



*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

## WPO, it is all about packaging and friendship!

Pierre Pienaar\*



What a wonderful time was had by all those that took the long trip down to the bottom of the world, to Australia, in May, to attend the WPO Board meetings, the various WPO Workshops discussions, the Global Packaging conference and the star-studded WorldStar Awards evening. Each of these events were held at the ultimate Australian holiday destination, the Gold Coast. It was a week of making new friends, rekindling old and above all learning more about packaging across our globe.

This was the first occasion for the new Executive Committee to meet in person, the first occasion for the Board to meet under

new leadership, the first time that Australia (AIP) could hold their national Awards on the same night as the WorldStars and the first time that many of the visitors not only saw a koala but in fact held one.

This was the 100th Board meeting of the WPO and will certainly be one that will be remembered for some time to come. Thank you to all those that attended this week that culminated in a tour to see all those strange animals indigenous to Australia followed by a great send off to all the visitors who saw the show: Australian Outdoor Spectacular on their final night in the country.

Various members have been representing WPO at packaging events around the world these past few months and it is pleasing to see how willing each goes about this role. To mention a few events where the WPO flag flew high: Tunisian Starpack 2018, Anuga FoodTec in Cologne, Latin American Packaging Congress in Mexico, Innopack 2018 in Mumbai, IPACK-IMA 2018 in Milan, PropakAsia 2018 in Thailand, Fispal Tecnologia in Brazil, Student StarPack Awards in Lebanon, HavanaPack in Cuba, and the list goes on.

I am extremely pleased with the team that helps me lead the WPO, they do it passionately and selflessly. We have much planned over the next 3 months and I will be sharing some of those exciting ventures in the following addition. For now enjoy reading what is happening at the moment and I encourage you all to become involved in a great family of packaging.

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## Around the World

### StarPack Award ceremony in Lebanon



With the support of UNIDO, WPO member in Lebanon, LibanPack ([www.libanpack.org](http://www.libanpack.org)), accomplished the Award Ceremony and Exhibition of the 2nd edition of Arab StarPack on the end of June at Union of Arab Chambers, in Beirut. The event, as well as the Award, are coordinated by WPO Vice President of Conferences, Exhibitions and Awards and Executive Director of LibanPack, Soha Atallah.

WPO Ambassador, Chakravarthi Avps, represented WPO at the Arab Student StarPack 2018 ceremony. This year, the competition joined Student packaging projects from 12 Arab countries.

### CROPAK and REGPAK, the packaging awards in Croatia



Like every year, this year WPO member in Croatia, Tectus Ltd, Institute of Packaging and Graphic Arts Tectus – latT ([www.ambalaza.hr](http://www.ambalaza.hr)), had the local packaging competitions, CROPAK and REGPAK, and awarded the best packaging on the region (Croatia, Bosnia and Herzegovina, Macedonia, Serbia and Slovenia). Organized for the 15th year, with the support of the trade magazine Ambalaža/REGprint, the awards ceremony took place during our FEST.A PAK&PRINT 2018 event.

140 participants and guests from over 50 companies and institutions from Croatia and abroad attended the award ceremony. The founder of the Packaging and Printing Institute Tectus -latT, a board member of the WPO and a member of the Jury for WorldStar's World's Best Packaging Award, Drena Milijević opened the award ceremony and welcomed the guests.

The number of packaging entries registered and assessed at the 15th CROPAK award for the best packaging in Croatia and REGPAK the best packaging in region exceeded 200. Prizes were awarded in 12 categories, whereas the best of the best received the CROPAK OF THE YEAR 2018 award.

An special attention was given to the extremely valuable "Save Food" category and the winners were the Croatian companies PIK Vrbovec d.o.o., Vrbovec and Žito d.o.o., Osijek (photos below). The modified atmosphere of the packed product and packaging materials with exceptional barrier properties extend the expiration date and prevented food degradation. By means of this award, these companies became visible in the global "Save Food" initiative and obtained the right for direct nomination to the Save Food WorldStar competition.



Another important category is the Consumer's Choice carried out in cooperation with the local market research agency Henda d.o.o.. The research was conducted in the period May 18 - 25 with 400 consumers. A standardized questionnaire was used to evaluate a range of packaging features: product protection, declaration and product labels and readability, convenience of handling, design, trademark recognition, purchase incentives, and general impression. Consumers have equally evaluated the packaging of 2 products,

which received a fully equitable award. The winner of the Consumer's Choice and CROPAK of the Year 2018 categories was the box for cheese from Island Pag.



The success was also huge in REGPAK 2018 competition. There were more than 100 nominations in the contest for the best packaging in the regional market. Nominations came from Bosnia and Herzegovina, Macedonia, Slovenia, Serbia and Croatia and were proposed by selectors from each of the respective countries, members of the International Jury.

Two REGPAK 2018 nominees were awarded.

- The award for the best packaging for a single product went to Obrt Zure from Croatia, for the product "Quinta Essentia Champagne Zure"
- The award for the best packaging for product Series of products went to Konkam Jožef Drešar s.p. from Slovenia, for the „Madres“ Series of products



All winners can be seen at:

<http://www.ambalaza.hr/UserFiles>

[/file/ambalaza/festacropak/2018/Dobitnici-2018-slikovni-materijal.zip](http://www.ambalaza.hr/UserFiles/file/ambalaza/festacropak/2018/Dobitnici-2018-slikovni-materijal.zip)

## Greece discusses the 4th Industrial Revolution, Industry 4.0

The Association of the Greek Manufacturers of Packaging & Materials (AGMPM - [www.pac.gr](http://www.pac.gr)), a WPO member, and the Association of Greek Chemists, following the international developments in the technology field, co-organized in the framework of their cooperation, the 1st specialized laboratory on the 4th Industrial Revolution.

The aim is to comprehend on time and valid information on the integration of robots in complex manufacturing environments, and the digital transformation of industry, the digital transformation of manufacturing and the security mechanisms using artificial intelligence, and for the virtual "cloud" storage.

