



*Better quality of life
through better packaging
for more people.*



W P O N E W S

President's Word

A positive experience in Brazil

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Click here to check the entire welcome article from WPO's president, Mr. Keith Pearson.

WorldStar

WorldStar winners honoured in Mexico City

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To get to know more about WorldStar winners, click here.

Inside WPO

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Click here to get to know more about experience.

Around the world

....in India in 2010!

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Click here to read the entire article.

Sustainability

Document on sustainability

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Japanese packaging industry

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Click here to read the entire articles.

Country Report

Indian packaging industry: poised for global challenges

The major challenge to our society today is sustainable growth and packaging has implications in all of its dimensions e.g. financial, ecological, social and so on. As all of us are aware, in the product movement and in the current global market what makes the difference is packaging. Packaging today, has grown in importance and it's regarded a vital marketing tool.

Click here to get to know more about indian packaging industry.

Highlight

The 1st Packaging Innovation Incubator Programme promoted by WPO will be held by IIP – Indian Institute of Packaging and IOP – The Packaging Society, as an unique interactive programme.

Click here to read the entire article.

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Our group, formed basically by international journalists, also had the opportunity of visiting local supermarkets as well as international retail chains. Once more the cheese displays were outstanding. Mineral water was well displayed in fancy bottles with most packaged items having bright colors. Detergent cartons were packed in carton board. Special packages and shopping areas were dedicated to gluten free products. Another interesting visit was to the Sao Paulo Municipal Food Market. Besides there were some fruit and vegetables similar to those in South Africa, there were some very different varieties. The highlight for me were the many kinds of cheese that were on display, they looked and tasted great. A curiosity: the Brasil vs USA soccer match was taking place as we walked around the market and every now and then there would be shouts from Brazilians as the team did well or scored a goal.

Back to Fispal Tecnologia, the CEO of BTS, Marco Antonio Mastrandonakis, invited me to attend the signing of an agreement between Brazil Trade Shows and ABEA, the Institute of Packaging Engineers. The agreement covers jointly taking packaging education to towns and areas around Brazil.

ABRE, the WPO member for Brazil, also participated at the show with a stand in which it was accomplished the Popular Vote stage of its Packaging & Design Award; people that wanted to vote could walk through packaging displays. This was very well supported and there was always a hive of activity on the stand.

ABRE also launched in the show a booklet outlining the practical aspects of sustainability, detailing the various plastic identification marks. The real meaningful aspect of the book is the planning model that has been developed for companies to use as they go down the sometimes unclear road of planning their sustainable development road. At some stage the document is due to be produced in English.

Keith Pearson
WPO President

Inside WPO

A great experience in Mexico

Although there were fewer members attending the WPO meetings and events in Mexico City, from June 29 to July 01, the quality of all the proceedings were of the highest standard. Our host, the Mexican Packaging Organization (AMEE) did a wonderful job making all the arrangements in the midst of recovering from the disruption that the Swine Flu epidemic had forced upon Mexico.

Before the meetings, I had the privilege of attending Expo Pack, with 870 exhibitors from twenty four countries. The exhibition covered an area of 32,000 square meters. AMEE were well represented at the exhibition and in addition to its own stand there was a very interesting display of its award winning packaging entries.

On Saturday WPO board members were hosted on a number of factory tours. The factories visited in the morning were all situated in an area called Toluca City. The first one was the Fomosa Aluminum Canning Factory where all the equipments were running at designed speeds; on a good day the plant can produce one million cans a day. Next stop was the Coca-Cola Femsa PET bottling plant. Once more the efficiencies and management practices were most impressive. A short journey and we were at the Cuauhtemoc Brewery. The next stop, after a wonderful typical lunch at La Hacienda, was a visit to Vioreira Tolula the glass factory situated at Cosmos that supplies, basically, packaging for cosmetics and fragrances.

