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The Packaging Society’s Board

Meet the Members...

Chris Waterhouse – Chairman
Chris Waterhouse is an experienced Packaging and Project Manager specialising in the integration of manufacturing and supply chain operations with packaging technology. He is currently Managing Director of iDi Pac Limited, a niche Packaging and Supply Chain consultancy serving largely regulated industries.

Ian Davis - Vice Chairman
Ian has been a member of the Packaging Society (previously the IOP) for over thirty years, and is one of the few members who joined the society due to his involvement as a paperboard manufacturer. The most recent company in his portfolio is as a training provider for Corrugating Apprenticeships, delivering the Technical Certificate courses.

Mark Caul
Mark Caul is the Technical Manager for Food Packaging at Tesco. With 16 years of retail experience he is experienced in the wants and needs of consumers as well as balancing those needs with government and non-government views on the world of packaging.

Alison Vincent
Alison Vincent is Managing Director at AVA packaging solutions – an independent partner to retailers, brand owners, packer/fillers and design agencies that helps clients with specialist innovation, design and development together with material and cost reductions plus packaging and sourcing strategies.

Keith Barnes
Keith has been involved in the world of packaging for more than fifty years. Management roles within Ilford and Boots have led on to a career in consultancy. He has provided numerous articles on packaging and acts as the co-ordinator for the Packaging Summer School held annually in the UK for Michigan State University.

David Harding-Brown
David has over 40 years’ experience in FMCG packaging, Advertising, 3D product and 2D graphic design, and all aspects of printing and production across multiple media. Now Technical Director & Head of Sustainability at 1HQ, a multi-national Brand Agency, David directly manages the Innovation and Sustainability agendas, and all Implementation, Commercial and Operations areas.

Find out more...
http://www.iom3.org/packaging-society/packaging-society-board-member-profiles
The Packaging Society’s Board

Meet the Members...

Liam Barbary
After a successful career in the industry, Liam identified a gap in the packaging market for a tool which could estimate accurately and manage large complex tenders efficiently. He and two business partners set up Benchmark Consulting, a truly unique web-based cost model for all major material groups.

Gregor Anderson
Is currently Device and Packaging Design Director at GSK and has recently prepared GSK’s respiratory and packaging strategy for Emerging Markets including Sub Saharan Africa. He holds over 40 patents and has expertise in patient-centric design and has presented papers on this topic globally.

Kevin Laughton
Kevin has been in the Packaging industry for 36 years and is highly passionate about it. Founder of I-con International, he consults throughout the packaging supply chain, connecting digital, packaging and fulfilment on a global scale.

Richard Bull
For over 35 years, Richard has worked tirelessly within the packaging industry to innovate and has a wealth of knowledge and solutions for progression and sustainability within the industry. He has established Enercon Industries Ltd as the European leader in induction cap sealing.

David Little
David is a Print and Packaging Technologist and has extensive experience across most packaging substrates and processes. He has worked in most of the key sectors from Corrugate to Repro. He now brings his 30 years’ experience in the sector to assist packaging users and providers, acting as a truly Independent Packaging Consultant.

Sanjay Patel
EMEA Innovation Connector at Coca-Cola Services
A seasoned cross functional and cross category innovator with a deep passion for sustainable economic, environmental and social growth.

Find out more...
http://www.iom3.org/packaging-society/packaging-society-board-member-profiles
Our colleagues from Michigan State University attended another super lecture seminar event and Networking evening at IOM3. Featuring expert speakers from HP, Coca Cola with some healthy support from The Packaging Society Board members a super evening was had.

Subjects covered from HP’s Paul Randall were Digital Printing; what next? followed by an insightful view of a Career in Packaging from Sanjay Patel. Kevin Laughton explained the intricacies of developing Digital Marketing campaigns in China whilst Chris Waterhouse talked on the challenge of Patient Adherence and using Smart Packing to increase the benefits.

Following a networking drinks and sandwiches session, Michigan State Uni Packaging visitors went on their way in readiness for the Boat Trip acknowledging another great event on the tour around the UK.

Love to see Young and Old at next year’s event!!
Dear Members,

The 7th Pack To The Future event was held July this year at Nottingham University. The event reached record numbers, attracting senior team members from some of the largest businesses in our industry namely, Smurfit Kappa, Skymark Packaging, OPM Labels, Kimberly Clark & 20 students from Michigan State University, to name a few.

The event and was supported by a plethora of speakers from the breadth of the packaging industry covering topics such as, the latest Tech in Anti-Counterfeiting, Sustainability, Marketing & Brand Management, Internet Enabled Packaging, 3D Printing & Trends for the Future. We also supported this with round table sessions on ‘Planning for the effects of Brexit on our industry’ & ‘Strategies to better fit the needs of brand owners’.