To support the project, a training portal on the 4th Industrial Revolution has been set up at AGMPM website. In this specific folder, only a small part of the available bibliography is linked to members and partners ([www.pac.gr/industry4.php](http://www.pac.gr/industry4.php)). The event's speeches can be viewed on the Bodossaki Foundation's website: <http://www.blod.gr/lectures/> or [www.blod.gr/lectures/Pages/viewevent.aspx?EventID=780](http://www.blod.gr/lectures/Pages/viewevent.aspx?EventID=780).

## IoPP names winners of 2018 AmeriStar Awards

The Institute of Packaging Professionals (IoPP – [www.iopp.org](http://www.iopp.org)), a WPO member in the USA, has announced the winners in its 2018 AmeriStar Package Awards Competition. Each of the 21 winners becomes eligible for the WPO WorldStar Competition.

AmeriStar judges considered more than 70 packages for nine category awards, four student awards and the competition's top three awards, the Sustainable Package Award, the Design Excellence Award and the Best of Show Award. A roster of 16 judges from various segments of the packaging industry evaluated this year's entries in person, examining package innovation, product protection, economics, performance, marketing and environmental impact.

The 2018 competition includes the first AmeriStar Award given in the Packaging That Saves Food category, which IoPP introduced to the AmeriStar Package Awards Competition in 2017 as part of WPO's Packaging that Saves Food initiative. The winner is from the Food Service subcategory.

[See which packages won AmeriStar Awards.](#)

## Introducing PackChat, IoPP's members-only community website

WPO member in the USA, the Institute of Packaging Professionals (IoPP – [www.iopp.org](http://www.iopp.org)) has launched PackChat: a private community website where IoPP members can discuss and problem-solve everyday packaging challenges. The website features segmented communities, and members can join only the ones they want to engage with. Users can also add connections and talk with them one-on-one for a more personalized networking experience. Nonmembers and IoPP affiliates can view some elements of the new website, but only Regular, Premium and Elite IoPP members can participate.



[View the PackChat website.](#)

## The success of Hispack 2018



The digitization of the industry, sustainability, logistic efficiency and the improvement of the experience of use of packaging have been the main concepts that marked Hispack 2018 held from 8th to 11th May, in the Gran Vía venue of Fira de Barcelona, organized by local WPO member, Asociación Graphispack ([www.graphispack-asociacion.com](http://www.graphispack-asociacion.com)). Throughout four days of intense activity, the fair has brought together the entire packaging ecosystem of Spain, promoting professional networking and creating an

atmosphere conducive to business and trade agreements. Hispack 2018 has been the best thermometer of the dynamism of the packaging industry that moves more than 20,000 million euros per year in Spain.

With the participation of 843 direct exhibitors from 24 countries that occupied a total of 39.257 square meters net, Hispack exhibited different technologies, materials and packaging solutions taking into account the entire life cycle of the packaging and its interconnections with other production processes and with the supply chain.

During the trade show there were some conferences in the Packaging & Shopper Marketing Zone and also addressed the issues related to packaging as an element of marketing and sales and its relationship with retail, as well as the influence of graphic technology in the production of packaging, containers and labels.

Hispack was also the perfect environment to the 2017 Liderpack Awards ceremony, the most important packaging and POS local award; a total of 29 packages were awarded. Of those 29 Spanish winners, 11 of them participated in the Worldstar, and finally 9 were recognized with an award. Asociacion Graphispack has already launched Liderpack Awards 2018 which jury session is planned to the beginning of September.

Mr. Javier Riera-Marsá has finished the presidency of Hispack and ASOCIACION GRAPHISPACK through the Spanish Institute of Packaging and Packing will propose a new person for the position.

The packaging industry maintains its good run, occupying an increasingly strategic position in the value chain of large consumption. All the decisions related to placing a product in the market happen in a non-negotiable way for the development of the most suitable packaging solution. The turnover has increased progressively, which allows to consolidate four consecutive years upwards after a recession already distant in the time. The slowdown in the growth rate of exports to 1,6%, as a result of returning the focus to the domestic market, contributes to the mentioned moderation. All this is corroborated by the data collected by the Spanish Institute of Packaging and Packing.

## Packaging competition in Turkey



([www.ambalaj.org.tr](http://www.ambalaj.org.tr)) finished, in the end of June, two days of professional jury meeting of the Turkish Packaging Competition, Crescents and Stars of Packaging 2018. All winners are eligible to WorldStar Awards from WPO.

This great work is coordinated by ASD Executive Director and WPO Vice President Education, Aslihan Arikan.

## AIP has a new Constitution

The Australian Institute of Packaging (AIP – [www.aipack.com.au](http://www.aipack.com.au)), WPO member, has a new Constitution which was unanimously approved by members at the recent AGM. This is the first time in 30 years that changes in the Constitution have been approved.

The Constitution was reviewed by members Ian Fletcher, Richard Mason, Allan Kenny and many others in 2010, but the laws of NSW had changed making further changes necessary before submitting it to members. AIP engaged Mills Oakley to prepare a Constitution that addressed the issues.

New Modern AIP Constitution includes:

- Updated Association objective – To influence regional and global packaging communities.
- Allowed members to proxy vote.
- Added Certified Packaging Professional as a membership grade.
- Aligned the 2-year cycle of regional committees with the National Board.

Other issues like By-laws, Roles and Responsibilities and Policies and Procedures will be drafted and submitted to the National board for ratification but they will be outside the Constitution.

The New AIP Constitution has the following outcomes:

- Meets current best practice in corporate governance.
- Retains AIP internal governance.
- Complies with the laws of NSW.
- Easy to read with simplified structure.
- Protects AIP assets.

## From the board

## WPO at Fispal Tecnologia 2018, in Brazil





In the end of June, WPO participated at Fispal Tecnologia 2018, the largest and most important processing, packaging and logistics show, for food and beverage industries, in Brazil. WPO booth was strategically located at ABRE´s Lounge, an area dedicated exclusively to packaging, inside the show. At ABRE´s Lounge, besides a Circuit of Presentations, it took place the Popular Vote for the ABRE Award of Brazilian Packaging. Winners are also eligible for the WorldStar Award, the global packaging award, organized by WPO.

