



AUGUST 2017 n° 32

*Better quality of life  
through better packaging  
for more people.*



## W P O N E W S

The Packaging Community Around the World

### President's Word

#### What a great year WPO is having!



Our meetings in Düsseldorf, during Interpack, were very successful and well-attended. Our working groups had lively and forward thinking meetings, with lots of participation. And we had a successful election of a new WPO President. (Congratulations to Pierre Pienaar who will take over on January 1, 2018.)

We have strengthened our relationship with our colleagues at Interpack and Messe Düsseldorf. We are preparing to sign an MOU with UNIDO regarding packaging training in developing countries.

Our WorldStar Awards ceremony was so well attended that we were, unfortunately, unable to accommodate all who wanted to be there. Finally, we accepted the first four recipients of our new Lifetime Achievement in Packaging award. Congratulations to Dharma Ratnayake from Sri Lanka, Anne Emblem from UK, Sergio Haberfeld from Brazil, and Soren Ostergaard from Denmark, all worthy recipients of this very special recognition.

And there is more to come yet this year. At our meeting in Rio de Janeiro, we will consider a new member application from the country of Jordan, and possibly from Saudi Arabia as well. Thanks to great work on the part of Soha Atallah from Lebanon, the Middle East may be opening up to WPO.

Nominations are now open for the next recipients of our Lifetime Achievement in Packaging Award. We have already received a few recommendations. I will be forming a new judging panel very soon.

So, it's fair to say WPO is moving forward, quickly. Thanks to everyone who does its part to make this happen. You should all be proud of what WPO is becoming within the Packaging Community.

See you in Rio!

***Thomas L Schneider, CPP***  
***President***  
***World Packaging Organisation***

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## **Around the World**

### **Inspiration from start up companies in Brazil**

WPO member in Brazil, ABRE (Brazilian Packaging Association) is developing a project to get the packaging industries closer to startups and scale ups companies. According to Luciana Pellegrino, Executive Director of ABRE and WPO VP of Marketing & Communication, "the objective is to sensitize packaging industry executives to new business approaches in order to prepare the companies to operate and compete in the new economy scenario in terms of innovation models, timing, engagement, collaboration, digital and technological platforms and solutions". The program is called "Scaled Up Endeavor Industry" and is supported by Endeavor, the major non profitable organization focused on the support of high impact entrepreneurship and entrepreneurs. For more information visit [www.abre.org.br](http://www.abre.org.br) or [www.endeavor.org.br](http://www.endeavor.org.br).

### **AIP showcased ANZ Save Food Packaging Design Award winners at Interpack 2017**



WPO member, Australian Institute of Packaging (AIP), headed to Interpack 2017 from May 4 to 10 to join 15 other countries from across the world to showcase the Save Food Packaging Award winners for Australia and New Zealand in the Save Food Org Pavilion. Winners showcased for the AIP included Fresh Technologies Ltd & Sealed Air Food Care for Fressure™ and Cryovac® Freshness Plus®, Woolpack Australia for Woolcool, DON KRC for Cryovac® Darfresh® Vacuum Skin Packaging, Botanical Food Company for Gourmet Garden Herbs & Spices, - SPC Ardmona for SPC ProVital® Easy-Open Portion Control Fruit Cup and SPC

Ardmona for SPC ProVital® Easy-Open Portion Control Fruit Cup. The AIP was the first country in the world to launch the Save Food Packaging Awards. AIP was located in WPO area within the Save Food Pavilion.