On 29 June AMEE hosted its International Congress which theme was "Strengths and Weaknesses in the Packaging Industry Around the World". The papers presented were well received and enlightened the congress attendees regarding packaging activities around the world.

Tuesday and Wednesday all the WPO meetings took place with good discussions and decision making. And finally a great time of celebration took place at the WorldStar Award Ceremony, with awardees from all over the world attending the evening. Details of the prize winners can be found on the WPO web site.

New member from Lebanon

LibanPack is a non-profit Lebanese association that was established in November 2008 with funds from the Swiss Secretariat for Economic affairs through the MACLE project (Market Access and Compliance for Lebanese Exports) implemented by UNIDO with the support of ALI (Association of Lebanese Industrialists) and of SOPIL (Syndicate of Owners of Paper and Packaging Industries).

It's establishment was intended to respond to different aspects of the evolution of the Lebanese industry over the past few years, for example, exports. Although consistently growing over the past 5 years, since they have more than doubled over that period, exports were traditionally oriented towards the region, the Gulf and Africa. Lebanese industrialists are now targeting the more demanding markets of Europe and the US. Such a shift in export destination imposes an uplifting of the packaging of Lebanese products that, although progressing surely towards recognition of quality, lack for some, produced by smaller industries, the right "look" for such markets.

The Association achieves these objectives by working, on the design side of the problem, with several local designers who have a long term experience in packaging design on the one hand, and in having designs emerging from the LibanPack drawing board commented and approved by international designers before release on the other. Labeling information is carefully analyzed by local experts and missing information is quickly retrieved from the network of worldwide packaging institutes and centers to which LibanPack now recently belongs, as member of the World Packaging Organization (WPO).

Issues related to packaging quality, is another area of working with the financial support of the MACLE project on equipping local laboratories located at IRI and at LAU with equipment that will allow the testing of chemical and physical properties of the packaging-product duo to ensure that it meets international standards. LibanPack has newly hired qualified personnel that will focus on the resolution of problems revealed by those tests.

Sustainability is a concern that is ever present in the packaging designs that LibanPack is issuing. Stress is made on the choice of recyclable materials, reusable materials and on the reduction of packaging whenever possible. Another concern is printing quality and designs that are accompanied with recommendations that take the form of a set of specifications to ensure optimal results. LibanPack is actively working at becoming a reference on the Lebanese industrial scene.

Next WPO meeting

WPO is planning it's next meeting in November 17 to 20. At the same occasion, members will have the opportunity of

judging in the WorldStar 2009 where deadline for entries is October 10th. For more information about the event, please contact WPO General Secretary, Carl Olsmats, by e-mail carl.olsmats@innventia.com.

New Vice President in WPO - Mr Shi Wanpeng from China

Upon nomination by The Asian Packaging Federation – APF, Mr Shi Wanpeng from China was appointed as a Vice President of The World Packaging Organisation at the WPO Board of Directors Meeting conducted on the 1 July 2009 in Mexico City.

Mr Shi Wanpeng represents both Chinese and Asian packaging as President of both China Packaging Federation - CPF and APF. WPO look forward to Mr Shi Wanpeng's contribution to the running and strategic direction of the organization.

CPF will also kindly host WPO's first meetings of 2010, in Beijing in the beginning of June.



WorldStar

WorldStar winners honoured in Mexico City



In the occasion, there were also announced the winners of WorldStar Sustainable Packaging Award and President's Award.

WorldStar Awards, organized by World Packaging Organization (WPO) every year, is a recognition of world class excellence in packaging designs. The winners from the 2008 competition were honoured at an Award ceremony in Mexico City, on July 1st, 2009. In total, the competition attracted 224 entries from 32 countries; out of these, 134 were selected as WorldStar 2008 winners during the jury meeting held in Cape Town, South Africa in October 2008, which also coincided with the celebration of WPO's 40th anniversary.