ABRE (Brazilian Packaging Association – [www.abre.org.br](http://www.abre.org.br)) is WPO local member and its Executive Director, Luciana Pellegrino, is also WPO Vice President Marketing. According to her, the focus of WPO participation at Fispal Tecnologia will be the promotion of Save Food and Sustainability issues, as well as the opening registration for WorldStar Award 2019.

## WPO members participate in international events



Between February and April 2018, some WPO members participated in exhibitions and seminars, representing the Organization and promoting the importance of packaging. At PlastIndia 2018 (February 7-12 - Gujarat state, Western region of India), the Director of the Indian Institute of Packaging, Dr. N. C. Saha, a very active Board Member of WPO, organized the WPO Save Food area. Prolonging the model from Interpack 2017, the area presented solutions on packaging to prevent food waste. 18 WPO members - Argentina, Australia, Austria, Brazil, China, Croatia, Czech Republic, Finland, Germany, India, South Africa, Spain, The Netherlands, UK, USA, APO (African Packaging Organization) and APF (Asian Packaging Federation) were represented in the Innovation area at PlastIndia.

WPO was also represented in another event in India, the CII National Packaging Conference 2018 (February 09 - 10, Chennai). At this occasion, WPO Ambassador, Chakravarthi AVPS, reinforced the importance of packaging and the importance of having a structure like WPO working on packaging education programs around the world. "This conference aimed to serve as a platform for sharing knowledge, business and technology identification, create awareness among the end-users and consumers on current trends in packaging, understand from experts, industrial, government and key stakeholders on the best practices, global standards and emerging norms in packaging, support industries in adoption of advanced technology and unique ideas, and forging partnerships for collaborative business and research amongst industries, institutions, innovators etc."



In April, WPO was represented in the 2nd Latin American Summit on Innovation in Plastic Packaging, in Mexico city. WPO General Secretary, Johannes Bergmair (Austria) and WPO Vice President of Marketing, Luciana Pellegrino (Brazil), were speakers. The titles of their presentations were, respectively, "World innovative plastics packaging that fights hunger, reduces food waste and improve social conditions" and "Innovating in packaging in the context of circular economy".



June was the month of ProPak Asia 2018 in which WPO President, Pierre Pienaar, participated together with WPO Ambassador, Chavrakarthi avps (India) and with WPO member from Indonesia, Ariana Susanti. The show took place in Bangkok, Thailand. At the occasion, Pierre delivered a presentation at the Asia Drink Conference about "How smart is Smart Packaging: a science perspective". He was also one of the speakers at the seminar "Packaging in the Circular Economy: a sustainable business", organized by WPO members Indonesian Packaging Federation and Asean Packaging Federation. Chakravarthi was the keynote speaker in the Circular Economy conference. Pierre also conducted a day of training in "The role of Packaging in minimising Food Waste". All WPO representatives could also participate at the ceremony of ThaiStar Packaging Awards and AsiaStar Awards 2017.

## An intense program for WPO week in Australia

From April 29 to May 4, 33 WPO members, representing 20 countries, joined on the Gold Coast, Australia, to participate in the 100th WPO Board Meeting, scheduled to May 1st. On April 30, WPO Working Groups – Education,



Marketing and Sustainability – discussed the ongoing projects and proposed new actions in the subsequent Board Meeting.

The Australian Institute of Packaging (AIP – [www.aipack.com.au](http://www.aipack.com.au)), a very active WPO member, host the entire program which included 2018 WorldStar Packaging Awards

ceremony. On the night of May 2, a Gala Dinner took place to announce both WorldStar and 2018 PIDA Awards´ winners, the local packaging competition open for packaging projects from Australia and New Zealand.

The week was completed with 2018 AIP National Conference. Only held every two years, the 2018 conference joined 56 speakers from 19 countries over two days. Focused on packaging designers, technologists, engineers, sales and marketing people, the biennial AIP National Conference is the largest packaging and processing conference of its kind in Australia and New Zealand. Run by industry for industry the Conference has been leading the way in professional and personal development for decades and is a part of the annual Packaging & Processing Week.

In 2018 the AIP National Conference offered some unique programs and initiatives outside of the two-days educational program. These included all WPO activities and PKN Packaging News Women in Industry Breakfast Forum. Other activities were Fundamentals of Packaging Technology interactive residential training session, by WPO member in USA, IoPP (Institute of Packaging Professionals – [www.iopp.org](http://www.iopp.org)), and five international editors from the International Packaging Press Organisation (IPPO) as guest speakers during the two days.

## WPO congratulates Kishan Singh



WPO ambassador, Kishan Singh, from South Africa, is the first packaging professional in the country with a CPP – Certified Packaging Professionals certificate. Kishan is a very active WPO member and one of the main instructors for the packaging education programs that WPO carries around the world, especially in developing countries.

Through the packaging education programs WPO focus in achieving its main mission “Better quality of life through better packaging for more people”. In fact, packaging education is a key issue for WPO. For 2018, the Organization has six Packaging Technology Training Programs approved. The first one took place in April, in Indonesia, by the name of Global Food Packaging Technology & Trends; it joined 30 students.

The trainer was exactly Kishan Singh. Some of the topics were Food Packaging Materials, Food Safety, Food Contact Regulations in Europe and Asian countries, Packaging Logistics for improving performance in supply chains and Quality Management.

The other Programs are planned to take place in Nigeria, China, Iran, Morocco and Turkey.



## WPO represented at HavanaPack 2018

For the first time, WPO was represented in a packaging show in Cuba. The event was HavanaPack 2018, that took place in the end of June, in Havana. Silvio Colombo, from IAE (Argentinian Packaging



Institutue – [www.packaging.com.ar](http://www.packaging.com.ar)), WPO member in Argentina, was a speaker in one of the official conferences of the trade show.

## Education

### First WPO packaging training course of 2018 is a success in Indonesia



WPO Education team, coordinated by the Vice President Education, Aslihan Arikan (Turkey), is working in 3, 4 and 5 days Packaging Technology Training Courses amongst the WPO member organizations. The purpose of those training courses is to increase and develop professional knowledge and competency of packaging industries' employees, other professionals in related industries and also university students.

