Its design includes many functional features including breathability, ease of opening and closing, ease of handling, easily identifiable and resistant to moisture and puncture – all contributing to extending the shelf life of the smoked fish and reducing food waste.

The teamwork in this entry demonstrates the benefits of collaboration between students from different fields (BSc Packaging Technology & BA Communication design) to create a solution that meets all the functions of packaging.

Over and above winning the first prize Gold Medal Overall, this entry also won a Gold Medal in the Food Category, a Silver Medal for Sustainability, and a Bronze Medal for Saves Food. A representative from the team has been invited to attend the WorldStar Ceremony, to take place during Propak Asia, on June 15, in Bangkok (Thailand).

The second-place winner overall (Silver Medal) was Jeremy Marchant from the University of New South Wales, Australia for 'Sushi Takeaway Pack', entered through the IPSA (Australian Institute of Packaging). The Sushi Takeaway packaging was designed with renewable materials that are certified compostable to Australian standards. The pack is stackable, has a lockable lid and storage for chopsticks, and eliminates single use plastics to meet the 2025 Australian targets. This entry also achieved a Gold Medal for Sustainability, and a Silver Medal in the Food Category; total of 03 medals.



The third place winner overall (Bronze Medal) went to Joel Flores, Eva Lee, Katie Cannon, Coby Chuang and Emma Wanon, from California Polytechnic State University, for their Sun Ease project. This entry came through the Institute of Packaging Professionals (IoPP). Sun Ease reimagines sunscreen packaging with an innovative carton-in-carton technology that eliminates hard-to-recycle plastic packaging while engaging kids through educational experiences. This entry also achieved a Gold Medal in the Health & Personal Care Category, and a Bronze Medal for Marketing Appeal; total of 03 medals.



Further to the top three Gold, Silver and Bronze Medal wins, 24 category medals were awarded to the top scoring finalist projects across various market categories – Food, Beverage, Health & Personal Care, Household and Other – as well as medals awarded in the special awards categories – Marketing Appeal, Sustainability and Saves Food.

The top five countries enjoying the most medal wins were: Ghana (4), Australia (4), United Kingdom (4), China (3) and United States (3).

The winners represented 59 different tertiary education institutions across the globe. The courses being studied include: Industrial Design, Packaging Design, Packaging Technology, Communication design, Food process engineering, Food and Nutrition Science, Agricultural Engineering, Mechanical Engineering, Biomedical Engineering, Industrial Art, Graphic Design, Agroindustrial engineering, Energy and Environmental Engineering, Visual communication, Integrated Design.

Follow WorldStar Student in the social media or webpage – www.worldstarstudent.org - for more information about the winning projects and about the 2024 edition, which will open for entries on 1st May 2025. Or contact Vanessa von Holdt by e-mail vanessa@ipsa.org.za.

Sustainability & Recycling

EEG's journey of success: 27 years of circularising packaging

Emirates

Environmental Group (EEG – www.eeg-uae.org), a WPO member, is an environmental NGO established in the United Arab Emirates that embarked on the sustainability path in 1991. Under its slogan "Together for a Better Environment", EEG has always strived to bring together all sectors of society in the country to be



The Can Collection Campaign was the 1st community-oriented recycling campaign dedicated to educating the masses.

part of this important journey. While education and awareness projects have always been part of EEG since inception, the 1st true national mobilising campaign was launched by EEG in 1997.

The Can Collection Campaign was the 1st community-oriented recycling campaign dedicated to educating the masses on the importance of recycling packaging material in the country; and till date it is strongly maintained and growing. The objective of this campaign is to diminish production of Greenhouse Gas (GHG), reduce landfill build-up, save energy and reduce the resultant pollution that affects the environment and the biosphere. What started as a small campaign in Dubai has over the years grown to attract hundreds of entities all over the country and from all the seven emirates.

In the early 1990s the society in the UAE as in many parts of the world were hardly aware of any concept of preserving the environment or the importance of recycling to conserve resources and the impact of anthropogenic waste on land and other eco-systems. It was not a primary concern for most.