The WorldStar Ceremony and Banquet 2009 were held at Hotel Nikko in Mexico City and were hosted by the Mexican Packaging Association (AMEE). The banquet was attended by around 100 guests including winners, members of the World Packaging Organisation (WPO), representatives of the Mexican and international packaging industry and associations, as well as press representatives. The winners received the prestigious WorldStar trophy from the President of WPO, Keith Pearson, from South Africa.

The President also awarded the three "best-of-the-best" in the President's Awards 2008 category. The winners announced during the ceremony in Mexico were:

- Gold Award - ConAgra Foods, United States - Healthy Choice Café Steamer's Microwave Cooking Package
- Silver Award - Crown Food Europe, United Kingdom – Easylift
- Bronze Award - Josef Blazek, Czech Republic - T-STIX.

A special award to sustainability

The World Packaging Organisation believes that efficient and effective use of resources in packaging is essential to society's aim to become more sustainable. With that in mind, WPO introduced a Sustainable Packaging Award as a section of its well-recognized WorldStar Awards program last year. The objective is to raise awareness of the importance of sustainable packaging and is consistent with WPO's purpose, "Better Quality Of Life Through Better Packaging For More People".

WPO Board Member, Thomas Schneider, IoPP, USA explains: "As both a social and practical matter, sustainability is an important part of the future of packaging. We believe it is important to recognize those who share our commitment. WPO is enthusiastic about encouraging responsibility and common sense in packaging by offering its Sustainable Packaging Award on an annual basis. WPO will continue to refine its criteria as needed to promote advancements on the path towards sustainability. As packaging professionals, members of WPO are delighted to be part of this important business and social endeavour."

For this reason, WPO decided this year to recognize two highly regarded package designs with Sustainable Packaging

Awards at the ceremony in Mexico: Promens Farum A/S, Denmark, "Shellfish tank" and IPN India Packaging Pvt. Ltd., India, "Pure water pouch". In the context of Sustainable Packaging, a Special Mention was also granted to Antilhas, from Brazil, with "100 % recycled PET shopping bag".

Pictures from the evening are available at www.worldpackaging.org/worldstar-packaging-awards/default.asp.

Guarantee now your participation at WorldStar 2009!

The 2009 edition of WorldStar will follow a similar format as the 2008 competition, but new for this year is a new category namely Point-of-Purchase Display packaging. For more information about the WorldStar competition and for ordering a CD (free of charge) containing the description of all the WorldStar winners, pictures and entry form for WorldStar 2009 please turn to Mrs Barbro Jander at barbro.jander@innventia.com.

And remember: deadline for entry to WorldStar 2009 is October 10th, 2009. The entry form and brochure, as well as a list of recognised qualifying competitions, are available at www.worldpackaging.org/worldstar-packaging-awards/default.asp. The Jury meeting will be held in Colombo, Sri Lanka, November 17-20, 2009. The prize award ceremony for the winners of WorldStar 2009 will be held in Beijing, China in the beginning of June 2010 and will be hosted by the China Packaging Federation (CPF).

Around the world

....in India in 2010!

Created in 1969 in Mumbai by the Indian Institute of Packaging (IIP) with 47 exhibiting companies on a total area of 22.000 square meters, the Indiapack 2010 proves that the Indian packaging industry together with allied trades has enjoyed an exciting period of growth by adopting innovative materials & technologies. But considering the need to continue the modernization process, the Indian Institute of Packaging will organize next show from September 30th to October 3rd next year at Bombay Exhibition Centre, in Mumbai. The show will be enriched by the International Packaging Conference and the National Awards for Excellence in Packaging; Indiestar & Pacmachine.

The event is actively supported by Ministry of Commerce & Industry, Ministry of Food Processing Industry, Ministry of Textiles, Govt of India, World Packaging Organization (WPO), Asian Packaging Federation (APF), Sri Lanka Institute of Packaging, Sri Lanka Packaging development Centre, many Trade Associations from India & abroad namely; Plastindia Foundation, AIPIMA, AIFTMA, AIFMP, AIPMA, IIP Alumni Association and many more. Govt. of Maharashtra has also been requested to support the event as the "Host State". More details of the event www.indiapack.in.