The 1st program run in April 2018, in Indonesia by the name of Global Food Packaging Technology & Trends. The trainer was Kishan Singh, WPO Ambassador, from South Africa. Some of the topics were Food Packaging Materials, Food Safety, Food Contact Regulations in Europe and Asian countries, Packaging Logistics for improving performance in supply chains and Quality Management. There were also the participation of guest speakers from industry. Host institution was the Indonesian Packaging Federation, also a WPO member. The training program was successfully performed with 30 students.

Other approved programs for the first half of 2018 are:

- Packaging Technology Training Program - Nigeria
- Packaging Technology Training Program - China
- Packaging Technology Training Program - Iran
- Packaging Technology Training Program - Morocco
- Packaging Technology Training Program - Turkey

Some new education initiatives are being discussed and planned in Asia, North & Sub-Saharan Africa, Central & South Americas and Eastern Europe.

For more information, send an e-mail to Aslihan Arikan [a.arikan@worldpackaging.org](mailto:a.arikan@worldpackaging.org).

## Sustainability

### The status of packaging recycling in Turkey

In order to contribute to the development of packaging industry in Turkey and to give an

identity to the industry, the Turkish Packaging Manufacturers Association (ASD – [www.ambalaj.org.tr](http://www.ambalaj.org.tr)) pointed out the importance of using packaging on June 5, the World Environment Day. The General Secretary of ASD, Aslihan Arikan, that is also WPO Vice President Education, emphasized that economic benefits are obtained and environmental pollution is prevented by recycling packaging to the environment.



The General Secretary of ASD,  
Aslihan Arikan

"We as a society need to pay attention to recycling of packaging waste," Arikan said, underlining that packaging ensures that products are delivered to consumers in a healthy and clean way without any contact. She underlined that no packaging is garbage and that packaging and recycling is not a burden to the environment; on the contrary, packaging is the material that creates an economy on the World Environment Day, which is celebrated with various activities worldwide to raise awareness of the public on environmental problems.

Arikan also highlighted the importance of two aspects in packaging production, namely "sustainability" and "environment". Informing that very comprehensive works are being carried out for packaging production by using materials as minimum as possible, she noted, "Throwing the packaging out does not only damage the future of world but also our country and economy. Today, when we recycle 1 aluminum beverage can, we can produce an energy to operate a TV for three hours. Or we can recycle 1 ton of paper to protect 17 trees from cutting.



"The Turkish waste management and recycling sector has become a market of 5 billion Euros. But we are still at 50% level in recycling. So we have quite a way to go."

Another area that ASD is working is informing about packaging and environment and distributing to schools the complimentary children's handbook "Things We Should Know about Packaging and Environment". The Association produced a film on packaging and environment that can be accessed at <https://www.youtube.com/watch?v=Sn0VVj6xfew>

## WorldStar

## WPO announces winners of 2018 WorldStar Packaging Awards during a Gala Ceremony in Australia





Highlights of the Awards Ceremony visit:

<https://www.youtube.com/watch?v=CW0lw82JAwc&feature=youtu.be>

On 2 May, 2018, over 500 people attended the WorldStar Awards Presentations & Gala Dinner, the most important global packaging competition in the world, organised by the World Packaging Organisation. During the ceremony in Gold Coast, Australia, 65 winners from a total of 200 awarded packages were present in the ceremony, representing 22 countries.

Also taking place during the week were the AIP celebrations, recognising their PIDA Award Winners during the same evening as the WorldStar Awards and a 2 days AIP National Conference – Packaging & Processing Week, organised and hosted by the Australian Institute of Packaging (AIP), a very active WPO member.



Besides the normal WorldStar categories – Beverages, Electronics, Food, Health and Personal Care, Household, Labelling & Decoration, Luxury, Medical and Pharmaceutical, Other, Packaging Materials & Components, Point of Sale and Transit – the winners of the Special Award categories were announced, those being the President’s Award, Sustainability, Marketing and Packaging that Saves Food. CLP Industries Ltd., Israel picked up the Gold President's Award for their iPaint – an innovative product which revolutionizes the way consumers paint their homes. Full details of the winners can be found at [www.worldstar.org](http://www.worldstar.org).

Three winners out of the four awarded were present on the evening to receive the Lifetime Achievement in Packaging Award. This award was established last year with the aim of acknowledging and rewarding excellence in all aspects of packaging science, technology, design and application across every country around the world”.



Left to right, Professor Pierre Pienaar, Miklos Galii, Helmut Meininger & Harry Lovell

The judges, from all over the world elected: Miklos Galii (Hungary), Helmut Meininger

(Austria), Harry Lovell (Australia) and Lars Wallentin (Switzerland), "The Award is a great honour and appreciation for me and my colleagues, who were working with me on sustainable packaging solutions", reported Miklos Galli.

## WorldStar Packaging Awards 2019 are open for entries

"We encourage every WPO member across the globe to help us promote the largest and most important global packaging award", alerts Pierre Pienaar, President of WPO.

Packages eligible for WorldStar are those that have already received a national award recognised by WPO, a list of which you will find below. "In its 51st year, WorldStar is one of the major events of WPO and last year attracted over 300 entries from 38 countries around the world. As always our aim for the next competition is to increase the number of entries and countries participating", adds Pienaar.



Entries for the 2019 competition end on 20 September and the packages will be judged in Jinan, China, on 24 October, during the 2nd WPO Board Meeting of 2018. All results will be announced on December and the Awards Presentations and Gala Evening will take place on May 2019, in Prague, Czech Republic.

Find below a complete list of packaging competitions around the world that are recognized by WPO and which winners can be eligible to WorldStar Awards.