I would like to congratulate the team from the East Midlands Packaging Society for organising a great event, which we hope to build on for next year. We plan to broaden this to include an evening networking event and night at a hotel next year and remain open to any suggestions on topics and format going forward.

Myself and the team look forward to seeing you at next year’s event.

Liam Barbary (FIMMM)
Chairman – East Midlands Packaging Society
Director – Benchmark Consulting Global Ltd
Supply chain – midstream: The manufacturing process

Packaging

Packaging design is critical, even when concentrating on forward product flows. Figure 1 shows typical design aims for packaging, covering:

- primary packaging (e.g. a tube for toothpaste, a plastic or paper wrapper for breakfast cereals);
- sometimes secondary packaging (e.g. the box containing the toothpaste tube or cereal wrapper);
- for some products, tertiary packs and shelf-packs;
- transit packaging, to protect the product between manufacture and delivery.

Figure 1 Packaging - design aims

<table>
<thead>
<tr>
<th>Theme</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical protection</td>
<td></td>
</tr>
<tr>
<td>Storage</td>
<td>maintain the condition of the contents until ready for use/end of product life</td>
</tr>
<tr>
<td>Distribution</td>
<td>protect against potential hazards during transport and handling at each stage</td>
</tr>
<tr>
<td>Safety/security</td>
<td>safe to handle, and protect the environment from the product deter/prevent tampering, pilferage, counterfeirt, unauthorised sales;</td>
</tr>
<tr>
<td>Information</td>
<td></td>
</tr>
<tr>
<td>Product info</td>
<td>provide information to those who may handle, store, buy or use the product</td>
</tr>
<tr>
<td>Track &amp; trace</td>
<td>production/packing location, status, serial/batch numbers</td>
</tr>
<tr>
<td>Ease of use</td>
<td>user-friendly at all stages, e.g. optimal pack size (primary, secondary, transit), handling and display</td>
</tr>
<tr>
<td>Relevance</td>
<td></td>
</tr>
<tr>
<td>Aggregation/portion control</td>
<td>relevant quantity or portion size; portion control (e.g. drugs)</td>
</tr>
<tr>
<td>Marketing</td>
<td>support product marketing and establish, maintain or enhance the brand</td>
</tr>
<tr>
<td>£ Economy</td>
<td>optimise cost of packaging and effectiveness</td>
</tr>
<tr>
<td>End of life</td>
<td>re-usability, recoverable materials, ease of recycling</td>
</tr>
</tbody>
</table>

Packaging design aims may be of greater or lesser importance to different stakeholders in the company; Figure 2 illustrates some of the differing priorities. Levels of influence can result in different designs, perhaps eye-catching or low-cost.

A survey of UK food and beverage manufacturers found that in 90 per cent of cases, logistics teams were not involved in the design of product packaging. Often this meant that packaging compromised the quantity of product on a pallet, or in a delivery vehicle. Examples of packaging designed to include logistics factors, in consumer-packaged goods and food products, reduced logistics costs by over 10 per cent.
Involving supply chain teams in design of both the packaging and the product for circular flows is even more important. Added to logistics cost savings is the potential to recover higher value from the returning product or components, and create multiuse packages to reduce costs and inputs. Finding ways to extend the customer relationship can help with returns: delivery of a replacement, upgraded or new product allows the customer to reuse packaging from the ‘new’ product to repack and return the old product. Designing packaging for product recovery entails different challenges. Even if it can pack flat for easier storage, the user may not retain the original packaging. If you provide packaging in advance of the return, then flat-pack designs enable easier (and lower cost) delivery. Perhaps you can use pre-cut card in kit form, with simple instructions for the user to construct protective support modules for the product, inside the outer carton. Otherwise, could the collection service take the protective packaging to the product location? The trade-off between cost of collection and value recovery from the returning product and materials needs careful analysis.

Packaging design can use circular economy principles too, for the materials, the packaging ‘product’, its process and, of course, the recovery flows. The aims – using less, using renewables or recycled materials, using it more, and using it again – should be easier to achieve as fewer materials are required, design aims are simpler and packaging offers more potential for collaborative solutions, within or across industry sectors. There are opportunities to take a more ‘end to end’ view, ensuring that the ‘design and supply chain’ includes packaging as a critical element, rather than an afterthought.

This extract from A Circular Economy Handbook for Business and Supply Chains by Catherine Weetman is ©2016 and reproduced with permission from Kogan Page Ltd. Learn more about the circular economy and packaging, and save 20%, when buying A Circular Economy Handbook for Business and Supply Chains with code TPS20 at www.koganpage.com/Circular-Econ.