### **IoPP announces AmeriStar 2017 Packaging Awards contest winners**

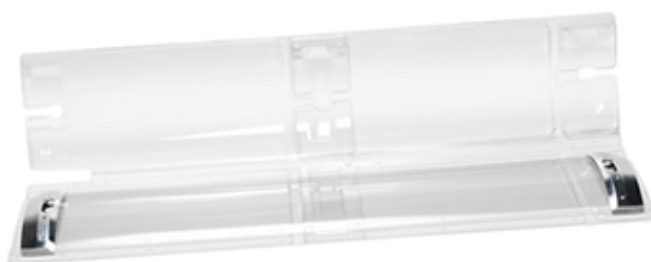
Judges at Iopp (Institute of Packaging Professionals), WPO member in USA, have selected 20 winning packages in its AmeriStar 2017 Packaging Awards content, selected from approximately 80 entries in a dozen categories. The winners include those for the coveted top three awards: Best of Show, Design Excellence and Sustainable Packaging.

The Best of Show Award honors a package that surpasses all judging criteria and that judges rated "outstanding" in every category. The Design Excellence Award recognizes the package that best integrates structure and graphic design. Judges look at in-store presentation and how the improved package functionality can persuade consumers to think about the product in a new way. The Sustainable Packaging Award honors the most resourceful package in the AmeriStar competition. Judges consider how packaging can reduce its impact on the environment, evaluating efficient energy usage; recycling efforts; and effective use of reusable, recyclable and eco-friendly packaging materials.

In addition, IoPP awarded four deserving packages in its annual Student AmeriStar Packaging Awards Contest. Video announcements of all award winners in the 2017 competition can be viewed on the [IoPP website](#). "These packages are truly the best of the best over the past year," says Jane Chase, head of the AmeriStar competition judging. "These outstanding packages are an inspiration to the industry. IoPP is proud to recognize the tremendous work done by the talented teams that worked so hard on these award-winning packages."



Best of Show Award winner: Locked4Kids Certified Child Resistant and Senior Friendly Reclosable Package, from Locked4Kids Inc



Design Excellence Award winner: Eaton's Neo-Ray Light Fixture, from Transparent Container Company



Sustainable Packaging Award winner: TempGuard

## Turkish packaging companies are successful at Interpack

Turkey's leading packaging companies participated in Interpack 2017 (May 04-10); there were 191 Turkish booths. Zeki Saribekir, President of Packaging Manufacturers' Association (ASD), a WPO member, drew attention on the significance of important fairs such as Interpack in furtherance of expansion of market share on behalf of Turkey with his own remarks. According to him, "We have completed the year of 2016 with accomplished foreign trade surplus valued at USD 647 million. Quality, rapidity, logistics and geographical location along with reasonable and competitive pricing makes us attractive before Europe".



In 2016, the packaging industry in Turkey achieved 1.9 million tons of packaging exported and generated USD 3.8 billion of export revenue. Zeki Saribekir emphasizes the fact that Turkey's packaging export has increased by 13% based on amount and by decreasing the import transactions in comparison to the previous year; the foreign trade surplus of the sector was USD 647 million. "We, as the packaging manufacturers progressively sustained our contribution aiming to narrow the foreign trade deficit in 2016 which is one of the most vexed issues concerning Turkey's economy and accomplished foreign trade surplus valued at USD 647 million. Furthermore, we have delivered an outstanding performance above the average of Turkey in terms of import based unit price which was recorded as approximately USD 2/kg."

## Jane Chase is new Executive Director of IoPP



WPO member in USA, IoPP (Institute of Packaging Professionals) has appointed Jane Chase, CPP, College of Fellows, as its new Executive Director; she succeeds Patrick Farrey. Chase's involvement with IoPP spans more than 20 years, in which she has served in a variety of important areas. She was a longtime member of the Board of Directors in various roles, including chair. Chase also has been an instructor for IoPP's in-person Fundamentals of Packaging Technology training course and head of judging for its annual AmeriStar packaging competition. She had lead roles in founding the Sustainable Packaging Technical Committee and establishing the IoPP Packaging Education Scholarship Fund, which supports packaging students and raises awareness of packaging as a career choice.