At the same time Aluminium Industry was growing in the country, which provided the perfect opportunity to roll out an action programme to educate all sectors of the society about the importance of recycling as an industry and its critical role in the conservation of resources. It was the right time to teach them hands-on the value of recycling aluminium Cans and the importance of waste segregation at source. This was beneficial for the environment, the economy as well as empowering the society.

Today, the Can Collection Campaign, while ongoing throughout the year, undertakes 2 major annual action programmes under its umbrella. The 'Can Collection Day' in February and 'Can Collection Drive' in November. These 2 country-wide campaigns witness the opening of sites across the emirates; participation of hundreds of entities from private, public, academic, hospitality and family sectors; gathering of volunteers; and support from key government organisations and companies. This campaign shines as a leading example of the realisation of EEG's slogan of togetherness, collaboration and cooperation.

The latest Can Collection Day was conducted on 24.2.24 and the collective efforts of all brought in 7,002 kg of Aluminium Cans for recycling. Since the inception of this campaign, a total of 415,028 kg of Cans have been collected and recycled. Recycling all these Cans has provided multiple benefits for the environment.

- The reduction of 6,230 MT of CO₂e from being released into the atmosphere
- Saving 94,454 million British Thermal Units of energy from being used
- Saving 10,075 Cubic Meters of Landfill from being filled.

Other special projects that also bring in Aluminium Cans for recycling include the 'Neighbourhood Recycling Project' (NRP) & 'One Root One Communi-tree' (OROC) which are

connected with EEG's urban afforestation programme. Upon reaching a set target of recyclables, the participants will automatically become eligible to plant saplings of indigenous trees in the country at a designated public location. This urban afforestation programme helps improve the soil quality and air quality in the country and act as a solution to mitigate GHG emissions and replace trees cut down annually for various reasons, including the production of new packaging materials.

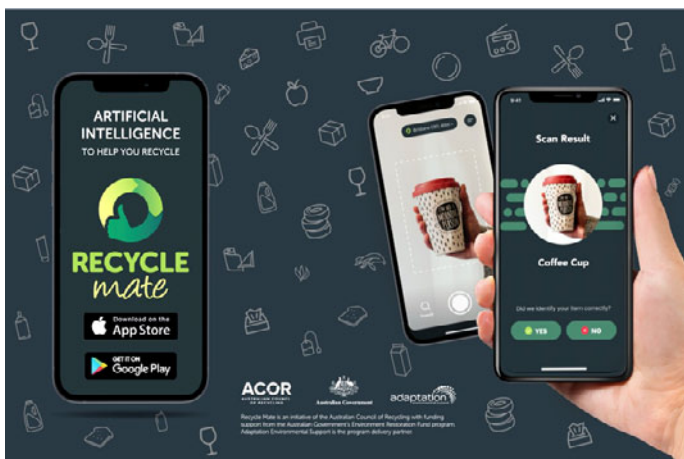
An annual target is set for the collection of Aluminium Cans for recycling and once met a 10% increase is set for the following year. With the successful conclusion of 2023 in exceeding the set target, EEG has set the target for the year 2024 to 31,800 kg. With collective action and concerted efforts of all sectors, EEG is confident that it will be able to accomplish this goal this year as well.

For more information, contact Rose Ann Quiambao, Secretary EEG, by e-mail secretary@eeg.ae.

Special Article

Understanding 'Recycle Mate', a platform that helps to recycle packaging in Australia

By Nerida Kelton*



According to the latest ARL Consumer Insights Report, 65% of Australian consumers want more information about how to recycle and 74% want to see the Australasian Recycling Label (ARL) on all packaging.

A new collaborative educational approach between the Australasian Recycling Label (ARL) program and a dynamic platform called Recycle Mate will provide the community with the information to be able to dispose used packaging and other materials appropriately and correctly all over the country.