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It’s about much more than food protection

The past 90 years have seen food and drink packaging innovation driven by economic and societal change, as Chris Waterhouse explains.

Outbreak of war has frequently promoted innovation in packaging, both in solutions and materials. Ninety years ago, foods were largely purchased fresh, daily, and by weight and only high value or imported items were ‘delivered’ packaged. While plastic had been developed in the 1860s, the earliest use as food packaging was only permitted by military necessity in the same way as canning technologies. Innovation in lining compounds, despite the health impact of heavy metals, increased preservation levels and nutritional values. As such, metal cans were intensively used for packaging food rations for soldiers on the front line, eg ‘bulky’ beef.

The growing need for ‘convenience’ spawned many new packaging innovations. The 1940s and 50s’ family unit, male breadwinner, housewife, and 2.4 children was changing. With women increasingly working, new packaging became necessary. One example: milk deliveries in the glass bottle with a simple foil top, still available today, have morphed through the development of the Tetra Pak in the 50s to today’s polyethylene and polyethylene terephthalate packs. Further developments such as induction seals and material light-weighting have provided advantages in product quality, shelf-life extension, material use and cost reductions. Long-life versions now make it viable to buy milk as part of a single supermarket shop.

The 90s saw the development of some key formats: frozen foods with the wider availability of freezers and the ready meal phenomenon. Aluminium foil coupled with the development of ever better film and laminate technologies gave us the ‘TV dinner’. Simply re-heated in the oven, this was a revolution for busy, working households. The growth in freezer ownership provided capability for the busy family to pre-cook in bulk, freeze and reheat.

Ongoing material innovations have created multiple packaging options for ready meals. There has been the move to vacuum-formed trays, with heat-sealed specialised lidding materials introduced in the 80s, and modified atmosphere packs for extended storage, followed the advent of microwave cooking. ‘Today, fresh ready meals with pre-prepared veggies, rice, and so forth packed in stand-up steam cooking bags, meat packed and cooked in a flow or vacuum packed, and nylon-based roasting packs, all support the convenience ethos.

Of course, some of the biggest developments have been to increase shelf-life and reduced waste. The development of modified atmosphere packaging (MAP) was a direct response to the expectations of customers in the supermarket. Pre-packed meat, selected by the consumer, the cut of meat, rejecting those less appealing through colour, etc.

The introduction of MAP allowed retailers to create the optimal packaged environment, and subsequently the introduction of descanters and scavengers have all increased product shelf-life. Now, pre-prepared salad-in-a-bag products have brought MAP into the fresh fruit and vegetable arena with new introductions of ‘eat-one, keep-one’ packs, now also seen in snacks, all in response to customer convenience requirements delivered through a single weekly shop.

Some of the most evident of innovations of recent years have been driven by print and the digital world of smart packaging. Demand for choice in retail, but cost effectiveness, drives advances in the technology. With the emergence of the Internet of Things and integration of new technologies, food packaging is expanding from its original need to protect, preserve, promote. Incorporating digital technologies into packaging supports the growing need to deliver customised media, coupons, recipes, etc, all accessed via the obligatory smartphone. Similarly, advances in smart technology – thermochromic inks, near-field communication, radio frequency identification and others – allow for increased connectivity and safety messaging. This mass integration provides benefits for retailers: stock control, rotation and so forth; and for consumers: automatic ordering via connectivity with ‘smart’ fridges and similar technologies.

In the same way, print has revolutionised the offer. Personalised packaging, or unique one-off designs provide differentiation. The power of digital printing has also created an environment for growth in ‘artisanal’ start-ups.

So, where will we be in 90 years’ time? One thing is for sure, packaging will still be required. At the end of the day, packaging delivers what the consumer demands. Long may that remain!

Chris Waterhouse is chairman of the Packaging Society, a division of the Institute of Materials, Minerals and Mining, and md of IQ Pac.
Leaders of the Pack?

David Little, Chair of the Irish Packaging Society, explains how expertise in packaging technology can save you time and money and drive efficiencies in your business.

Are you a medium to large user of packaging? Are you spending many thousands of euros a year on packaging? Do you have a Packaging Technology Department or do you have an in-house trained specialist in packaging? If not, I argue you really should have one, or at least a resource to turn to.

If you’re in the FMCG food & beverage, medical device or pharma sectors, not to mention horticulture, hardware, pet care or other industrial sectors, chances are a lot of packaging is being used to contain, promote and transport your products. Not to mention the other “small” matters of legally required information, brand recognition, protection etc.

I don’t think print and packaging gets the respect it deserves and as a result, things are often not planned properly and forgotten about until the last minute. “Did anyone order the boxes for the new product...?”

