



TECHNICAL CORNER

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Smart Packaging & the RFID Dream - Llew Stephens

When the AIP Victorian Branch held a recent joint meeting with APPITA with the theme of smart packaging they needed good quality speakers to attract an audience, and after the evening ended no one left disappointed.



First speaker for the evening Dr Warwick Raverty readily admitted to being a stand in for Dr Richard Helmer who had managed to double book for the evening of his wedding anniversary. Needless to say we all understood where the priority had to be.

Warwick who is currently working with Ensis as Senior Principle Research Scientist, was keen to acknowledge the contributors that participated in setting up CRC Smartprint in 2002 at Monash University as, Australian Paper, Norske Skog, SCA (Svenska Cellulosa Aktiebolaget of Sweden), Amcor, Note Printing Australia, Monash University, The Australian National University and CSIRO.

Perils of Packaging - Packaging Diva

We all know that headlines can put a scare into manufactures and processors, but lately it seems the food industry is being bombarded with positioning and marketing statements about the role of food in healthy eating and lifestyles. I, in fact, spoke about the growth and potential of this market at the Health and Beauty America (HBA) in my presentation 'Boomers Are a Booming Business.' Believe it or not, healthy lifestyles are an important issue to Boomers'.



Marketing Showdown - Packaging Diva

Mainstream marketing and advertising is dying. That's the cue for packaging to step up to the plate and take its rightful place as a powerful product marketing and branding tool. 'Ad Age' recently reported that a newly released book reports that 37% of all advertising is wasted. Quite frankly, I agree. I have been studying this issue for a while and examining advertising/marketing messages (especially on packaging) and it is apparent that the new generation of advertising is weak.



Produce Packaging Crisis - Packaging Diva

It's sad to say but it takes an event like the ecoli outbreak resulting from tainted spinach for the media to take notice of the role packaging has to play in our society. Now it's coming under some serious scrutiny. I was surprised to hear network TV mention the packaging and food security this week and tie it to the threat of bio-terrorism. Are they finally waking up to the role packaging has to play in modern society?



The Members of the AIP would like to wish Michael Halley, Richard Mason and John Upstill speedy and full recoveries. Their support of the AIP is much appreciated.

NEW MEMBERS

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

Nadishan Guruge	Associate
Ewan Macpherson	Member
John Dinsdale	Member
John Ward	Associate
Areli Avendano Franco	Member
Lex Edmond	Associate

MEMBERS PROFILES



John Dinsdale
Member Victoria



John Ward
Associate
Queensland



Lex Edmond
Associate
Victoria

Read Sharon Givoni's Packaging book reviews.

Click here to read the article



AIP CAREERS

Looking for an intern? Read more in the AIP Careers section

A reminder that the AIP website now has a careers section if you are looking for a job or interested in advertising a position please email info@aipack.com.au

AIP PARTNERS



www.reedbusiness.com.au



www.khs.com



www.hbm.com.au



Don't miss out on the latest AIP activities for 2006

Site Visit Wednesday 1st & Wednesday 8th November

VICTORIA
VIC@aipack.com.au

Where? : Visy Recycling – Glass Division 46-48 Dohertys Rd Laverton
When? Wednesday 1st & Wednesday 8th November 2006

Click here for November flyer

Click here for November booking form

Christmas Dinner Thursday 30th November

Theme? S&OP Process- Deahne's American Adventure
A topic of interest for all in industry, delivered by Deahne Spencer who has just returned from an adventurous 16 months assignment with Simplot in the USA.

Where? Box Hill Golf Club

Click here for the Xmas flyer

Click here for the Xmas booking form

NEW SOUTH WALES
NSW@aipack.com.au

AIP IGD Technical Evening Thursday 16th November

Theme: **Global Retail Trends**
A Future for FMCG Manufacturing International Horizons in Retail Global Retailer Strategies

International retail is changing rapidly under the weight of global retailer muscle. Direct competition with FMCG manufacturers by global retailers with private labels, lowest cost global sourcing and brand destruction...add to this major supply chain pressures including shelf ready... and we are seeing an unprecedented consolidation of retail power on a world scale.

International Guest Speakers

Platinum partner



Click here for NSW November Event

Click here for Sponsorship Opportunities

Site Visit to Carlton United Brewery Wednesday 22nd November

When? Wednesday 22nd November
Where? Carlton United Brewery
Details will be forwarded shortly to Members

QUEENSLAND
QLD@aipack.com.au

AIP Technical Forum to be held at AUSPACK

Don't miss out on attending the National AIP Technical Forum which will be held during AUSPACK on the 2nd and 3rd of May 2007. The Technical Forum will be held twice to ensure that no-one misses out on the second biggest event that the AIP runs every two years.

International Guest Speakers have been confirmed from the UK and Singapore with three more esteemed speakers from Australia. More to come shortly!

Remember this is an AIP Member only function so it is an exclusive event. Book these dates in your diary now!

Exclusive Members ONLY function



2nd & 3rd May 2007
Melbourne Exhibition Centre



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