In Greece, packaging eco-design workshop.

In the last ten years, the Association of the Greek Manufacturers of Packaging and Materials (AGMPM) is actively involved with matters related to packaging and environment. Along this line have been organized in the past, lectures, conferences, and public debates.

It has been, though, realized that there is a need for more practical measures. One of them being, the hands-on presentation of environmental evaluation tools to packaging designers, producers, and users. For that matter, AGMPM organizes a series of Packaging Eco-design Workshops. The first one will be held in Athens in November 5 and 6; others will follow in main cities of South-eastern Europe and Middle East.

The Workshops will be limited to 20 to 25 participants (packaging designers, brand managers, executives from retail, distribution and production companies, LCA specialists etc). The trainer in the first workshop (16 hours) will be Gerald Lefebvre, international expert in quality, optimization and innovation of packaging systems.

The areas covered by Dr. Lefebvre will be: environmental requirements and regulatory context; key concepts: quality, cost, performance, impact, etc; eco-design in relation to life cycle of products; challenges and benefits of eco-design; requirements and expectations of the distributors and retailers; opportunities in relation to costs, and technical feasibility; opportunities through differentiation and innovation in implementing eco-design.

Preceding the main workshop there will be a two hour preparatory discussion session given by Alexis Stassinopoulos. The purpose of this pre-workshop session will be to give a common background on the subject and inject a critical approach to the participants. More information contact Miltos Mellios (mm@graphicaexpo.gr) or Tzina Briana (gb@graphicaexpo.gr) or enter www.pac.gr.

Advances in Japanese packaging

WPO member in Japan, the Japanese Packaging Institute, also reported some interesting developments in the industry:

- **increase in raw fuel costs** - in all industrial sectors, corporate management of enterprises of all sizes has been increasingly constrained because of rising raw material and fuel costs. Ordinary households are also suffering from price hikes of all kinds of goods including public utility rates.
- **reduced space symbology** - in order to prevent inadvertent drug administration due to similar drug names, the Ministry of Health, Labor and Welfare adopted a policy of introducing bar codes for pharmaceuticals used by medical institutions. The name, quantity, and serial numbers of chemicals will be registered in bar codes so that the chemical content can be confirmed by using a specialized terminal ID code before each administration or dispensation. To start with, the ministry is planning to implement this method for injection drugs and biopharmaceuticals used by medical institutions.
- **change in food sanitation law** - while food safety issues such as pesticide residue in Chinese-made frozen dumplings and false labeling of beef croquettes are attracting public attention, the codes and standards of the Food Sanitation Law will be modified. The changes will also be applied to containers and packaging such as glass and ceramics, and standards for dairy products containers. Additional labeling including indicating allergic substances will also be implemented.
- **development of desiccant-free hygroscopic resin** - Moist Catch®, which has moisture-absorption properties, which is a characteristic of desiccant, and workability, which is a characteristics of resin, has been developed. This product will replace conventional desiccants. Unlike conventional desiccants, Moist Catch® is free of worry about powder scattering, product contamination, and accidental ingestion. Processing such as plastic film fabrication and molding depending on the intended use is also possible.

Seminars in Kenya and Tanzania

In August, ITC (International Trade Center), member of WPO, run two seminars. The first one in Kenya was accomplished together with the Kenya Bureau of Standards and the main subject was the capacity building training for women entrepreneurs on packaging, measurements, standardization, bar coding and quality control. The other event, hold in partnership with the Tanzania Bureau of Standards was about "The Packaging Technology Centre: what it is and what it does".

Other news reported by ITC are the recent creation of the Institute of Packaging Professionals Kenya and the Packaging Association that has been established in Ethiopia.

