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THE CLAMSHELL IN A NUTSHELL

By Sterling Anthony, PackWorld Contributor

The history of this package offers lessons for all packagers.



That the clamshell is the object of praise and scorn reflects opportunities fulfilled and missed. In a relatively short time span, it has become commonplace in a variety of industries, among them electronics, toys, hardware, and health & beauty. Whether on a shelf, on a counter, or hung from a rod, its tough, clear plastic affords viewing of its contents, while protecting same from easy pilferage--features prized by consumer packaged goods companies and by retailers.

A third stakeholder, the consumer, has been less enamored of the package, due almost entirely to problems with opening it. Design firms and package suppliers have devised alternatives to the clamshell.

[CLICK HERE TOR READ FULL ARTICLE](#)



NEW MEMBERS

The AIP would like to welcome the following new Members...

NAME	GRADE	STATE
Salvatore Arcidiacono	Member	QLD
Gail Beattie	Associate	SA
Chris Cullity	Member	VIC
Brent Du Preez	Member	NZ
Jackie Smiles	Associate	NSW



Wednesday the 21st and Thursday the 22nd of October
Rosehill Gardens Event Centre
Rosehill, Sydney

FoodTech Connect 09 is a unique, food industry conference focusing on delivering growth-critical information to business leaders within the food manufacturing environment.

The event is brought to you by Westwick-Farrow Media, publisher of *What's New in Food Technology & Manufacturing* magazine and www.foodprocessing.net.au, and will be held on the 21st and 22nd of October at the Rosehill Gardens Event Centre, Sydney.

Our carefully selected group of high-level speakers will present on new technologies, product extension opportunities, brand development, packaging innovation and other key areas that will help your company drive sales growth.

Some questions that will be addressed include:

How do I widen my product appeal and brand reach? Peter Bush, CEO, McDonald's Australia, provides some valuable insights into achieving this dual goal.

I need to innovate — but where do I start? Jo Pye, Insights Director, Mintel, provides a compelling perspective on winning innovation.


These are just two of the 20 or more presentations that will provide key information and **WILL** help to improve your knowledge and performance.

We are augmenting the 'above the line' business driver presentations with key supply chain and business management speakers, ensuring attendees are better equipped to successfully take up strategic initiatives.

FoodTech Connect 09 is proudly supported by The Australian Food and Grocery Council and the Australian Institute of Packaging.



[Click Here for More Information](#)



PACK PRINT INTERNATIONAL

When? **23 – 26 September**
Where? **Bangkok International Trade & Exhibition Centre**
Time? **7.00 pm to 9.00 pm**

International Packaging and Printing Exhibition for Asia
23 - 26 Sept 2009
BITEC • Bangkok
www.pack-print.de

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PACKAGING NEWS

PACKAGING EYEBALLS

By JoAnn R. Hines, Packaging Diva



Launching a new package can be a perilous journey with many checks and balances along the way. But even the best laid plans can run into unforeseen problems.

In an effort to make the packaging unique or different some times the marketing department makes a miscalculation.

What appears to be clever packaging design turns into packaging disaster and the worst part of all the error is not discovered until its too late. Once the packaging is 'out there' it's fair game for critics and naysayers.

What companies fail to do is get an outside opinion, they don't see the fatal flaw because they are just too close to the project. I've seen many examples of this in other mediums.



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FUTURE DIRECTIONS – FLEXIBLE POUCHES

Earlier in the year Terry Waterson, Director, Metalprint Australia and Neale Gillin, Business Development Manager, Amcor Flexibles spoke to the NSW Branch about new innovations and developments in the flexible pouch market, including Spouted Pouches for food and wine, Corner Zip pouches for easy pour and dosing, Pouches with paperboard sleeves, Pouches with new opening features.

Metalprint Australia and Amcor Flexibles have an Alliance Partnership in Australia for the pre-eminent Cheerpack spouted pouch packaging system and technology. Pouch packs from Hosokawa Yoko Japan, Guangzhou Secure Packaging China, Gualapack Italy and Amcor Flexibles Europe were also discussed. To access the full presentation from the technical dinner click below.