The 1st piece: ARL program

One piece of the recycling information puzzle is the Australasian Recycling Label (ARL) program. The ARL is an on-pack labelling scheme that helps the community to recycle packaging correctly, and supports brands and packaging manufacturers to design packaging for recyclability.

The ARL logos are provided as intuitive visual aids and instructions about how to correctly dispose of all components of a product's packaging. The ARL system is evidence-based and used by packaging manufacturers to verify product recyclability claims. Used by over 900 companies, across more than 300,000 SKU's, the ARL program provides a consistent labelling approach for Australia and New Zealand.

The 2nd piece: Recycle Mate

The second piece to this puzzle is the development of Australia's first community driven recycling platform. Recycle Mate is a dynamic recycling education platform that combines artificial intelligence technology with Australia's most comprehensive recycling directory to reduce contamination in recycling streams, improve resource recovery and support a circular economy for packaging.

During the development of the platform, the team at Recycle Mate identified 90 different bin systems, based on the bin lid colour options and different waste stream separations, across the country. For the platform to be able to offer users the correct information, it needs to reflect every recycling bin, no matter where it is located in the country.

Recycle Mate is helping to navigate the transition to a more harmonised standard for

kerbside collection, relaying the local kerbside recycling rules and providing geolocated directions to 'away-from-home' recovery options. Recycle Mate was designed to provide the community the answers from question to destination as easily as possible.

It also provides additional information to help guide households on difficult to recycle materials and packs, and how to locate 'away-from-home' destinations such as container deposit schemes, FOGO programs, product stewardship programs such as for aseptic cartons, blister packs, cosmetics and e-waste in the local communities.

There are still too many people that don't realise that the availability of 'away-from-home' collection programs for items that traditionally are not accepted into a kerbside bin. The 'away-from-home' space is evolving at a rapid rate in Australia and needs to be reflected on the Recycle Mate platform. Currently 9 out of 10 'away-from-home' locations are not Council facilities. 'Away-from-home' programs are all of the product stewardship schemes such as Close the Loop, Simply Cups, Mobile Muster, Lids4Kids, Nespresso, Containers for Changes, Pharmacy. There are now over 30,000 'away-from-home' options geolocated on the APP.

Soft plastics disposal

With the Return to Store soft plastics program currently being re-designed in Australia, many households are confused as to where they dispose of their soft plastics and flexible packaging. Consumers are now seeing a mix of logos on packs for these materials, which adds to the confusion. Three products in one category can have a Return to Store logo, a general waste logo and the new Check Locally logo. This adds to consumer frustration and mistrust of recycling symbols.

In addition, some Councils have stepped up to collect soft plastics through kerbside pilot programs or providing collection/drop off points for the residents. Other Councils do not accept the material at all and advise their constituents to throw the packs in the general waste bin.

This lack of harmonisation across the country means that it can be very challenging for consumers to dispose of these materials correctly. In most instances, the packs will simply be disposed of in the wrong bin.

'Check Locally' logo

A new Check Locally logo has been designed to ensure that there is a more accurate logo that reflects the current state of play for soft plastics and flexibles in Australia. The logo is available for brands to use on their packaging to guide consumers as to how they can dispose of soft plastics in the geographical location they are in. Brands are in the process of removing their Return to Store logos and updating their artwork to include the Check Locally logo. The logo includes a link to www.arl.org.au which is connected to Recycle Mate so that all of the disposal information is current and accurate.

The updated Check Locally logo is designed to reduce consumer confusion and to ensure that brands are not greenwashing with misleading ARL logos on packs. The Check Locally logo is available for all soft plastics and flexibles that meet the thresholds and is also designed for other packaging that is 'less widely accepted' across Councils. The definition of 'less widely accepted' is between 60% and 80% of the kerbside population that has access to a Council service that collects the materials.

'Recycle Mate' steps in when you need to 'Check Locally'

The challenge is that when you tell someone to 'check locally', the person does not understand what that means, nor where to go for additional information. Some people will visit their Council website, others will ask their friends and family and many run searches on google. This is where Recycle Mate steps in and does all the heavy lifting for the community. Recycle Mate can make the Check Locally action simple.