Over the years, Chase has served in roles of increasing importance in packaging development and innovation at companies including the Schwan Food Company, US Food Service, ConAgra Foods, Ecolab, General Mills and SC Johnson, where her specialties included structural design, packaging line efficiency improvement and strategic business development. "I am honored to serve as the Executive Director for such a fine organization," Chase says. "IoPP is a wonderful resource for packaging professionals, and we will continue to support packaging professionals at all stages of their careers."

## Save Food area at Propak Asia 2017

Australian Institute of Packaging (AIP), a WPO member, recently hosted a Save Food Packaging Zone at ProPak Asia to showcase all of the WorldStar Award winners from across the globe. Winners showcased for the AIP included Fresh Technologies Ltd & Sealed Air Food Care for Fressure™ and Cryovac® Freshness Plus®, Woolpack Australia for Woolcool, DON KRC for Cryovac® Darfresh® Vacuum Skin Packaging, Botanical Food Company for Gourmet Garden Herbs & Spices, - SPC Ardmona for SPC ProVital® Easy-Open Portion Control Fruit Cup and SPC Ardmona for SPC ProVital® Easy-Open Portion Control Fruit Cup.

The AIP was the first WPO member in the world to launch the Save Food Packaging Awards. Woolcool Australia also exhibited in the Australian Pavilion at ProPak Asia this year. It was also a uniquely-timed opportunity to advertise the WorldStar Awards, being hosted by the AIP in Australia in 2018, to the Asean region.

## Circular economy in Asia



On June 16th, IPF (Indonesian Packaging Federation), a WPO member, organised a half-day seminar on "Circular Economy in ASEAN" at Bangkok International Trade & Exhibition Centre, in Bangkok, Thailand, in conjunction with Propak Asia Trade Fair.

This seminar was attended by 55 participants from 08 countries - Thailand, Malaysia, Singapore, Colombia, Vietnam, Myanmar, Philippines and Indonesia. The participants were from packaging industry, consumable suppliers and brand owners such as food and beverage, health & nutrition and pharmaceutical industries, and also from research centres and institutes.

Due to the rise of the circular economy in Asia, more businesses are discarding the decades-old "take, make, waste" model in favour of the circular economy, where waste doesn't exist and products are kept in the market in one virtuous loop. Eco-Business looks at how this is spurring a new industrial revolution.

Two expert speakers, from Singapore and Thailand, discussed about Circular Economy in ASEAN. Circular Economy, as an alternative model decoupling growth from scarce resource use, provides the key to managing this challenge at both the macro and micro level, allowing economic development within natural resource limits and allowing companies to innovate to enable customers and users to do "more with less".

## Flexible packaging forum in Spain

Last June 8th, WPO member in Spain, Graphispac, organized, in Barcelona, the XII Spanish Forum of Flexible Packaging. Participants could get on touch with latest trends in flexible packaging. At the same occasion, the Liderpack 2017 Awards for packaging and P.O.P. have been launched. These awards recognize the most innovative packaging for products aimed at the final consumer or industrial sectors, distribution or logistic operations, as well as the best solutions for P.O.P. that move the buying decisions in the retail. The competition is open to manufacturers, designers, advertising and branding agencies or brands that have created or implemented packaging, labels, dosing systems, processes and P.O.P. elements.

There are also special awards for students. In the last Liderpack Awards, there were 113 entries of which 44 were awarded (30 in the specialty of packaging, 9 in P.O.P. and 5 in "Young design").

Finally, IEEE (Spanish Packaging Institute) celebrated a new Packaging Conference, with the aim of discussing the packaging industry and its prospects for the future. The conferences covered technology, manufacturing, packaging and related topics that affect the packaging industry. All events were carried out by IEEE/Asociación Graphispack to promote Hispack-2018, scheduled to May 8th to 11th. For more information visit [www.graphispack.org](http://www.graphispack.org).