Packaging conference in Ukraine

Club packagers of Ukraine together with the Ministry of Education and Science and the information-analytical center "Upakovka" held the III Conference "Packaging Industry in Ukraine Status and prospects" from May 19 to 21 in the Crimea (Alushta). During the conference, speakers made 18 reports on the following directions: «The state of and trends in the development of the packaging market in Ukraine», «Packaging materials and packing today and tomorrow», «Technology and equipment for packaging» and «Packaging & Regulatory Policy». The speakers were recognized local and outside scientists as well as representatives of companies and associations. As a result of the Conference a book was published. For further info contact Veronika Khalaydzhii, Director of IAC "Upakovka", by e-mail upakjour@nbi.com.ua or in the webpage www.upakjour.com.ua.

Success of Rosupak 2009

From June 15 to 19, a newly expanded Crocus Expo Center opened its doors to the guests and exponents of Rosupak 2009 exhibition forum under the auspice of the Government of Moscow and supported by the Chamber of Trade and Commerce of Russian Federation and the Chamber of Trade and Commerce of Moscow. Again, professional partners of the organizers of the exhibition were the National Confederation of Packagers (NCPak), Tara I Upakovka magazine and the branch Internet portal www.uniapck.ru.

The exhibition hosted companies from 27 countries, including such traditionally advanced in the business culture of packaging as the USA, Germany, Italy, France, Austria, Finland as well as from China, Korea, Turkey and India. 530 exhibitors unfolded their displays in the halls of the show. Organizers and exhibitors have no reason to complain about the attendance: over 18,200 specialists from Russia and dozens of other countries visited the exhibition.

Conscious about the interests of them, the organizers divided the show into specialized clusters: Rosupak (packaging production technologies and equipment, finished packaging and solutions), Upakmash (packaging equipment and technological lines), Logistics and Warehousing (warehousing services and logistics), Foodmash (equipment and technologies for food and food-processing industries), Alumupak (aluminum packaging) and Luxupak (premium class

packaging).

A highly demanded supplement to the business program of the exhibition was a comfortably located center of information and consulting, where any visitor could get free detailed information and expert explanations of matters of both commercial and narrowly professional nature. Another important event was the Russian national mega-competition of the best professional achievements, Grand Star of Russia 2009, whose exposition of the winner products was displayed immediately at the entrance to the main hall.

It is pleasing that the display of the winners of the national competition presented such prospective packaging solutions as die-cut sealing caps made of a new-generation of composite packaging materials – a composite of paper and special polymer coating providing the cap required heat-sealing properties in the process of packing the content into polymer containers.

Another attractive innovation was blister-packaging of a special design (so-called Ecobliss design), making it easy for the customer to see the product inside the blister and leaving the space on both sides of the blister back for high quality full color printing. At large, the display of the best professional achievements of Russian packagers appealed to the eye with its expressed thrust toward innovation, which, on the one hand, is a sign of undoubted chances of national packaging industry to integrate successfully into the process of changeover of the national economy to an intensive course of development, and, on the other hand, gives hope for a successful participation of the best Russian packagers in the World Star Award competition. The next Rosupak exhibition opens in May 2010. Information with Maria Musinova, from National Packaging Confederation Russia, WPO member, at e-mail Musinova@megapack.spb.ru.

Anti-counterfeit program in Ghana

Protection of intellectual property (IPR), trademarks and brands is very important to attract foreign investment and mobilize domestic investment, which in turn, is indispensable to achieve sustainable economic growth and development. For this reason, the ACP Business Climate Facility (BizClim), an ACP-EU joint initiative financed under the European Development Fund (EDF), provided the Institute of Packaging, Ghana, funding for the second phase of the Ghana Anti-counterfeiting Project, following the successful national study and conference held in July 2008.

The second phase of the project was from April – June 2009.