### Worldstar Awards recognised awards competitions eligible to enter the Worldstar Awards

Estrella del Sur	Argentina
Asiastar	Asia
Afristar Awards	Africa
Australasian Packaging & Processing Innovation and Design Awards (PIDA)	Australasia
Austrian Packaging Award / Staatspreis Vorbildliche Verpackung	Austria
Golden Pixel Award	Austria
Green Packaging Star Award	Austria
Wellpappe Austria Award	Austria
ABRE´s Brazilian Packaging Award I Prêmio ABRE da Embalagem Brasileira.	Brazil
Embanews	Brazil
ChinaStar	China
PackStar	China
Cropak	Croatia
Regpak	Croatia

Obal roku	Czech Republic
Design Touch	Czech Republic
EFAA Award - Alufoil Trophy	Europe
AEROBAL Award	Europe
ETMA "Tube of the Year"	Europe
Sustainability Awards, Packaging Europe	UK
Etoiles de l'Ondulé	France
Deutscher Verpackungspreis / German Packaging Award	Germany
German Design Award	Germany
Innovation Award 'Golden Welle'	Germany
iF design award iF communication award	Germany
PackTheFuture	Germany
Superstar, display Verlags GmbH	Germany
Ghana Pack	Ghana
Greek Packaging Star / Hellenic Stars	Greece
Hungaropack	Hungary
Indiastar	India
National Awards for excellence in printing	India
PACKINDOSTAR	Indonesia
IranStar Packaging Award	Iran
Israel Star	Israel
Oscar dell'imballaggio	Italy
A' Design Award	Italy
Japan Good Packaging	Japan
Good Design Competition	Korea
Korea Star Award	Korea
Latvia Star	Latvia
Envase Estelar (AMEE)	Mexico
De Gouden Noot	Netherlands
Art of Packaging	Poland
Packstar	Poland
Grand Star Russia	Russia

ProdExtraPack	Russia
Scanstar	Scandinavia
Singapore Star Award	Singapore
Gold Pack Awards	South Africa
Liderpack	Spain
Lanka Star	Sri Lanka
Swiss Packaging Award	Switzerland
ASEAN Plastics Award	Thailand
Thai Star	Thailand
Tunisia Star pack	Tunisia
Crescent & Stars for Packaging	Turkey
Ukrainian Packaging Star	Ukraine
Cans of the Year Award	United Kingdom
Starpack	United Kingdom
AmeriStar	United States of America
Flexible Packaging Achievement Award	United States of America
Golden Cylinder Awards	United States of America
IMDA Awards Competition	USA
National Association of Containers	United States of America

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)



## Worldstar Student Awards is open for entries

WPO member in South Africa, IPSA (Institute of Packaging South Africa – [www.packagingsa.co.za](http://www.packagingsa.co.za)) announced that entries for the 2018 WPO WorldStar Student Awards are open. Packages that have won an award in any national or multi-national competition recognised by WPO members are qualified for entry.



The entry requirements are the same as in previous years. Entries are completed with a simple on-line process on the WPO WorldStar Student Awards website; basic motivations and good quality pictures are required. The website offers on-line payment for entries by credit card (MasterCard or Visa). EFT payments are still possible and acceptable.

Entries close on 31st October 2018.

For more information, visit [www.worldpackaging.org](http://www.worldpackaging.org) and any doubts or additional information, please contact Bill Marshall by e-mail [Bill@SyndicateGraphics.co.za](mailto:Bill@SyndicateGraphics.co.za).

## Message from General Secretary

### After the meeting is before the next meeting!



A true sentence, especially for WPO, as our year has two clear highlights: the WPO Board Meetings.

Just finished the meeting in Australia. AIP was a really great host! We had an absolutely fabulous World Star Ceremony, combined with the national PIDA awards. The WPO working groups reported to be very productive – the new scheme, running the working groups in parallel to have more time for each group, has to be named successful.

Many good discussions and important decisions have been taken at the WPO Board Meeting: a new member “JoPack” from the Kingdom of Jordan was welcomed, new contracts for the organization of the World Star program and the WPO secretariat have been prepared and last, but not least, a new honorary member named: Keith Pearson.

One thing more to mention: it is somehow common meanwhile, that the WPO Meeting comes along with a packaging conference. In Australia we even had a two-days-program. Like everything there it was organized very well: good speakers, interesting topics, fruitful discussions. But what was outstanding for me from a WPO point of view: not less than 10 speakers were coming from WPO! That makes me proud! We have a really exceptional team on the WPO Board at the moment!

Not to forget: who has been there at Gold Coast, had to recognize, what beautiful, relaxing place this is. But now, look at that picture above. Is not Australia; it is the city of Jinan, next place to meet for WPO Board Members. Our colleagues from CEPI choose this city – and I’m sure it is a good choice. Go for the facts:

- Monday 22nd: Executive Meeting 9:00 to 15:00 (restricted)
- Tuesday 23rd: Morning: National Conference 9:00 to 12:00;  
Afternoon: Working Group Meetings 14:00 to 16:00
- Wednesday 24th: WorldStar Voting 8:30 to 17:30
- Thursday 25th: Board Meeting 9:00 to 16:00
- Friday 26th: Optional Tour 8:30 to 17:00

WPO Meetings will take place at the SHANDONG HOTEL, Jinan. Please check more details in the last meeting's minutes, on our homepage or just contact me. But make sure to be there! It will be a unique possibility to feel China, learn about packaging, get in touch with colleagues and meet good friends!

See you in China!

### **Johannes Bergmair**

General Secretary

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## **Special Article**

# **India hosts World Environment Day 2018**



India has hosted World Environment Day on 5th June, 2018. The World Environment Day is a UN Environment led global event, the single largest celebration of environment and it is celebrated by thousands of communities worldwide. Since it began in 1972, it has grown to become a global platform for public outreach i.e., widely celebrated across the globe.

“Beat Plastic Pollution” was the theme for this year and it urges governments, industry, communities and individuals to come together and explore sustainable alternatives for the use of single plastic. The government of India has committed to organize series of events to promote World Environment Day celebrations through series of engaging activities and events generating strong public interest and participation. From PAN – Indian Plastics

cleanup drives in public areas, national reserves and forests to simultaneous beach cleanup activities.