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## From the board

### 2nd WPO meeting confirmed in Brazil

Rio de Janeiro, in Brazil, will host the 2nd WPO meeting of 2017, from November 06-10. The event is being organized by WPO local member, ABRE (Brazilian Packaging Association). Besides the Committees' meetings, the Board Meeting and WorldStar judging process, ABRE is also planning an international panel focused on global solutions in packaging that Saves Food. "The idea is to show the audience packaging solutions from around the world that help to prevent food loss and food waste", states Luciana Pellegrino, Executive Director of ABRE and WPO VP of Marketing & Communication, responsible for the events' organization. For more information contact [luciana@abre.org.br](mailto:luciana@abre.org.br).

### Next educational programs

Similar packaging training programs as the ones in Indonesia and Kenya, are scheduled for the following 12 months in Iran, Nigeria, China, Italy and Vietnam. WPO aim of this teaching and learning is to equip more and more people with a better understanding of the impact, the effects and the power of appropriate packaging. The ubiquitous pack can be a friend or a foe but with greater knowledge on its role from design to reuse, our world could solve many of its problems. The future of packaging and education in this field is exciting. For more information contact Pierre Piennar by e-mail [pierrepennar3@gmail.com](mailto:pierrepennar3@gmail.com).

### AIP to host the 2018 WorldStar Awards



The Australian Institute of Packaging (AIP), a very active WPO member, is pleased to advise that during Interpack 2017 it was formally announced that the Institute will be the host WPO member for the 2018 WorldStar Awards. The WorldStar Awards are run by WPO and is the pre-eminent international award in packaging. WorldStar illustrates the continual advancement of the state of packaging design and technology and creates a living standard of international packaging excellence from which others may learn. WorldStars are presented only to those packs which, having already won recognition in a national or regional competitions, are compared by an expert panel of judges to similar packs from around the world. The 2018 WorldStar Awards will run as a part of the biennial AIP National Conference which will be held on the May 02 and 03 at the Marriott Hotel, Surfers Paradise, Queensland.

## WPO new President

Pierre Pienaar, MSC, FAIP, CPP, Education Director of the Australian Institute of Packaging (AIP), a WPO member, has been elected as the next president of the Organisation. Pienaar, who is currently VP Education for the WPO, will take office in January 2018 when current president Tom Schneider's term ends. The appointment is timely, as Australia will next year host the prestigious WorldStar Awards, which coincides with the 100th WPO bi-annual meeting, and which will take place at Surfers Paradise, Queensland, in early May, alongside the biennial AIP National Conference.

"I'm excited to take on the new challenge and my overarching vision is to further education within the realm of the global packaging industry. WPO will encourage, as many countries as possible, to participate in this education revolution that will lead to finding better packaging solutions to reduce food wastage, reduce poverty improve lifestyles around the world," Pienaar said.

And adds: "In May next year, when the WPO holds its meeting and WorldStar Awards in Australia, it will be a wonderful opportunity to showcase the Australia and New Zealand packaging industry's expertise in designing world-class packaging solutions. On this occasion, at the AIP national conference, the WPO and the AIP will create a platform for ideas sharing on a global level, tying into the theme Packaging Globalisation."

Pienaar also said an important part of his role will be to raise the profile of the WPO as the leading global packaging industry organisation, and that the international event being staged in Australia next year will serve to raise awareness of the WPO in this important region.



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## Events

### Packaging show in Ghana

The German trade fair specialists fairtrade announced the 4th edition of agrofood & plastprintpack West Africa to take place on 05-07 December 2017 at the Accra International Conference Centre, in Accra, Ghana. The main reason is that producers of process and packaging technology are seeing great chances for business in Ghana and the surrounding West African countries. Some official national pavilions have been confirmed by Algeria, Belarus, France and the Netherlands, in addition to leading exhibitors from 10 countries.

According to VDMA (German Food Processing and Packaging Association), Ghanaian imports of process and packaging technology increased by 10% in 2016, reaching € 77 million; West African imports also went up by 10%, reaching € 557 million.