Under this project, two training sessions was organized: the first in the Northern Sector of Ghana (i.e., the Ashanti, Brong Ahafo, Northern, Upper Eastern and Upper Western Regions). The second training which was for the Southern Sector of Ghana (i.e., the Greater Accra, Eastern, Volta, Central and Western Regions) also took place at the Kofi Annan ICT Centre in Accra, Ghana.

Participants in these training sessions came from Customs, Excise and Preventive Service (CEPS), Ghana Police Service, Ghana Immigration Service, Foods and Drugs Board, Ghana Standards Board and The Copyright Office.

The training objectives were to:

- develop the expertise of officials charged with the enforcement of intellectual property rights, including: investigation, prosecution, information and intelligence-gathering, standardization, regulation and overall IP crime enforcement;
- facilitate collaboration, cooperation and coordination amongst the various agencies involved in IP protection and enforcement in Ghana;
- Expose participants to international and domestic best practice in IPR enforcement, through: the explanation of case studies; the presentation of problems and solutions; the explanation of organization, legislation and procedure in Ghana and overseas; the introduction and use of specific anti-crime strategies and techniques and other methods.

For the successful implementation of this project, the Institute of Packaging, Ghana collaborated with the Coalition Against Counterfeit and Illicit Trade (CACIT), Food and Drugs Board (FDB), The Ghana Employers Association (GEA) and the Ministry of Trade and Industry.

As part of the strategy to create awareness amongst our youth and the general public on the effects and impact of counterfeiting and piracy on our health, businesses and economy, an essay and art competition was organized for Senior High School students in the Accra-Tema metropolis of Ghana.

The topic on which they wrote on was 'Effects of Counterfeiting and Piracy on National Development'

The keen interest shown by the schools resulted in 11 schools being represented in the competition. Seasoned examiners from the Ghana Education Service were engaged to mark the scripts and eventually a student from Tema Senior High Secondary School emerged the overall best writer. The students were awarded with certificates and cash vouchers of varying amounts to purchase relevant books which would assist them in their studies.

Again to carry the message of the negative effects of counterfeited and pirated products, a vigorous campaign was done through the electronic and print media in the form of advertisements, posters, leaflets, talk shows and drama.

In summary, the project brought a lot of issues related to counterfeiting and piracy to the fore and has therefore given a positive impetus to the main regulatory agencies, for the need to effectively collaborate and have some lasting solutions to the challenge.

More information on this issue liaise with Ebenezer Mante, coordinator of IOPG by e-mail iopghana@yahoo.com or visit www.iopg.org.

ISO in packaging

In April, the International Standards Organisation (ISO) voted to set up a sub-committee (SC) on packaging and environment (TC 122/SC4). The twinning secretariat for ISO/TC 122/SC4 on packaging and environment will be held by China National Export Commodities Packaging Research Institute (CEPI) and the Swedish Standards Institute (SIS). A first meeting is expected to be held in December 2009.

Singapore Packaging Star Awards 2009

The Packaging Council of Singapore recently held its 11th Singapore Packaging Star Awards as part of its continued efforts to champion innovation and sustainability in packaging. Despite a modest number of entries this year, the council saw some outstanding entries from the three main commercial categories. They are Sales and Display, Transportation and Logistics, and Sustainable Packaging Design. In all, 22 packaging products were selected as winners.

Evaluating a total of 40 entries was a panel of three judges who considered criteria such as creativity, graphic appeal, product protection, display attractiveness, functionality and convenience, and environmental friendliness. Among these winners, the Council will further select Best Entry winners from each category. The results will be jointly announced during the awards presentation next year.



The Singapore Packaging Star Awards for the students' category also ended its registration by 19 August with the evaluation and results announcement on 25 August 2009. This event is supported by Singapore Manufacturers' Federation (SMa) and Packaging Council of Singapore (PCS). For more information, please visit www.smafederation.org.sg.