Recycle Mate not only takes into consideration all bin systems across the country, but also what you can and cannot put in each bin and provides additional information on 'away-from-home' collection options.

The platform can also direct the community to safely dispose items like combustibles, batteries and e-waste. The first thing a user will see, if he is asking about the more dangerous items like batteries, is that there is no kerbside disposal. Recycle Mate are also working to ensure that there are always available 'away-from-home' disposal options listed. The platform geolocates the user, hones in on where they are and ensures that the information is accurate according to their location.

The platform has built-in AI, which enables users to take a photo of the product to identify the recycling attributes of the pack and any components. The AI will automatically start with kerbside disposal instructions - which is how the majority of people in the country dispose of packaging. If there is a more positive 'away-from-home' option suitable for the pack then the platform will advise the user of this information. The user will also receive geolocated directions and opening times for that location.

The extensive 'word search' includes 7000 items so far in the taxonomy and this is growing daily as more consumers use the platform. The APP is dynamic and updated weekly to add new collection points and locations for new product stewardship programs.

Recycle Mate has been developed as a national collaboration that is community driven. Users can choose how they access the platform, such as to download an APP on to their Apple phones <https://apps.apple.com/au/app/recycle-mate/id1470350559> .

***Nerida Kelton** is Executive Director of WPO member AIP (Australian Institute of Packaging – www.aipack.com.au) and WPO Vice President Sustainability & Save Food nerida@worldpackaging.org.

Packaging Design

From theory to practice in Greece

In collaboration with the Department of Product and Systems Design Engineering (TPMS) of the University of Western Macedonia, WPO member in Greece, AGMPM (Association of Greek Manufacturers of Packaging and Materials - www.pac.gr) organized, on February, an educational seminar on 'Packaging design: from theory to practice'.

As part of the program, P. Kyratsis briefly presented the curriculum of the Department and the new technological tools that are being used to deepen the packaging design methodologies in the last five years. The road map, from the conception of the idea to the production of the prototypes, includes many intermediate stages and techniques such as mindmap, moodboard, digital sketching, storyboard, product canvas, empathy maps, CAD etc.

During the event, the final year students presented original packaging proposals, focused on the needs of the industries in Greece. The proposed packages are:

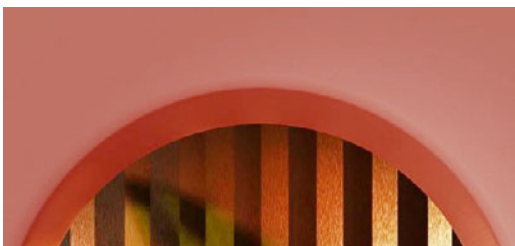
Metal bottle for champagne



Paper box for cookie (Violanda)



Glass packaging for perfume





Glass bottle for soysauce (Kikkom Corporation)



Innovation

The relationship between artificial intelligence and packaging: fostering innovation and creativity



The significance of Artificial Intelligence (AI) in the realm of packaging and labeling is increasingly apparent, playing a pivotal role in enhancing operations and product development. AI is not just an advanced technology; it's a strategic partner capable of bolstering innovation and creativity in the packaging industry.

The importance of AI in packaging:

- **Enhancing Productivity and Efficiency:** AI can optimize packaging processes by improving scheduling, planning, and overall production operations.
- **Improving Product Quality:** Through machine learning and data analysis, AI can enhance product quality and ensure the delivery of precise and standardized products.
- **Customization and Product Design:** AI aids in understanding market demands and customizing product designs accordingly, fostering consumer engagement and enhancing user experience.

Tools leveraging AI in packaging:

- **Machine Learning and Artificial Neural Networks:** These technologies enable the analysis of vast datasets related to packaging operations, offering accurate predictions and insights.
- **Robotics and Automation:** Robotics and automation technologies contribute to increased productivity and reduced errors in packaging and labeling processes.
- **Data Tracking and Analysis Technologies:** Data analytics tools help in understanding consumer behavior and guiding packaging operations more effectively.