Also Ghanaian imports in the plastics, printing and packaging sector rise sharply last year:

- plastics technology up 4% - € 23.4 million;

- printing and paper technology up 32% - € 22.4 million;
- packaging technology up 2% - € 30.1 million.

Agrofood & plastprintpack West Africa 2017 is supported by the Ghanaian Ministry of Food and Agriculture and of Trade and Industry, the Delegation of the German Industry and Commerce in Ghana AHK, the French agrofood association (adepta) and AVEP (Asociación Valenciana de Empresarios de Plásticos). For more information visit [www.fairtrade-messe.de](http://www.fairtrade-messe.de).

## **International conference in food contact in Italy**

From September 20th to 22nd, the Italian Institute of Packaging, a WPO member, will accomplish the 4th edition of the International Conference Food Contact Compliance, in Baveno, Italy. The first day will be dedicated to materials not yet regulated by the European Union: adhesives, coatings, papers and cardboards. In particular for paper and cardboard, the ongoing work on the Resolution of the Council of Europe will be illustrated. Subsequent to that, the theme of biodegradable plastics in contact with food will be tackled. An entire afternoon session will in the end be dedicated to NIAS and mineral oils, including a summary of the contents that emerged at the Munich Conference (March 29-30, 2017).

On the second day, the focus will be the state of progress of EU regulations will be presented. The criticalities of the mistakes found in migration tests will then be focussed on. The difference in EU-US estimation of exposure for plastics will also be further gone into and the activities of the JRC and the network of the main national laboratories reviewed. Following that, the characteristics of Tenax as a stimulant for paper will be examined. The afternoon will be dedicated to the laws of some countries: USA, China, Mercosur, India and Russia. In conclusion, the state of the new Japanese legislation will be analysed.

On the third day, attention will be given to EFSA's future approach to food contact materials and the problem of inks (not yet regulated at European level) will be addressed. Particular importance will be given to the presentation on Bisphenol A and its regulatory status in the EU and US. The Conference will close with a round table discussion dedicated to the future developments of the European law on plastics, where the hopes and fears of some of Europe's leading experts in the field will be aired. Networking opportunities and social program are also scheduled during the three days of the conference.

For agenda and registration click the link [www.packagingmeeting.it/en/shop/conferences/international-conference-food-contact-compliance-en/](http://www.packagingmeeting.it/en/shop/conferences/international-conference-food-contact-compliance-en/).

## **Tokyo Pack 2018**

From October 02 to 05 2018, WPO member Japan Packaging Institute will organize Tokyo Pack with about 2,600 exhibitors and 70,000 visitors from all over the world. Exhibitors are expected to show present a variety of items including packaging materials and machinery to converting, packaging, distribution, environmental protection equipment. The show will serve as a platform for business negotiations and international exchanges, and contribute to the development of society from an international perspective. Tokyo Pack is considered one of the oldest packaging shows in the world with 51 years of history. For more information visit [www.tokyo-pack.jp](http://www.tokyo-pack.jp).

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## Education

### Packaging technology training in Indonesia

From February 07 -10, WPO was responsible for an international packaging training course hosted by the Indonesian Packaging Federation (IPF) and given by the Australian Institute of Packaging (AIP), both WPO members. The course took place in Yogyakarta, Java, with 52 attending; it is the 4th time WPO organizes a training course in Indonesia.

Indonesia is the world's 4th most populous country and packaging is a vital part of its industry and economy. "For this reason, the aim of the training was to equip participants with greater in-depth knowledge in order for them to tackle the challenges facing the packaging industry in their current environment and to prepare them for the competitive advantages emerging in the Association of Southeast Asian Nations (ASEAN) Economic Community Market. This WPO Packaging Technology intensive training course serves to grow participants' confidence in packaging capabilities, providing a level of insight and understanding of the packaging industry that adds real and measurable value to careers and businesses", states Pierre Pienaar, FAIP, CPP, and WPO Vice President Education.

