



Bright Future for Packaging Technologists amidst Global Climate Doom

By Craig Wellman MAIP, National President, AIP



clarity and many resulting questions on the magnitude of climate change on the planet and packaging sustainability.

Angela Nicholls, an AI Gore Ambassador on Climate Change moved delegates as she presented AI Gore's 'An Inconvenient Truth' in dramatic demonstration of global warmings' undeniable impact. Uniquely placed as a stakeholder in the packaging industry with Visy, Angela brought packaging technologists into the climate change debate, detailing the problem facing every human being on this planet.

A wide range of speakers followed including brand owners, associated industry organisations, supply chain, industry observers and consultants. James Tupper (IGD UK) brightened the day with his illuminations on international retail developments including shelf ready packaging and distribution re-engineering.

The National Conference progressed through a greater understanding of the magnitude of the climate change problem, carbon footprint assessment including PIQET, updates on the NPC and next steps, options for sustainable materials including biopolymers, the waste cycle and recycling, intellectual property, the new importance of design, segment specific case studies, returnable packaging, distribution channel innovation and more.

Gavin Williams and his team from the PCA gave an enlightening and welcomed address on their 'warts and all' analysis of the National Packaging Covenant effectiveness – a contribution the AIP Board was extremely grateful for as a measure of anticipated collaboration between our organisations in years to come.

Gerard van Rijswijk put an interesting and controversial position arguing against the impact of global warming, climate change drivers and the economic sense of changes in industry policy. As a Senior Policy Advisor to National Association of Retail Grocers of Australia, Gerard challenged the real impact of packaging on the environment and the debate between reduction & recycling versus landfills. Gerard was successful in stimulating debate and forcing delegates to determine where they sat on the climate change issue.

While there is a chasm between views, I think we must remember is the high level of community sentiment on climate change and that packaging is highly visible. An educated audience knows that packaging is a small contributor of greenhouse gasses compared to other segments of a full life cycle analysis (eg, agriculture production) however packaging is perceived as a big contributor of environmental problems – the emotional response it creates elevates it to similar standing in the eyes of the public along with power station emissions, fossil fuel consumption, water & energy shortages and the destruction of the Barrier Reef.

Consumers will demand change to packaging systems (among other climate debate agendas) based on their concern for their children's future – whether we like it or not. Industry engagement and initiatives (ergo, NPC) will hopefully result in logical & sustained debate and

appropriate implementation targets as we seek economic pathways to marry against environmental demands.

Bottom line is that packaging has an impact – both real and perceived – and as members of the global community, we need to play our part even though the cost of this action seems disproportionately high at this point. The unknown in this 'climate' debate is the cost of inaction.

All of which places the packaging industry fairly and squarely in the new 'Green Economy' where leading FMCG will address consumer fears of climate change.

And in all the doom and gloom there lies unique opportunity – firstly for paradigm shifts in product design, handling & positioning with visible long term benefits both economic & environmental – but also importantly, for the recognition and future of packaging technologists.

Retailers and FMCG supply chains globally face a massive task to determine current environmental status for every product (carbon footprints etc), then set & meet environmental targets for packaging with these targets facing increasing scrutiny due to carbon trading and other economic imposts. 'Green' strategies will increase packaging 'churn' forcing pack re-designs that begin with the end in mind to achieve:

- material reductions
- material re-selections – including biocompatible and elimination of recycling nasties such as PVC
- re-engineered distribution & handling
- development of secondary product life cycles, and more

Climate change trends cannot be reversed without global cooperation and so too, environmental outcomes affecting brand owners & retailers can only be achieved by concerted action at every level in the chain – growers, converters, brand owners, distribution, retailers, consumers, recyclers. Ultimately, innovation of product & process design at each level is the key to achieve required changes in this new 'green era' and its impact on packaging.

While the packaging industry covers a wide range of constantly evolving technologies, the industry has not faced a similar demand on packaging design in recent history since perhaps the advent of thermoplastics.

Packaging technologists will be pivotal in delivering the solutions required and organisations large and small that do not recognise the value of packaging to their brand investments or the importance of packaging technologists as key organisational stakeholders will struggle in this new 'green economy' where marketeers leverage 'green brand value & loyalty'.



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Harry Lovell FAIP Conference report



Michael Halley FAIP Conference report



Ed Corder Conference report

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Packaging Technologist recognised for significant industry contribution



At the 2008 AIP National Conference George Ganzenmuller FAIP, National Development Manager for Amcor Fibre Packaging was recognised for his commitment and significant contribution to the promotion and application of packaging technology in industry by receiving the 6th only Founders Award in the 45 year history of the AIP.

According to Past National President, Llew Stephens, FAIP, George's voluntary contribution to the AIP serves as an inspiration to us all.

"George has promoted the aims of the AIP, the AIP's education courses and the principles of packaging technology for nearly 20 years within the AIP and at Amcor. He has held several AIP positions including two terms as National President. During his time as National President his reform program and his focus on ensuring the long term viability of the AIP explains why the AIP is a respected educational association. Our thanks also need to go to his employer, Amcor Fibre Packaging, and his family for their support for his AIP commitments."