## Facts and figures

### Global scenario

- Plastic makes up 10% of all of the waste generated.
- Each year at least 8 million tons of plastic end up in the ocean, equivalent of a full truck of garbage in every minute.
- 50% of the plastic used are single use or disposable.
- People buy one million plastic bottles every minute.
- Every year the world uses up to 5 trillion plastic bags.

### Indian scenario

- As per the estimate by the Ministry of Petroleum and Natural Gas, Govt. of India, the annual per capita consumption of plastics would be 20 kg by 2022.
- According to Central Pollution Control Board (CPCB), plastic contributes to 8% of the total waste with the city of Delhi, producing the maximum quantity followed by Kolkata and Ahmedabad city.
- Only 60% of total plastic waste is being recycled.
- Household generates maximum plastic waste of which water and beverage bottle form large number. Around 43% of manufactured plastics are used for packaging purpose and most are of single use.
- Multilayered plastic packaging are categorised under either recyclable, energy recoverable or with some other alternative use.
- Collection of plastic packaging waste is the critical issue in the country. According to CPCB, the collection efficiency is 80.28% in 2014 out of which only 28.4% was treated and the remaining quantities disposed in land fill or open dumps.

## Initiative taken by Government of India

The Ministry of Environment Forest and Climate Change, Govt. of India has celebrated World Environment Day on 5th June, 2018 with the objective to make an awareness among the citizens to highlight about the various critical issues causing environmental pollution and climate change, being faced globally including India. It is estimated that India generates about 32 million metric tonne of packaging waste every year of which plastic constitutes 16%. The unorganized collection of waste leads to cherry - picking of waste with only positive value. As a result, only 14% plastic packaging are collected for recycling and another 14% is sent to incineration or energy recovery process, mostly through incineration in mixed solid waste incinerators, but also through the combustion of refuse-derived fuel in industrial process such as cement kilns and pyrolysis.

The main event of World Environment Day was celebrated at Vigyan Bhawan, New Delhi where the Ministry of Environment, Forest and Climate Change in association with professional organizations like Central Pollution Control Board (CPCB), Central Institute of Plastic Engineering and Technology (CIPET), The Energy and Resources Institute (TERI) and Indian Institute of Packaging (IIP), a very active WPO member. In addition, the leading plastic raw material manufacturers like Reliance Industries Limited, GAIL, OPAL, Indian Oil and the converters like UFLEX and also the multi layer packaging material user industries i.e. Hindustan Unilever Limited, Dalmia Cement, Ultra Tech Cement etc., have also participated in an exhibition, showcasing about the challenges and opportunities due to environmental constraint and the solution to save the planet.

The Ministry of Environment, Forest, Climate Change, Govt. of India, Royal Norwegian Embassy, UN Environment Body in association with TERI organised the launching of consortium on "waste proofing the future" on 2nd June, 2018. During this programme, the Secretary, MoEFCC, Ambassador of Norway to India, Director General, TERI have

witnessed by their kind presence and also signed MoU. In addition, two panel discussions on “alternative materials for packaging purpose and collection and utilization of used packaging materials”. Prof. (Dr.) N.C.Saha, Director, from Indian Institute of Packaging and also board member of WPO and 3rd Vice President of Asian Packaging Federation (WPO member as well) was invited to be the panellist and also to be the moderator for one of the panel discussion.

On the occasion of the World Environment Day, India was pledged to eliminate all single-use plastics (items like carry bags, straws and water bottles among others) from the country by 2022 — the year which coincides with 75 years of the country's independence.

Ministry of Environment, Forest and Climate Change has approved series of regulatory measures and launched awareness programmes for minimizing usage of plastics including its collection, re-use and recycling. United Nations Environment Chief, Erik Solheim, on his recent visit to India signed a letter of intent hosting the world environment day.

The ministry has also decided to certify those schools that claimed to be plastic free as “Green Schools” and will award them with a certificate of owner. The school authorities are requested not to encourage plastic items such as plastic water bottle, plastic cups and plates.

## **Initiative taken by Government of Maharashtra state**

The department of environment, of Maharashtra issued the Maharashtra Plastics and thermocol products (manufacture, usage, sale, transport, handling and storage) notification 2018 on which was released on 23rd March, 2018 regarding the usage and disposal of plastics and other non-biodegradable waste as well as the problem caused by the disposal of such waste.

As per the notification, the state government of Maharashtra has banned the manufacture, usage, transport, distribution, wholesale, retail sale and storage and import of plastic bags with or without handles. In addition, the banning is also covered about disposable products like plastic plates, spoons, cutleries, glasses, bowls etc. The ban also covers plastic pouches to store liquid, plastic packaging to wrap for store products and packaging of food items and food grain materials.

- The regulation do not cover the use, sale, storage and manufacture of PET and PETE bottles made from high quality of food grade virgin bisphenol A free material. These containers must have pre-defined buy back price printed on them and the details of the stipulation for the buyback mechanism are given below:
- PET or PETE bottle manufacturers, producers, sellers and traders will have to develop a buy back depository mechanism with a pre-defined buy back price printed specially on the PET and PETE bottles.
- They must set up collection and recycling units in adequate numbers and of sufficient capacity to collect and recycle such PET and PETE bottles.
- Traders and sellers will buy back such used PET and PETE bottles with the pre-defined buy back price printed on them.
- The buyback price is fixed at INR 1/- per bottle of a capacity equal to and above 1 LTR and INR 2/- per bottle of a capacity of 0.5 LTR.

Exemptions also cover certain other categories of plastics such as medicine packaging compostable plastic bags used for horticulture, agriculture, plant nurseries and handling solid waste. However, such materials must clearly bear the printed message “use exclusively for this specific purpose only”.

In India, the multi layer plastic packaging materials are used for road constructions for making asphalted road upto 10 to 15% and the balance are either used for pyroloisis or as a fuel for cement industry. However, the biggest challenge in India is the collection, segregation and also convert into some other material for non-packaging application.

For more information on the issue in India, contact WPO Board Member, Prof. (Dr.) N.C.Saha [director-iip@iip-in.com](mailto:director-iip@iip-in.com).