Trade show in Argentina

ENVASE - ALIMENTEK EXHIBITION (September 22/25, 2009) - This exhibition, which started twenty years ago, is held in Buenos Aires every two years with large attendance (over 40,000 visitors in previous years) from all the world including, of course, all Latin American countries. This year we shall have delegations from China and Nigeria as special visitors.



Sustainability

Document on sustainability

With the objective of promoting an evaluation of sustainable environmental indicators in the companies, Brazilian Packaging Association (ABRE), WPO member, through its Environment and Sustainability Committee, launched during Fispal Tecnologia 2009, in June, in São Paulo, the book "Guidelines of Sustainability for the Productive Chain of Packaging and Consumption Goods".

As Luciana Pellegrino, Executive Director of ABRE explains, "it is a tool that will make it possible for the whole productive chain to work in the same direction in the search of a continuous improvement of the environmental acting of their products, productive processes and packaging, in all the production stages".

The indicators refer to each stage of the Life Cycle Assessment of the product, embracing from the production of raw materials, packaging, distribution (logistics and retail), until the appropriate destination; suggestions of metric evaluation for each indicator are also presented. The document also helps to build an evolution report of the sector regarding the subject and its consequent popularization, in a clear way to be understood by all links of the society.

The environmental indicators published were developed based on the ecodesign concept (design for environment), essential for the society to have access to products without damaging the natural resources. The document was printed in synthetic paper made from 100% recycled plastic, the VitoPaper, produced by Brazilian company Vitopel.

An English version of the document is being prepared by ABRE. More information with Luciana Pellegrino by e-mail luciana@abre.org.br.



Japanese packaging industry

The Japanese packaging industry has reported some interesting issues that are being discussed in the country related to environment. For any question contact Nahoko Ishizaki, from the Japan Packaging Institute, a member of WPO, by e-mail pack@jpi.or.jp.

1. False labeling of commodities

False labeling of recycled paper spreading among paper manufacturers and the paper manufacturing industry came to light. A major paper manufacturer publicly admitted to falsifying the recycled pulp content ratio. Since then other major manufacturers also admitted to such falsification one after another, causing heavy public criticism denouncing the lack of corporate philosophy. In addition, a number of cases where the origin and other information were falsely labeled on products were uncovered in the food industry too, resulting in considerably threatening food safety and security.

2. Diversification of eco bags

Used instead of plastic shopping bags because of portability, brand image, reusability, and fashionability. While fees for plastic shopping bags have become a norm, a growing number of people are conscious of environmental issues and use ecologically friendly bags or their own bags. Size, stylishness, and strength are emphasized in selecting such bags.

3. Packages with CO2 emission labels

Food manufacturers are taking the initiative to label their products, indicating the amount of CO2 emitted during the production process so that consumers can select ecologically friendly products. Labeling methods and unified representations will be institutionalized in Japan from 2009 and will be implemented step by step thereafter. The institutionalization is expected to create new criteria for selecting ecologically friendly products.

4. Weight and size reduction of beverage plastic bottles is moving ahead at a fast pace

Responding to the high cost of resources worldwide, new technologies for reducing the weight and size of containers made of materials such as resin, metal, and glass have been developed and put into practical use.

5. CO2 emissions reduced

Zendanren - Japan Corrugated Case Association announced the emissions intensity (emissions per unit of production) and CO2 emission amount due to corrugated cardboard production calculated based on the results of its LCI (Life Cycle Inventory) basic research conducted in 2007. According to the announcement, CO2 emission caused by producing 1 m² cardboard box is 352.5 grams, of which 62.5 g is from plant operation for manufacturing corrugated cardboard and 290.0 g from producing base paper of corrugated cardboard.

Country Report

Indian packaging industry: poised for global challenges

The major challenge to our society today is sustainable growth and packaging has implications in all of its dimensions e.g. financial, ecological, social and so on. As all of us are aware, in the product movement and in the current global market what makes the difference is packaging. Packaging today, has grown in importance and it's regarded a vital

marketing tool.