The same focus, feasibility assessment and planning that goes into the availability of the production equipment for a new product or the bill of materials or the market analysis, should go into the planning for pack change, specification development and procurement RFQ’s for the supply of new packaging.

Comparing Supplier Specifications

I believe it is a tall order to expect someone in procurement or supply chain, not to mention the guy in the stores, with no special packaging training, to become expert enough to argue or compare supplier specifications.

Or how about to negotiate technically the benefits of one lacquer over another, or to understand the necessity of corona treatment or the benefits of specifying a certain UV inhibitor or coefficient of friction?

At the beginning, they will certainly be over-reliant on the reps from the various suppliers, probably too dependent on personality or helpfulness, rather than on performance and technical detail. They may also make buying decisions based on price, not thinking nor appreciating the impact on performance, nor the difference in one spec over another. Of course, they will eventually pick-up good knowledge in their narrow field of involvement. I ask, though, at what cost? I hear you say, “Ah yes, but to err is human”, I say, “yes, it is..... but it is usually a very expensive lesson and a time consuming one, with packaging lead-times...”
Speaking of lead-times, are all your new product launches smooth sailing and on-time? Why does it take so long? Well, let’s look at the stages to the right as to what’s involved...

How many amendment loops are involved in approving your new artwork? Does the final print match your proof, or was it a bit of a surprise or even a disappointment? Does your brand colour on one substrate match the colour on another substrate? What does it mean anyway (GPS for colour)? Does one supplier always seem to cause more trouble than another, with poor packaging or delivery performance or say, colour consistency? What’s your pack changeover or trial process for developing new packs or testing new specifications? How do you analyse or follow up on the outcomes?

OPPORTUNITIES TO SAVE MONEY
I believe, in most small and medium size companies (and some big ones as well), there are opportunities to save money on packaging, to buy better, to drive efficiencies with your suppliers; to standardise specs, labelling or palletisation or even, for instance, to utilise warehousing better.

If you do not specify sufficiently and manage your suppliers, they will slowly evolve the spec, to supply what suits them; best, their optimum core size or material spec or pallet size, etc. It’s only natural, but this just works for them and causes your company inefficiencies. You need to proactively manage your suppliers, audit them, access their weaknesses, give them a chance to improve, decide to grow with them (or not) and keep a process driven approach to packaging change and the supply process.

See figure below, PDCA a process driven approach.

I hear you ask, “What’s one to do? How can I remedy the situation and get serious about print & packaging?”

THE IMPORTANCE OF TRAINING
I believe in essence, it is all about training.
However, you can get there a few ways. You can advertise and hire a qualified Packaging Technologist. You could promote or hire a good interested person, willing to be trained and arrange in-house short courses for them or send them on the excellent DIT accredited Level 7- CPD Diploma in Packaging Technology. This is a one year program, designed to create a Packaging Technologist, where they cover the fundamentals, legal requirements, substrate manufacturing, printing processes and converting techniques for all packaging types, to name but a few of the modules. See Design, Print & Packaging Skillsnet, http://dppskillsnet.ie/index.php/training/diploma-in-packaging-technology/

The other thing you could do is to bring in expertise, a packaging consultant. Get all the benefits and experience you need, but none of the long-term commitment, no additional costs of employing a full time person. This can work well for short projects or problem solving, training, auditing suppliers or press passed or even to evaluate your position, in advance of a decision to hire someone full time.

Either way, if the volume is there, a trained packaging specialist will be a boon to your business. Having an experienced and competent technologist running pack change projects, coordinating NPE, setting up specs, briefing repro and printers and supporting marketing, procurement, supply chain and production departments, will definitely save time, money and drive efficiencies. ....QED.

David Little is a Print and Packaging Technologist with over 30 years’ experience in the print/packaging sector with experience across most substrates. These include flexible (film laminates, cartonboard, labels, corrugated and rigid plastics), as well as in the pre-press / repro and printing machinery sectors. He has extensive print experience across all processes and is very involved in supplier audits, QC problem solving, brand colour control, press passes and packaging training (bespoke short courses).

David lectures in packaging on the DIT accredited level 7, CPD Diploma in Packaging Technology. He is Chair of The Irish Packaging Society and a Board Member of The Packaging Society (UK) – (IOMS).

13th and 14th September 2017

The Packaging Society is returning to the Packaging Innovations show in London this September.

Billed as London's most inspirational event for packaging, the show will take place at Olympia London on September 13 and 14.

The Packaging Society's stand will feature its popular Packaging Clinic, which offers visitors advice and information on packaging issues.

Entry to the show is free. To register, visit http://www.easyfairs.com/packaging-innovations-london-2017/packaging-innovations-london-2017/
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