## Special Article

# Packaging globalization: how packaging is evolving all around the world.



During AIP (Australian Institute of Packaging – [www.aipack.com.au](http://www.aipack.com.au)) National Conference, last May, Packaging Globalisation was the main theme and joined 60 speakers that represented 20 different countries.

What struck me particularly was a topic we were introduced to right at the outset – food waste. To hear Brianna Casey, CEO Foodbank Australia talk about the number of families affected by hunger, whilst as a society we are throwing away close to one third of all the food we produce, really became a theme that I was to come back to many times over the course of the two days.

Within this gathering of packaging experts from around the globe, we had some of the best minds and creators of packaging innovations that have specifically been targeted at saving food. So why is it then that lately we hear of so many consumers complaining about 'excessive packaging' particularly with much reporting in the news regarding the strain on package recycling now that China has closed the doors to most of the waste we place in our recycling bins?

It occurred to me that we are second to none in educating our industry but without sharing our innovations amongst the wider community, consumers often see packaging as 'the enemy' - uninformed about the importance of its fundamental role in protecting the products they buy.

It was enlightening to hear of the successful Fight Food Waste Cooperative Research Centre bid from Assoc. Prof. Karli Verghese FAIP, in which the Australian Institute of Packaging are a core contributor.

The Fight Food Waste CRC aims to tackle food waste, looking at the entire supply chain, through engaging with industry and consumers to deliver behaviour change, so we do have a great opportunity now to drive positive change and the suggestion to identify some packaging industry 'champions' to help in this quest is certainly an idea worth exploring.

After all – how could a supermarket even exist without packaging, to say nothing of online

food deliveries! After hearing from speakers with a passion for their aspect of packaging - everything from its role in the success of their new product, to sourcing sustainable raw materials and steps to reuse packaging or bring packaging waste into the circular economy, there are so many ways in which we as an industry are collaborating. I have certainly come away from our 2018 conference with a very positive outlook for the next few years.

\*Dr. Carol Kilcullen-Lawrence PhD, FAIP is National President of Australian Institute of Packaging (AIP).

## Special Article

# The true role of packaging in minimising food waste

By Pierre Pienaar\*

What I have seen and experienced in my global travels over recent years reinforces the fact that packaging plays a very important role in creating sustainable food chains.



Packaging has a very simple role; it protects products from damage, spoilage and

contamination. Sadly, the current conversations have shifted the focus off the fact that packaging is at the forefront in the development of global food systems and serves an important function to transport food from paddock to the plate.

The question of 'What is the true role of packaging in minimising food waste' continues to be asked all the way around the world as consumers are having difficulty understanding the difference between food waste, packaging waste and the true purpose of packaging when talking about food. Consumers need to understand that packaging is fundamental in helping the prevention and reduction of food waste.

Unfortunately, so much of the current conversations are focused on managing the end-of-life disposal of food, instead of looking at ways of preventing the wastage in the first instance. When you shift the conversation to the food production end of the supply chain you can then focus on the reduction area of the food waste hierarchy. This discussion then focuses on reduction of physical food waste and also the role of packaging in minimising food waste.

It is important that consumers have a better understanding of the serious and health-related role that packaging actually plays in extending shelf life, keeping food protected and not contaminated, ensuring that the food can be transported across long distances, not spoil and so much more. This is not to say that we can't take a serious look at developing more sustainable packaging along the way and it is time that the brands stopped and looked at their packaging life cycle and the environmental issues that it may cause at end-of-life.

Unfortunately, packaging alone cannot fix the dire global issue of food waste. Packaging can, however, make a VERY big difference to how much more food makes it to those in need, rather than being wasted along the supply chain. The packaging industry can't do

this alone.

Before we consider:

- packaging design,
- packaging materials,
- innovative products,
- technological advancements,
- responsibility,
- sustainability,
- reusability,
- environmental-friendliness,
- enhanced user experience,
- smart packaging technologies, or
- shelf life enhancement technologies,

we MUST understand and appreciate where packaging actually fits in the supply chain.

A third of all food produced in the world goes to waste. That amounts to 1.3 billion tonnes of food per year.

In our region, from start to finish of food production, approximately

- 30% of cereals/grains are wasted
- 45% of root foods, fruit and vegetables and oil seeds are wasted
- 20% of meat and dairy go to waste.

The commodities that one would expect go to waste most easily — meat and dairy — have the lowest percentage waste. Why is this? I ask myself why these products have managed to reduce waste when half of all fruits and vegetables go to waste. Could this not become a major focus for the packaging industry?

Packaging can not only extend shelf life, preventing wastage at retail and in homes, but it can also influence consumer behaviour through smaller portion sizes, disposal systems and re-use opportunities. While the value of packaging as a strategy to minimise food waste continues to gather attention, packaging remains an undervalued strategy in comparison to other approaches.

We require an in-depth analysis into packaging opportunities and shortfalls in the retail environment, as well as more comprehensive analysis into consumers' relationship with packaging in the home. This data should provide much more meaningful insight into how packaging can support the fight to minimise and reduce food waste.

I want to emphasise the need for education from a very early age to bring greater awareness that we CAN reduce food waste and thereby reduce global poverty. The packaging industry places a very large emphasis on the importance of packaging education and all the associated elements to creating an effective pack.

The ability to minimise food waste has enormous implications from a financial, environmental and a social perspective that could lead to significant benefits. The understanding and acceptance that packaging is a solution to food waste is emerging but there are still many negative perceptions that must be overcome before people understand the role that packaging can play in finding a long-term solution to this issue.

As a part of its commitment to the [National Food Waste Strategy](#) and the [United Nations Sustainable Development Goal 12:3 Responsible Consumption & Production of Food](#), the [Australian Institute of Packaging](#) (AIP) is focused on providing long-term education and training on The Role of Packaging in Minimising Food Waste, Save Food Packaging, Sustainable Packaging and Lifecycle Analysis. The AIP also has a representative on

the [Department of the Environment and Energy National Food Waste Steering Committee](#) and is a core participant in the [Fight Food Waste Cooperative Research Centre](#).