And adds: "By far the majority of the students present were graduates in some field or other but their careers had found them associated with the packaging industry where they either feel overwhelmed or under-qualified or, by their own admission after a week's training, in a new situation where they discovered that they "never knew what they didn't know!!". Students' final project presentations reflected a high standard of input and learning.

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

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



## Packaging training in Africa I - West Africa

After three years, WPO was back in Lagos, Nigeria, supporting a training program in Packaging Technology given by Pierre Pienaar, WPO Vice President Education and member of AIP (Australian Institute of Packaging, a WPO member). It was a 3 days residential training program (RTP) in Food and Beverage Packaging Technology. Students were predominantly from Nigeria and more than ever before it was evident that there is a need, as well as a desire for some, to learn more in the science and technology of packaging. Besides Pierre, Kishan Singh from South Africa, also conducted the program.

The event was hosted by Ahmed Omah, from Nigeria Packaging Institute, another active member from WPO. Pierre Pienaar also participated in the Agrofood plasprintpack Nigeria 2017 giving the presentation on 'Ingenuity in Packaging Design'. Right after the show, the three day residential training on Cosmetic and Pharmaceutical Packaging Technology took place. "There is a significant amount of informal packaging happening in Central and West Africa as well as from what I was told throughout the African continent. This is where vendors buy in bulk and repack into small pack sizes for 'open market' sales. It is therefore in this area of packaging where support, advice and help are required. The mere fact that a RTP was run in Nigeria is a start in helping in packaging training in general. Lots more education is required at all levels of the packaging spectrum, i.e. formal and informal sector", states Pienaar.



## Packaging training in Africa II – East Africa

Another WPO packaging technology training program was given in Nairobi, Kenya, by Pierre Pienaar (Australia) and

Kishan Singh (South Africa); it was hosted by local WPO member, Institute of Packaging Professionals Kenya (IoPPK), represented by Joseph Nyongesa. The 42 students were predominantly from Kenya, but also from Nigeria and Tanzania. More than ever before it was evident that there is a need as well as a desire for some, across our globe, to learn more in the science and technology of packaging.

This RTP program covered a broad spectrum of packaging technology relating to the industries in Kenya; it showed the students how one can improve packaging, reduce costs, understand what packaging counterparts were doing in developed countries and how it is possible to improve packaging and reducing wastage.

There is a significant amount of informal packaging happening in East Africa as well as in the African continent. This is where vendors buy in bulk and repack into small pack sizes for "open market" sales. And it is this area of packaging that requires support, advice and help. The mere fact that a RTP was run in Kenya is a start in helping in packaging training in general. Lots more education is required at all levels of the packaging spectrum, in the formal and informal sectors.



Kishan Singh teaching some fundamentals of packaging



Pierre Pienaar teaching the attentive students



Attendees to the Packaging Technology training

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## WorldStar Awards 2018

### Entries for 2018 edition are open

WPO announced that the entries for WorldStar Packaging Awards are open and the closing date is 6 October, 2017. "We encourage every WPO member in the world to help us promote

the largest and most important global packaging award”, alerts Thomas Schneider, President of WPO.

Packages eligible for WorldStar are those that have already received a national award recognized by WPO. “In its 50th year, WorldStar is one of the major events of WPO and last year attracted 291 entries from 35 countries around the world. As always, our aim for our next competition is to increase the number of entries and countries participating”, adds Schneider.



There is also the new Lifetime Achievement in Packaging Award, in which WPO seeks to recognise practitioners from all corners of the discipline who have made a significant and nationally recognised contribution in packaging over a prolonged period of time. Previous unsuccessful nominations from WPO Members may re apply.

The calendar for WorldStar next edition is:

- **6 October 2017** - Closing date for entries which will be judged in Rio de Janeiro, Brazil, on the 9 November 2017.
- **December, 2017** – Results announced.
- **2 May 2018** - Awards Presentations and Gala Evening, Marriott Resort, Surfers Paradise, Queensland, Australia.

