

AIP National Technical Forums a success



A highlight of this year's forum was the addition of a panel debate on the topic of Bioplastics. The panel was made up of speakers from Plantic, Biopak, NatureWorks, Biograde, the Australasian Bioplastics Association, Plastral and Innovia Films," he said.

Robert Hogan of Zip-Pak, USA investigated the next generation of sustainable reclosable/re-usable packs, touching on LCAs and new innovations such as elapsed time indicators for consumer convenience brand differentiation.

The leading expert in nanotechnology, Dr Terry Turney, Chief Executive Officer Asia Nanomaterials, canvassed nanotechnology and its future in packaging applications."

Other topics that were covered included Sustainable design, In-store Merchandising, Terminal Shelf velocity, Private Labels, Nano technology and the Lifecycle Management of a brand.

"The AIP were very proud to have had five international speakers from the United States, Italy and the United Kingdom present at the 2009 Technical Forums,"

"The AIP National Technical Forums were established during AUSPACK 2005, and are not possible without the continued support of the Australian Packaging Machinery Association and AUSPACK organisers Exhibition Trade Fairs,"

"If every delegate walked away from the 22 speaker, two-day program having learnt one new thing to add to their packaging technology roles then the AIP have achieved their objective." Mr Wellman, MAIP said.



The Australian Institute of Packaging (AIP) National Technical Forums were held on Wednesday the 17th and Thursday the 18th of June, alongside AUSPACK 2009.

The AIP Technical Forums were designed to bring together packaging technologists and other Members of the AIP, from around the country for two days to gain further insight into the advancements and technologies currently available to them in the world of packaging.

"AUSPACK is the largest exhibition for packaging processing machinery, materials and associated technology in Australia and the AIP forums fit perfectly within the scope of the larger event," said AIP National President, Mr Craig Wellman MAIP.

This year's theme of Packaging 'Mega Trends' was headlined by the issue of openability and design for the aging population, which according to Mr Wellman can't be ignored by packaging technologists, designers, engineers and marketers. "Openability needs to become an integral component of packaging design, just as sustainable design has become,"

"The demand for easy to open packaging is being driven by an aging world population which has become a significant consumer interest group," Mr Wellman says.

"This must be balanced by the industry requirement for increased shelf life and product protection within the context of the increasing automated and less 'pack friendly' supply chain. We were very fortunate to have had an expert from the US, Dr Bradley Fain, Senior Research Scientist at Georgia Tech Research Institute, to lead this session."