\*Professor Pierre Pienaar FAIP, CPP is the Education Director – Australian Institute of Packaging (AIP) and the President of the World Packaging Organisation (WPO).

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## Position Paper

# Packaging in Circular Economy\*

## 1. Header

The World is facing enormous challenges. Principal amongst these are climate change, environmental destruction, scarce resources, globalisation, population growth as well as demographic change.

One of the commonly recognized ways for human societies to adapt to these challenges is moving from a linear to a circular economy. Today we are consuming raw materials more than the world is able to produce. Renewable raw materials would last for less than 6 months every year if we would limit consumption to the annual growth.

In order to ensure that the world remains sustainable for the future human generations we have no other alternative but to learn to live in a circular economy. For this reason, this WPO position paper aims at highlighting the issue of a circular economy and the role(s) of packaging within it. This paper builds on recent data and research carried out by numerous scientists and think-tanks around the world. The end of this paper deals with current and envisaged role of WPO in a circular economy context.

## 2. Introduction

The term Circular Economy encompasses more than the production and consumption of goods and services, including a shift from fossil fuels to the use of renewable energy, and the role of diversity as a characteristic of resilient and productive systems. It includes discussion of the role of money and finance as part of the wider debate, and some of its pioneers have called for a revamp of economic performance measurement tools.

The concept of a circular economy (CE) has been first raised by two British environmental economists David W. Pearce and R. Kerry Turner in 1989. In *Economics of Natural Resources and the Environment*, they pointed out that a traditional openended economy was developed with no built-in tendency to recycle, which was reflected by treating the environment as a waste reservoir. The circular economy is grounded in the study of feedback-rich (non-linear) systems, particularly living systems. A major outcome of this is the notion of optimising systems rather than components, or the notion of 'design for fit'. As a generic notion it draws from a number of more specific approaches including cradle to cradle, biomimicry, industrial ecology, and the 'blue economy'.

Linear "take, make, dispose" industrial processes and the lifestyles that feed on them deplete finite reserves to create products that end up in landfills or in incinerators.

According to Ellen McArthur foundation looking beyond the current take-makedispose extractive industrial model, a circular economy aims to redefine growth, focusing on positive society-wide benefits. It entails gradually decoupling economic activity from the consumption of finite resources, and designing waste out of the system. Underpinned by a transition to renewable energy sources, the circular model builds economic, natural, and



social capital. It is based on three principles:

- Design out waste and pollution
- Keep products and materials in use
- Regenerate natural systems

In a circular economy, economic activity builds and rebuilds overall system health. The concept recognises the importance of the economy needing to work effectively at all levels – for large and small businesses, for organisations and individuals, globally and locally.

Transitioning to a circular economy does not only amount to adjustments aimed at reducing the negative impacts of the linear economy. Rather, it represents a systemic shift that builds long-term resilience, generates business and economic opportunities, and provides environmental and societal benefits.

The model distinguishes between technical and biological cycles. Consumption happens only in biological cycles, where food and biologically-based materials (such as cotton or wood) are designed to feed back into the system through processes like composting and anaerobic digestion. These cycles regenerate living systems, such as soil, which provide renewable resources for the economy. Technical cycles recover and restore products, components, and materials through strategies like reuse, repair, remanufacture or (as a last resort) recycling.

The notion of circularity has deep historical and philosophical origins. The idea of feedback, of cycles in real-world systems, is ancient and has echoes in various schools of philosophy. It enjoyed a revival in industrialised countries after World War II when the advent of computer-based studies of non-linear systems unambiguously revealed the complex, interrelated, and therefore unpredictable nature of the world we live in – more akin to a metabolism than a machine. With current advances, digital technology has the power to support the transition to a circular economy by radically increasing virtualisation, de-materialisation, transparency, and feedback-driven intelligence.

The circular economy model synthesises several major schools of thought. They include the functional service economy (performance economy) of Walter Stahel; the Cradle to Cradle design philosophy of William McDonough and Michael Braungart; biomimicry as articulated by Janine Benyus; the industrial ecology of Reid Lifset and Thomas Graedel; natural capitalism by Amory and Hunter Lovins and Paul Hawken; and the blue economy systems approach described by Gunter Pauli.

### **3. Role of packaging in circular economy**

Packaging can play several roles in a circular economy.

Possible roles of packaging:

1. Packaging can contribute to reducing waste and thus making a circular economy more efficient (eg. by prolonging shelf life or protecting packaged goods)
2. Packaging can be reused (eg. b2b transport packaging inside and/or between industries and trade or in deposit systems in b2c trade)
3. Packaging materials can be recycled
4. High energy content packaging (e.g. fibre and plastic) can be used for energy generation when it can no longer be reused or recycled

Packaging can play a significant role in reverse logistics which will be an important part of future circular economy. Former waste will become a valuable raw material and should be treated more carefully than before. Reverse logistics is an area of great potential for packaging industry in the future.

As a circular economy becomes mainstream in the future energy generation will not be preferred but actually the last choice and used only when all other possibilities have been

used.



\* This Position Paper about Packaging in Circular Economy reflects WPO opinion on the subject and was written by WPO Vice President Sustainability, Antro Säilä, from Finland. For more information contact Antro by e-mail [a.saila@worldpackaging.org](mailto:a.saila@worldpackaging.org).

## 4. WPO's position on Circular Economy

WPO believes that the world must change. We must be determined and move quickly from a linear economy to a circular economy in order to maintain the world sustainable for the future human generations. WPO supports a circular economy and strongly advises whole packaging industry to move towards design, production and use of packaging that complies with principle of a circular economy.

WPO believes that in the future all packaging should be based on renewable raw material and recyclable. If the packaging is based on non-renewable raw material it must always be 100 % recyclable. Only packaging that is intended for continuous and long-term reuse can be based on non-renewable raw material and not be recyclable.

Even recyclable materials cannot be recycled forever. At the end all packaging material must be either biodegradable or suitable for energy recovery. In the future renewable energy sources will replace fossil ones and energy recovery will become less important and less accepted way of taking care of packaging waste.

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