[CLICK HERE TO DOWNLOAD PRESENTATION](#)

BIOPLASTICS AND WASTE

By The Insider, PKN

Bioplastics have a long way to go before they occupy a mainstream position in Australia's packaging industry even though there is a lot of interest in their progress, writes this month's Insider for PKN magazine.



The term 'bioplastics' has received a lot of press mileage lately. At AUSPACK in June there was a special Bioplastics Pavilion and the Australian Institute of Packaging devoted a large amount of program time to bioplastics in its Packaging MEGA Trends Forum.

But what does 'bioplastics' really mean? The generally accepted view is that the particular plastics in question are not derived from a petrochemical source but, instead, are made from a 'bio' source. The view extends to the expectation that these bioplastics will biodegrade in some way and disappear whereas those 'terrible' plastics derived from petrochemicals will stay around for centuries littering the planet. So, if we make, for instance, all plastic bags from bioplastics the country's litter problem will disappear overnight.

The reality is somewhat different. We're now seeing a considerable number of plastic magazine mailer bags and shopping carry bags which carry a 'degradable' claim. Yes – they will cease to function as a bag in which to carry something as they break down under the influence of light and heat but that doesn't happen for quite some time after their first use. So the litter problem is not solved. In fact, the 'degradable' claims may just tempt people to litter more.

There are bioplastics on offer which are simply oil-derived polyolefins highly filled with inorganic mineral fillers. Additives initiate degradation and one of these bioplastics even carries the claim "degrades in the sun" in marketing material from its manufacturer.



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MALTESERS TAKE ON MALT BALLS OVER THEIR PACKAGING

By Sharon Givoni AAIP



There is a saying that 'success breeds imitation' As flattering as this might be, if someone copies aspects of your well known packaging, the joy will be no doubt short lived.



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FEASIBILITY STUDY OF A CONTAINER DEPOSIT SYSTEM FOR TASMANIA



Hyder Consulting was commissioned by the Tasmanian Department of Environment, Parks, Heritage and the Arts to conduct a Feasibility Study of a Container Deposit System (CDS) for Tasmania.

Simple in principle, CDS involves placing a deposit on certain non-refillable beverage containers that motivates consumers to return the containers for recycling in order to have the deposit refunded. Alternatively, for consumers that forego the deposit, councils can redeem the deposit through kerbside collections and individuals can pick up littered beverage containers to return them for the deposit.

By placing a value on certain containers, CDS can result in increased beverage container recovery and decreased beverage container litter.



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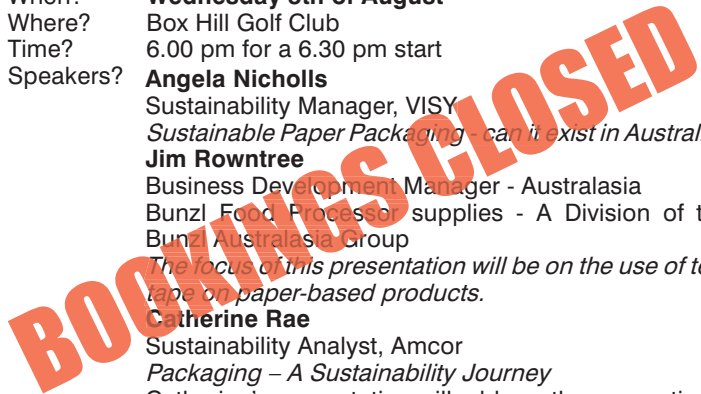
AUGUST 2009

Don't miss out on the latest AIP activities for 2009
ALL Members are invited to attend ANY events across the country.