For general enquiries on the WorldStar Packaging Awards contact: Rachel Bayswater – [rachel.bayswater@iom3.org](mailto:rachel.bayswater@iom3.org) +44 1476 513885 or visit [www.worldstar.org](http://www.worldstar.org).

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## Interview

### The importance of getting a CPP designation



WPO member, the Australian Institute of Packaging (AIP), announced that Alex Fileczki MAIP, CPP, Engineering Manager: Mechanical and Process, Clover, attained his Certified Packaging Professional (CPP) Designation. In this interview, Alex talks about his career and packaging education and why the CPP designation is so important for the industry.

HOW LONG HAVE YOU BEEN IN THE INDUSTRY? WHAT ARE YOUR AREAS OF EXPERTISE?

I have been working in FMCG for nearly 15 years. My roles have included Engineering Project Management and Maintenance Management (on both Utilities and Packaging Equipment). For the last 3 years I have been a part of my company’s Development Engineering Department. We are responsible for providing Engineering assistance and guidance to the business (working closely with Packaging Development) for all new products and projects. We are also responsible for Standard Equipment Designs and the specification of new equipment. My area of specialisation is Packaging Equipment.

WHAT MADE YOU APPLY FOR THE CERTIFIED PACKAGING PROFESSIONAL DESIGNATION?

I was looking for an internationally recognised Packaging Certification that would help with day-to-day work and improve my ability to assist our Packaging Development Department.

## HOW IMPORTANT IS ATTAINING THE CPP DESIGNATION TO YOU AS AN INDIVIDUAL?

The importance for me lies in the fact that the CPP Certification allows people in industry to see that I have an extensive understanding of Packaging. I believe that the CPD element of the Certification will ensure that I personally ensure the continued development of my packaging knowledge and also that I keep up with new developments and trends within the Packaging world.

## HOW IMPORTANT IS THE CPP DESIGNATION FOR THE GREATER RECOGNITION OF PACKAGING PROFESSIONALS?

I think that since the CPP Certification is internationally recognised and well managed, it means that industry can use it as a reliable benchmark of an individual's Packaging knowledge.

Attaining the CPP® designation is an excellent investment in your professional development and the credential defines the packaging professional and allows organisations to seek out and hire the right professional based on verified knowledge, skills and industry contributions. Using the CPP® program to assess and evaluate one's professional competency validates you as internationally proficient as a packaging professional; a cut above your peers. The Certified Packaging Professional (CPP)® designation is a registered trademark of the Institute of Packaging Professionals (IoPP) and is now internationally recognised by IoPP, AIP and the WPO.

For more information on the Certified Packaging Professional (CPP) visit

<http://aipack.com.au/education/certified-packaging-professional-cpp/>.

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## Message from General Secretary

### Successful participation at Interpack 2017

*Keith Pearson\**

The WPO meetings at Interpack during May 2017 went off very well and members once more participated in communicating and decision making. A number of the members reported successful time during their participation at their booths.

Pierre Pienaar, from AIP (Australian Institute of Packaging), was confirmed as the new WPO President for the period 2018-2020. Pierre has been the vice president of education and has strengthened the WPO global education outreach during his term in office.

The Certified Packaging Professional program, a partnership with IoPP (Institute of Packaging Professionals), from USA, has three members participating with five WPO members considering joining the program.

A highlight was the newly formatted WorldStar Awards. There were 400 attendees at the evening, coming from 35 countries, sharing in the excitement as WorldStars were awarded to deserving companies and individuals. What a thrill it was to listen to the speech of the WorldStar Student winner, from China, and of the Lifetime Achievement in Packaging awardees from Sri Lanka, Dharma Ratnayake and from Sweden, Soren Ostergaard; there were also awarded Anne Emblem (UK) and Sergio Haberfeld (Brazil) that were unable to attend the ceremony.