Innovation and creativity through AI:

Technological advancements such as Artificial Intelligence serve as powerful catalysts for innovation and creativity in the packaging industry. By effectively utilizing data and analyzing trends, companies can innovate and develop new products while continuously improving their operations.

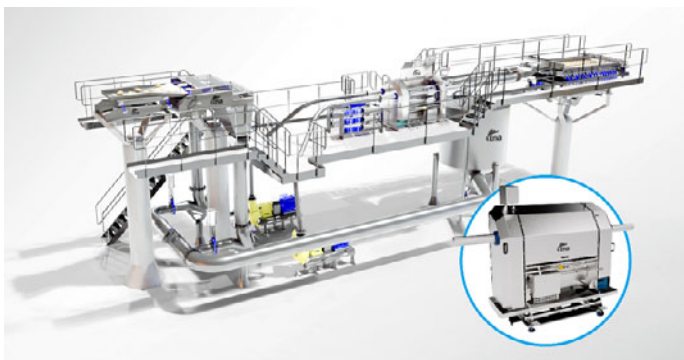
By harnessing the power of AI, companies can customize products and design innovative packaging solutions that better cater to consumer needs, providing a unique and engaging experience.

In conclusion, Artificial Intelligence emerges as a key driver of transformation and advancement in the packaging and labeling sector, facilitating process optimization and the development of innovative, environmentally friendly products. With innovative tools at their disposal, companies can achieve remarkable success and contribute to building a sustainable and creative future in the world of packaging and labeling.

For more information, contact Sarah Hudaib, Project Manager & Testing Technician at Jordan National Packaging Center (JOPACK), a WPO member, by e-mail jopacksec@gmail.com.

Technical Innovation

More efficiency for french fries processing



TNA Solutions, a WPO Corporate Partner, has revealed its latest innovation in french fries processing, delivering greater efficiency, flexibility and consistency. The new tna conti cut® hydro cutting system, with cutting-edge 'switcher' technology, was unveiled at Anuga FoodTec 2024 (19-22 March – Cologne). The new integral 'switcher' enables the hydro cutting system to easily deliver against the industry's highest output capacity (approx. 30 Mt/hr).

"With the global french fries market set to grow to over \$40bn in terms of value by 2027[1], our customers require solutions that deliver maximum capacity and the highest levels of efficiency and uptime," said Twan van den Berg, Global Sales Manager Processing at TNA solutions.

Switcher technology within the tna conti cut® delivers many benefits:

- Drive efficiency, productivity, reduced waste and uptime with designated alignment

tubes and integrated knife blocks. Both are exchangeable, depending on the final product to be processed and potato size used.

- Achieve the longest cut size possible when processing potatoes in high volumes through the alignment tubes.
- Add flexibility with an interchangeable knife block, enabling potatoes to be cut into different shapes and sizes, such as: sticks, wedges, and slices.
- Guarantee a smooth cutting surface with the tna conti-cut® hydro cutting system, resulting in less oil pick up compared to a mechanically cut surface, reducing oil usage and fat content.
- A blockage is detected by means of a pressure transmitter or flowmeter installed in the switcher (e.g. broken knives / product stuck in knife block).
- Maintain uptime as the switcher automatically rotates the revolver to a new alignment tube and knife block, allowing the operator to take out the clogged knife block and replace the knives.

"Compared with a mechanical cutter, where centrifugal force is used to drop potatoes randomly onto a high-speed rotating cutting head, the tna conti cut® hydro cutting system uses the alignment tube within the switcher to ensure the potato is consistently positioned lengthways to produce a longer cut," said van den Berg. "If we take strips as an example, this longer cut is vital when supplying customers such as quick service restaurants, that require the longest strips possible. The hydro cutter also creates a smoother throughput, which reduces oil usage, delivers a lower fat product and at the same time increases efficiency."