VIC

AIP APPITA TECHNICAL DINNER

When? **Wednesday 5th of August**
 Where? Box Hill Golf Club
 Time? 6.00 pm for a 6.30 pm start
 Speakers? **Angela Nicholls**
 Sustainability Manager, VISY
Sustainable Paper Packaging - can it exist in Australia?
Jim Rowntree
 Business Development Manager - Australasia
 Bunzl Food Processor supplies - A Division of the Bunzl Australasia Group
The focus of this presentation will be on the use of tear tape on paper-based products.
Catherine Rae
 Sustainability Analyst, Amcor
 Packaging - A Sustainability Journey
 Catherine's presentation will address these questions;
 Why do we need packaging? Role and benefits of packaging in society; What is 'sustainable packaging'?



AIP TECHNICAL DINNER

When? **Wednesday 2nd of September**
 What? Packaging for the Aging Population

SA

SPE & AIP TECHNICAL SEMINAR PLASTICS FOR THE BEVERAGE INDUSTRY

When? **Thursday 20th of August**
 Where? The National Wine Centre
 Gallery Room
 Cnr. of Botanic & Hackney Roads, Adelaide
 Time? 3.40 pm for 4.00 pm start
This seminar will: Provide wine, beer, soft drinks, juice and milk beverage companies with solutions for improved productivity and profitability. Demonstrate that plastics offer a low carbon footprint.
 Some of the Speakers:
 • Jerke, Production Manager, Nu-Korc
 • Bradley Childs AAIP, Innovation Manager, Visy Australia
 • Mark Emmett AAIP, Sales Manager, HMPS
 • Neil Ainslie, MAIP & Business Development Manager, SCS Plastics
 • Alex Charlesworth, Industry Manager, Chem-Supply
 • Andrew de Bono, Marketing Manager, Scholle Industries

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HALF-DAY TRAINING COURSE INTRODUCTION TO PLASTICS

When? **Monday 31st of August**
 Where? Training Room 1
 Regency International Centre (TAFE SA)
 Days Road, Regency Park
 Adelaide
 Time? 10.00 am arrival
 Presenter? **Pierre Pienaar FAIP**
 What? *This half-day course will be clear and comprehensive, it will present a precise, non-mathematical introduction to plastics, their raw materials, syntheses, and applications, discussing the manufacture and properties of plastics as a function of the molecular properties of polymers used in the plastics industry.*

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NSW

SITE VISIT UNILEVER AUSTRALASIA

When? **Wednesday 19th of August**
 Where? 219 North Rocks Road, North Rocks, NSW 2151
 Time? 1.30pm arrival for 2.00 pm site visit

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INAUGURAL CHARITY GOLF DAY

When? **Wednesday 16th of September**
 Where? Camden Lakeside Golf Course
 20 Raby Road, Catherine Field
 Time? 7.30 am for an 8.00 am start

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QLD

SUPPLY CHAIN & LOGISTICS CONFERENCE

When? **Thursday 27th & Friday 28th of August**
 Where? Sofitel Hotel Brisbane
 Theme? How far have we come?
 A Decade in Review



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2000-2009

HALF-DAY TRAINING COURSE PACKAGING FOR PRODUCT LIFE EXTENSION

When? **Wednesday 9th of September**
 Where? Mt Ommaney Lodge
 Centenary Hwy (cnr Dandenong Rd)
 Mount Ommaney
 Time? 10.30 am arrival
 Presenter? **Emeritus Professor Harry Lovell OAM, FAIP**
 What? *The extension of shelf life using modern packaging techniques plays an important role in food packaging. The course will examine a range of integrated technologies with the emphasis on the packaging operation, the materials used and their selection.*

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ANNUAL CHARITY GOLF DAY

When? **Friday 25th of September**
 Where? Brookwater Golf Course
 Tournament Drive, Springfield
 Time? 10.00 am for an 11.15 am start

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INDUSTRY EVENTS

SPE & RPC TECHNICAL SEMINAR WATER & PLASTICS

When? **Thursday 20th of August**
 Where? Novotel Sydney Olympic Park
 Olympic Boulevard
 Sydney Olympic Park, NSW 2127
 Time? 5.30 pm for 6.00 pm start
 What? *Water in Australia is creating emotions and excitement. It is also the source of innovations and new technologies.*

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