George Ganzenmuller gained his Diploma in Packaging Technology, whilst still an undergraduate, with an excellent dissertation on susceptors. In the early 1990's he was encouraged to join the AIP Queensland Branch committee as part of a drive to involve younger members. Subsequently he became Branch Chairman and developed the Queensland branch bringing in new members but also facilitating speakers via Amcor.

The annual charity golf day has become a highlight in the year with members from interstate vying to get to the event. To date he has raised over \$40,000 for charity with contributions to the Children's Hospital and other worthy causes.

A little known fact is his encouragement to his own staff, as he progressed up the managerial ladder to undertake the Diploma course even to the point of "making it a requirement". He became National President and is the youngest in the history of the AIP. He set about rejuvenating the Biannual National Conference and raising the standard of the event, in conjunction with Public Profiles. After this period he turned his attention to his career but more importantly to his wife Amanda and his young family. At the same time he still gave support to the AIP and its functions and behind the scenes gave advice and practical assistance.

George is highly respected in the industry as a National Development Manager for Amcor Fibre Packaging and as a competent packaging and food technologist. His enthusiasm for the AIP has never waned and his contribution has been significant. Recognition for his contribution is long overdue.

National President elect, Craig Wellman MAIP added that "George embodies the spirit of the AIP and the Founder's Award. Having resurrected the AIP from its ashes in the early part of this decade, George restructured the way we did things and in conjunction with Harry Lovell, established the solid footing that subsequent AIP Boards have come to appreciate. His inclusive nature has encouraged many new members in Queensland and a good number into education courses including Sarah Squire, the winner of the inaugural Harry Lovell award for excellence in education. I wish George every success in his continued career in the packaging industry and perhaps one day another stint at President of the AIP!"

PACKAGING TECHNOLOGISTS RECOGNISED DURING THE 2008 NATIONAL CONFERENCE

DISTINGUISHED SERVICE AWARD

For outstanding contribution to the AIP as an Institute over many years.

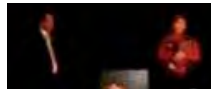
Mark Lee-Bernstein, Packaging Engineer, Amcor Fibre Packaging for his on-going contribution to the AIP through his work on the Queensland Committee and Membership Grading Committee. He has been a Member for thirteen years.



Burt Beaumont, Sales Engineer for Fibre King has served on the Queensland Committee of the AIP and has been a long-standing Member of the Institute and a strong advocate for the Institute wherever he goes within the industry. He has been a member for eleven years.

FELLOW

The grade of Fellow is the highest recognition to Australian Institute of Packaging Members and is to recognise the significant and sustained contribution to the technology, science or application to packaging in the industry.



Mary Anderson
Product Development Manager
Pfizer Australia



Keith Chessell
Packaging Technical Specialist
Cadbury Schweppes

Ian Hayes

Associate Director, R&D Packaging Development, Asia Pacific, Kraft Foods Limited

Bryan McKay

Packaging Director, Campbell Arnotts

Dr Michael Morgan

Director, MMA

Alan Randall

Packaging Innovation Manager, Cadbury Schweppes

Greg Roberts

Project Manager, James Ross Consulting Asia Pacific

Kees Sonneveld

Manager - Packaging & Polymer Research Unit, Victoria University

Terry Waterson

General Manager, MetalPrint Australia

INAUGURAL Life Membership



Emeritus Professor Harry Lovell, OAM, FAIP

6th only Founders Award in 45 years



For his commitment and significant contribution to the promotion and application of packaging technology in industry.

George Ganzenmuller

VIC

THE NUTS AND BOLTS OF ADHESIVE LABELS AIP/SCAA TECHNICAL DINNER

When? **Wednesday 2nd of July**
 Where? Box Hill Golf Club, 202 Station Street
 Box Hill (Melway ref 61 C3)
 Time? 6.00 pm for a 6.30 pm start
 The evening concludes at approx 9.30 pm
 Speakers? **Mike Profenna**, Labelmakers
Carl Pimentel, HB Fuller

[CLICK HERE FOR BOOKING FORM](#)

NEW MEMBERS

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

NAME	Associate/Member	State
Nicola Andrews	Associate	NSW
Ian Armstrong	Member	NSW
David Darcy	Associate	VIC
Daniel Barron	Member Upgrade	VIC

BOOK REVIEWS

by Sharon Givoni, AAIP

[CLICK HERE FOR BOOK REVIEWS](#)

TECHNICAL CORNER

Packaging a product the right way
By JoAnn R. Hines, Packaging Diva

[CLICK HERE FOR FULL ARTICLE](#)

WELCOME TO NEW BRANCH CHAIRPEOPLE



from left to right **William Woo, Pierre Pienaar and Kailash Bajpai**, insert: **Ralph Moyle**

The AIP would like to introduce you to the new team...New Chairman for NSW is William Woo, New Chairman for Victoria is Ralph Moyle, New Chairperson for Queensland is Pierre Pienaar and Kailash Bajpai is new director on the National Board. Please join with the AIP National Board in welcoming them to the team.



There's one last chance for leading NPC signatories to showcase their packaging waste reduction achievements.

[CLICK HERE FOR MORE INFO](#)

EDUCATION



The Trainee Uncovered
By Professor Harry Lovell, OAM

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Thursday 31st July & Friday 1st of August
Sofitel Hotel Brisbane

Moving Forward:
Supply Chains of the future

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