Indian packaging industry is worth Rs.900 billion approx. with a good growth rate as compared to the developed countries. Most of the raw materials needed, such as paper, board, plastics, glass, metal and others, are available in abundance. Many of the new Indian companies of material as well as machineries supplies locally as well as export globally.

Packaging machinery sector also complies of making packaging converting machines, product packaging machines and allied equipments, have adopted modern technology and even exported to developed economies in the world. Many of the Indian packaging machinery manufacturers are well known for producing some sophisticated machineries with specific features like flexibility in manufacturing and competitive price of equipment. While meeting the local industry demands to a great extent, the value of Indian packaging machinery export is also at higher side; most exports going to Africa and South America. Some of them also go to Vietnam, USA, Russia and South Africa.

Globalisation and consumer demand are the major forces. Local brands are now forced to compete with the best in the world and are geared up to compete in global markets. Thermoforming industry exports blisters, trays and other thermoformed products to USA, Europe, Canada, Australia, Africa, Middle East, Singapore, Thailand, Malaysia, Bangladesh, Poland, and Egypt whereas the tinplate industry exports to Middle East, USA, Australia, Africa.

There is no doubt that India is one of the fastest growing economies of the world with rising GDP of 8% per year. With the liberalized trade and economic policy, the country has achieved a higher growth rate and accelerated the reform revolution and will prove to be more resilient in fighting the global recession. Sectors like infrastructure, agriculture and retail will continue to grow, thereby enhancing the usage of packaging. India has become a global marketplace. Indian manufacturers have access to supply sources from all over the world at competitive prices. Market which was around US\$ 6.9 billion during 2004 is growing at the present rate of 15% to 18% and is to reach by US\$ 13.4 billion in 2009. During the period world packaging demand is growing 4% to 5% from US\$ 459 billion to US\$ 564 billion.

Due to nations' natural wealth in abundance, the country is rapidly emerging as a food factory for the world. The next wave of globalization and liberalization in India is going to be in organized retail. Powerful companies in this sector have established themselves in a dominant position globally. The growth in per capita income resulted into change in lifestyle, consumerism, health consciousness which has been providing vast opportunities for the packaging industry.

*Shekhar Amberkar is Assistant Director - E & D of the Indian Institute of Packaging.

Highlight

PACKAGING INNOVATION INCUBATOR PROGRAMME

A GLOBAL TRAINING INITIATIVE
PRESENTED BY



World Packaging Organisation (WPO)



Indian Institute of Packaging (IIP)



IOP: The Packaging Society

THE PROGRAMME

This is a unique interactive programme which will be conducted by the Premier Packaging Institutes in two phases.

The objectives of the programme are:

- Deliberate new trends in packaging materials, techniques and technologies
- Acquaintance with sectoral specific new trends (food, pharmaceutical, consumer and industrial products)
- Exposure towards product differentiation with packaging and marketing trends
- Creation of country platforms for dissemination of information on latest packaging technologies.

Venue

Phase I : Indian Institute of Packaging, Mumbai (IIP) – 2 weeks

Phase II: IOP : The Packaging Society, U.K. - 2 weeks

Date

The tentative date for commencement of the programme is October, 2009.

Sponsorship Opportunities

Sponsorships are invited for one of its kind event which offers benefits as:

- Partner with the best Packaging Organisations
- Assist in developing packaging skill as a part of global education system
- Keep abreast with the global packaging trends and technologies
- Reach out to over 20 countries.

Sponsorship Opportunities include:

PLATINUM SPONSORSHIP	GOLD SPONSORSHIP	SILVER SPONSORSHIP
US\$ 25,000	US\$ 15,000	US\$ 10,000

Other sponsorship opportunities include Course Materials, Mailers, Lunch and Dinner, Awards.

Customised sponsorship opportunities can also be created.

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For more details about the programme log on to www.worldpackaging.org.br

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