At Interpack, WPO was also a strong supporter and partner with Messe Düsseldorf, in the "Save Food" exhibition. Meanwhile, there have been a number of organizations who are showing interest in becoming members of WPO and it is anticipated that there will be some new members joining WPO during the meeting in Rio de Janeiro (6-10 November 2017). At this meeting, Tom Schneider will hand over the leadership of WPO to Pierre Pienaar. The board of directors will also participate in the WorldStar adjudication; winners of WorldStars will receive their awards in Australia, in May 2018.

*\*Keith Pearson is WPO General Secretary (glacier@tiscali.co.za).*

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## Special Article – Sustainable Design

### International student congress: sustainable design combating refuse in the sea

There has never been a meeting like it in Germany: 60 packaging technology students from all of the six universities offering this course of study in Germany met up for a congress on the future viability of packaging. With their professors and teachers, representatives of packaging manufacturers and bottlers, NGOs – and all with an international presence!

***By Norbert Völl***

A total of almost 120 participants met in Berlin to discuss the sustainable design of packaging for the "student congress 2017 packaging, environment, future" and to learn more about the value chain of packaging and how packaging design makes a difference. The congress was organised by the German Packaging Institute (dvi), a WPO member, and the Grüne Punkt.



Fascinating lectures by companies and representatives of non-governmental organisations (NGOs) provided information on the latest developments in packaging. Immo Sander of Werner & Mertz (the "Frosch" brand) presented their "recyclate initiative", which among other things uses plastics waste from yellow recycling bins as the raw material for its new "Frosch" bottles. In the meantime, the packaging of several "Frosch" product lines consists entirely of recyclates – right up to bottle caps made from recycled plastic.

Torsten Matthias (FRoSTA AG) told the audience about the company's commitment to sustainable design with its packaging solutions. The frozen food specialist's packaging needs to meet many requirements as the product is often prepared in the microwave or in the oven. Despite this, the packaging is significantly less polluting and now more recyclable than before.

## Recycling made easier

National and international standards for the recycling and further development of packaging have been presented in two presentations by the German Institute for Standardisation (DIN), who hosted the congress. "We can teach students how norms and standards can help make the environment safer, make recycling easier, and align manufacturers to standards to help achieve sustainable recycling," said Christoph Winterhalter, Chairman of the Executive Board at DIN.

## Interaction in workshops and the "World Café"

Some manufacturers have already gone a long way, as the examples of Werner & Mertz and FRoSTA show. Other big companies took advantage of the opportunity to get in touch with the new talent present at the student congress: leading employees such as Christian Detrois, from Nestlé Germany, Jürgen Dornheim, from Procter & Gamble, Caroline Babendererde, from Tetra Pak Germany and Patrick Pundsack, from the packaging manufacturer Mondi, worked with the students to make distinct progress towards sustainable packaging solutions in workshops, and to discuss the obstacles as well as enabling factors.



The presentations given by Jo Ruxton and Professor Wahyu Supartono show how urgently these steps need to be made: Ruxton has produced the film "A Plastic Ocean", in which her team has filmed the impact of rubbish in the sea around the world. The participants were visibly impressed by the former BBC journalist's presentation, which included images of the consequences of rubbish dumping, the main causes of which are growing consumption and lack of development in local waste management and recycling. Professor Supartono described the situation in his native Indonesia using a real-life example. Supartono is involved in a number of initiatives, including one to promote the recycling of plastic waste, which involves a collection office paying small amounts for collected plastic waste. This helps the environment by reducing the amount of waste as well as providing the collectors with a supplement to their low income.

## Approaches to increase the quality of life

The Indonesian authorities are also increasingly trying to address the problem of waste. As a consequence, some important river banks and other land have been cleared of refuse, which also improves peoples' quality of life. "This is actually precisely why I chose packaging technology as a subject," said one participant regarding the reports from the Pacific region. This is exactly what the student congress aims to achieve: to make it clear how comprehensive concepts for sustainable packaging contribute to solving global problems.

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