Working with TNA experts to determine the correct configuration for a specific french fries processing line is highly recommended. The process and technical expertise they can provide, along with a customer's in-depth knowledge of their operation, will ensure the resulting solution delivers above and beyond expectations.

"What we demonstrated at Anuga FoodTec, in addition to this cutting-edge innovation, is our in-depth understanding of the balance required to satisfy consumers and retailers, while keeping brands profitable," added van den Berg. "We use our capabilities, expertise and portfolio to deliver complete line solutions in partnership with our customers, drawing on our deep process knowledge to ensure any new technologies can be integrated with minimal operational disruption and maximum impact."

For more information about TNA Technologies, send an email to tna@finnpartners.com.

WPO & Unido

WPO and UNIDO in successful missions in Cambodia and Mongolia

In Cambodia the focus was to establish a Packaging Center



From February 17-25, WPO Vice President of Marketing, Soha Atallah, was in Cambodia as part of the UNIDO (United Nations Industrial Development Organization - www.unido.org) program to help establishing a Packaging Center. Her assignment was to validate the findings from the previous mission of WPO experts, by holding a workshop with the relevant SMEs as

well as on-site assessment of the identified host for the Packaging Center. She could assess the requirements and capacities in terms of staff and infrastructure of the host RUA - Royal University of Agriculture to establish the Packaging Center in Cambodia.

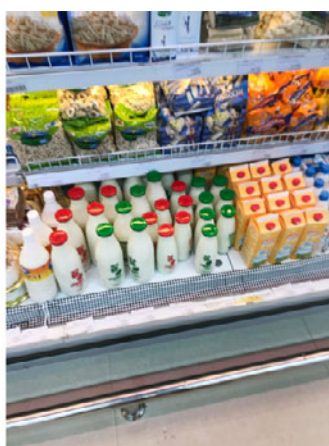
According to Soha, it was also possible to prepare a roadmap for this Packaging Center, with phase wise action plan, taking into consideration the existing capacity and the needs. The workshop, attended by around 50 professionals from the public and private sectors, SMES, and the academic institutions, validated the findings of the WPO expert. "WPO is supporting UNIDO in this project, in the packaging aspect, mainly in output 3*. This is the second WPO mission to Cambodia; the first one was in September 2023", reminds Soha.



UNIDO has already an active project in Cambodia that is co-funded by the European Union. The project "Cambodia CAPFISH capture: post-harvest fisheries development", has the following outputs:

- **Output 1:** Enhanced technical competence and sustainability of the Competent Authority and official control services supporting the post-harvest fisheries.
- **Output 2:** Enhanced private sector capacity to comply with international standards and market requirements relevant to the post-harvest fisheries.
- ***Output 3:** Enhanced business competitiveness of post-harvest fisheries through innovation and R&D.
- **Output 4:** Project management, monitoring and evaluation.

In Mongolia the goal was to help the food sector to achieve international standards



For the second time, WPO, in partnership with UNIDO, ended another successful project which goal was to help the food sector in Mongolia to achieve international standards through the development of practical guidelines, covering the production of safe food.

Although a non-resident agency in the country, UNIDO carries out its mandate in Mongolia, a member state since 1985, against the backdrop of the UN Sustainable Development Cooperation Framework (UNSDCF), and in close cooperation with the UN Country Team.

The project was conducted by WPO General Secretary, Johannes Bergmair, that explains: "There were a few steps in the project. We started reviewing all the project related documentation and liaising with national and international experts to have a clear understanding of the project scope. The result was two guides, one to compliance for the identified actors and another to best practices for the identified actors along the value chain." The guides are based on Codex/CAC/RCP 1-1969 and international best practices.

Just to remind, in November 2017, WPO and UNIDO signed a MOU (Memorandum of Understanding) for strategic cooperation in the field of packaging capacity building. The purpose is "to achieve the mutually declared objectives towards the operationalization of UNIDO's mandate for inclusive sustainable industrial development".

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