

STUDENTS DAY OUT



A Students Day Out was held at the Melbourne Exhibition and Convention Centre for VCE Students studying Food and Technology in their last year of High School. Organised by Home Economics Victoria the day was made up of presentations from the Food and Packaging industries including product development technologists, packaging technologists, chefs and Home economics teachers to address specific topics in the VCE Food and Technology Subject. The presentation by Bradley Wardrop-Brown MAIP from the AIP covered topics relating to;

- The use of packaging,
- Packaging types and materials,
- Why packaging is important,
- The future of packaging- bio-plastics, active and intelligent packaging and compostable and degradable packaging,
- Some environmental truths about packaging – measuring environmental impact,
- Packaging design and addressing environmental issues.

Bradly's presentation was well received with many questions being asked at the end, which indicated that a number of myths had been dispelled and had raised many questions; in particular that if packaging was necessary was it actually a 'bad thing' for the environment and how best they could improve recycling at home.



The AIP National Board would like to extend a thank you to Bradley for being our representative on the day.

CONGRATULATIONS TO GRADUATES

The AIP National Board would like to congratulate three students who have recently graduated. Vony Widjaja has graduated with a Certificate in Packaging and Michael Ford and Nina Cleeve-Edwards have both graduated from the Diploma in Packaging Technology.



CONGRATULATIONS

The AIP would like to welcome Stephanie Amelia Rose Cockerill into the world who was born on the 11th of August. We wish Joanne Cockerill, MAIP and her family well during this wonderful time.

NEW MEMBERS

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

NAME	GRADE	STATE
Graeme Hawke	Member	SA
Fiona Novotny	Associate	NSW
George Christou	Member	NSW

NEW MEMBER PROFILE



Sal Arcidiacono MAIP, the Packaging Manager for Top Taste GWF tells us a little about himself...

"I joined the AIP to have access to all the latest packaging machinery information and to understand more about all packaging materials and how they are manufactured."

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ENRICHING THE AUSPACK EXPERIENCE

Packaging News AUG09

For members of the Australian Institute of Packaging (AIP), AUSPACK presented a double bill attraction – a top quality technical forum combined with a technology showcase in the exhibition halls. AIP National President, Craig Wellman, MAIP, shares his view on both events.



The AIP has been running its National Technical Forum alongside the Australian Packaging Machinery Association's AUSPACK since 2005. The forum has continued to gain prominence with strong attendances again this year.

The great benefit of the forum is that delegates are able to hear about the latest developments in packaging technology and then go downstairs to the exhibition to actually see packaging lines and equipment running, with suppliers on hand to answer the many technical questions arising from the presentations. This creates a rich and valuable experience, particularly for the newer members of the industry and those who may not have a direct packaging technology role.

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AIP PARTNER NEWS

HBM Packaging Technologies

Improved efficiency for filling food portions with new dual drive from Multi-Fill



Multi-Fill Inc. of Utah USA, have announced the release of their new dual drive conveyor belt system, which has been designed for positive traction of the belt to prevent slippage and stretching of the feed belt.

The new belt system comes standard on all new Multi-Fill machines, and upgrades are available for customers who currently have the MPFSC-120 and the MPFSH-075 Multi-Fill units.

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BURSTING BLACK BALLOONS

by Michael B Halley FAIP

The Victorian Government pays for a series of advertisements about reduction of Greenhouse Gas emissions on prime time television. Any source of emission is shown as inflating black balloons until a number supposedly equal to the mass of gas are in the roof space.

Members of the Australian Institute of Packaging (AIP) and the Australian Pulp and Paper Industry Technical Association (APPITA) recently attended a joint meeting to listen to experts put forward considerations on the topic Sustainability of Paper in the Packaging Industry. They learnt (but may not yet know it) that one tonne of paper made from recycled material bursts eight million black balloons and this can occur seven times in the life

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WHO ARE YOU PACKAGING YOUR PRODUCT FOR ANYWAY?

By JoAnn R. Hines, Packaging Diva

In the last couple of weeks I've seen a lot of great new packaging designs. The problem is that although they are aesthetically pleasing they really are not conveying the important message to the consumer (why should I buy?)

That's the disconnect when a lot of people design their product packaging, they get caught up in some many things they are trying to convey that the core message gets overlooked on the packaging.

That's basically what happened to Tropicana. They lost sight of the fact that consumers identified with certain core elements in their packaging and when they went away consumers were unhappy.

Notice the entirely different look to the product packaging. Consumers loved the straw and the orange and it was an important brand recognition element. The most common complaint was they couldn't find their loved and trusted product on the shelf.

Tropicana Packaging Fiasco



Interestingly the designers loved this packaging calling it cool, crisp and clean yet sales slumped 20% after the change was made. So who was this package designed for?

Take this unique rendition of the product barcode for packaging courtesy of LovelyPackage. Looking at it is intriguing and a clever use of the barcode. But besides people who have to deal with the issues of putting bar codes on product packaging who cares? I need to know more about what's inside and why I should buy.

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FoodTech Connect 09 is an exciting new Food Industry conference which will deliver growth-critical information to business leaders within the Food Manufacturing Industry.



Brought to you by **What's New in Food Technology & Manufacturing** magazine and www.foodprocessing.net.au, FoodTech Connect 09 will be held on the 21st and 22nd of October at the Rosehill Gardens Event Centre, Sydney.

The latest in Brand Development, R&D, Food Safety, Sustainability, Export, Trademark Law, Logistics, Fresh Cuts, are

but a few of the key management topics that will be addressed by industry experts.

Listen to **Peter Bush, CEO - Mc Donald's** as he outlines growth strategies for food manufacturers, hear **Kate Carnell, CEO - AFCG** outline their vision and the framework to strategically re-position the food industry to meet the challenges of the next decade. **Jo Pye, Insights Director - Mintel** will provide a compelling insight into Winning Innovation while **Bruce Moore, Partner - Deloitte Touche Tohmatsu** will provide specific recommendations in managing your food business to success..

These significant presentations along with the **Twenty Two** others WILL improve your knowledge and performance.

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



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

VIC AIP VIC TECHNICAL DINNER PACKAGING FOR THE AGING POPULATION

When? **Wednesday 2nd of September**
Where? Box Hill Golf Club
Time? 6.00 pm for a 6.30 pm start
Speakers? **Wendy Bateman**
Manager, RSL Health & Aged Support
Packaging Rage
Wendy is in a position to see the impact of packaging that cannot be easily opened first hand.
Dean Crossinwaite
Decorative SH&E Advisor
Orica Consumer Products
Human factors in the design of packaging
Dean will demonstrate the application of some common ergonomic assessment criteria and design tools available to designers and discuss what professionals are available to provide specialist advice on human factors in design.

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BOOKINGS CLOSED

QLD 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



Proceeds for the event will be donated to:




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AIP PCA TECHNICAL DINNER PACKAGING DESIGN

When? **Wednesday 7th of October**
Where? Box Hill Golf Club
Time? 6.00 pm for a 6.30 pm start
Speakers? **Alana Chiodo**
Graphic Designer, Motor Design
Sarah Cameron
Faculty of Design, Swinburne University of Technology, VIC
2008 Southern Cross Packaging Award Winner


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NSW 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



Proceeds for the event will be donated to:



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INDUSTRY EVENTS



PACK PRINT INTERNATIONAL

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

The No. 1 international packaging and printing exhibition for Southeast Asia will be back in Bangkok, Thailand for the second time. It will be held from 23 to 26 September 2009 at BITEC, Bangkok.