

24th DuPont Awards for Packaging Innovation

Winners Announcement May 2012

**‘Fresh Quotes’ – Renowned Experts Weigh in on Critical Packaging Issues
Food Security, Sustainability, Affordability and Innovation**



Brian Wagner
Vice President, Packaging
Technology Integrated
Solutions, USA

The prestigious Jury for the DuPont Awards for Packaging Innovation was invited to comment on today's industry issues as part of their role in the 24th global competition. We invite you to use their comments when covering the announcement of winners or in future related articles. For additional information, please contact Carole Davies

On Packaging's Role in Food Security ...

"For those of us in the food industry, it is not about making quality food - it's a given - it's about delivering the same consistent quality day in, day out regardless of the region of the world. So packaging has to do more than just to protect. It has to ensure efficiency and ensure that the consumer gets what they perceive to be premium quality without compromise."

Michael Okoroafor

Vice President, Global Packaging & Execution, H. J. Heinz Company, USA



Ann O'Hara
Vice President & General
Manager, Amcor Flexibles,
Asia Pacific

"Packaging has the ability to preserve – if you consider the amount of energy, fuel, water that's required to grow, harvest, process and distribute crops safely all the way to the consumer's table ... packaging has the ability to keep your product clean, to keep it at a high quality, to give it a longer shelf life, to keep the freshness about it."

Louis Lindenberg

Global Packaging Sustainability Director, Unilever, UK

"Preventing food waste is the most important thing that packaging can do in terms of sustainability, in terms of distribution of food around the world."

Aparecido Borghi

Packaging Development Manager, Pão de Açúcar Group (GPA), Brazil

"There is a bigger impact in wasting product than there is in wasting packaging."

Ann O'Hara

Vice President & General Manager, Amcor Flexibles, Asia Pacific



Louis Lindenberg
Global Packaging
Sustainability Director,
Unilever, United Kingdom

"Global climate change means uncertainty as to when crops will mature - if they mature at all. We have to use packaging more cleverly to make sure we don't waste any of the food that's produced. And that's a huge challenge. But if we get it right, it actually means not only is more food produced, but we make better use of water in the world, better use of energy."

Jane Bickerstaffe

Director, Industry Council for Packaging and the Environment (INCPEN), UK

On the Top Industry Driver(s) ...



Peter Clarke
CEO/Founder, Product Ventures, USA

... 'Sustainability'

"Increased population - we've reached 7 billion - is going to continue to strain resources and to increase the cost of goods. We must be smarter in how we design our packaging systems."

Peter Clarke

CEO/Founder, Product Ventures, USA

"The most important driver for packaging innovation in the next five years is resources - their use and the lack of resources as the population grows and packaging is recognized for saving waste."

Brian Wagner

Vice President, Packaging Technology Integrated Solutions, USA



David Ruff
Product Manager, Coated Paperboard, International Paper, USA

"Innovation in the next five years is going to be driven by ways to reduce the impact on non-renewable resources. We are looking at ways we can reduce layers in packaging structures or reduce the amount of polymer we use in a bottle, what to do with the waste that goes to landfill - can we bring it through some sort of waste-to-energy recovery, can we pull it back into a material for reuse - all of that is going to depend on technology advancement to help us to achieve our green targets."

Louis Lindenberg

Global Packaging Sustainability Director, Unilever, UK

... 'Innovation'

"The most important driver for the packaging industry in the next five years is how to innovate with affordability in mind. At the end of the day, our product has to reach the mass of the population."

Michael Okoroafor

Vice President, Global Packaging & Execution, H. J. Heinz Company, USA



Jane Bickerstaffe
Director, Industry Council for Packaging and the Environment (INCPEN), United Kingdom

"If you take innovation, innovations are driven by people and according to our expectation, the fight for talents, people will become the most important topic."

Tom K. Schäbinger

CEO, Mondi Coatings & Consumer Packaging GmbH, Austria

... 'Affordability'

"The most important innovation for the next five years is sustainability by restructure, redesign, simplify process in order to make a cheaper cost of packaging."

Tan Hanes Zen Sunjaya

General Manager Product Development & Quality Control, PT Indofood CBP Sukses Makmur Tbk, Indonesia



Aparecido Borghi
Packaging Development Manager, Pão de Açúcar Group (GPA), Brazil

On Collaboration in Packaging ...

... To support sustainability

"The consumer demands we 'do good' by doing well so it behooves us to work together to ensure sustainable practices are incorporated in every facet of our development and in every aspect of product delivery to the consumer. That's why sustainability and sustainable sourcing are interrelated. It is not for one company alone to drive it. It is for the entire industry to band together, because it's a right thing for our consumers."

Michael Okoroafor

Vice President, Global Packaging & Execution, H. J. Heinz Company, USA

"The packaging industry should band together on 'end of life' challenges to figure out the appropriate reuse or re-disposition of packaging."

Ann O'Hara

Vice President & General Manager, Amcor Flexibles, Asia Pacific



Michael Okoroafor
Vice President, Global
Packaging & Execution, H. J.
Heinz Company, USA

"Unfortunately, the consumer uses a product and at the end of it, they have just the package. So they complain -- why do we have so much packaging, but the main role of the package is to protect the product. The packaging industry should go to the consumer to make them understand that packaging has a very, very important role in terms of sustainability."

Aparecido Borghi

Packaging Development Manager, Pão de Açúcar Group (GPA), Brazil

.. To Define Value

"There is a real misunderstanding of value. That's how business decisions are made, big brand owners are looking more and more to measure return on their investments and I think packaging can really take a lead and do that."

Brian Wagner

Vice President, Packaging Technology Integrated Solutions, USA



Tan Hanes Zen Sunjaya
General Manager Product
Development and Quality
Control (PDQC)
PT Indofood CBP Sukses
Makmur Tbk, Indonesia

"Together everybody in the supply chain - the raw material guys, those who make packaging, their customers who use packaging, retailers - together we need to explain that packaging is a rational use. The resources invested in food and other goods is at least ten times more than the small amount that goes into packaging."

Jane Bickerstaffe

Director, Industry Council for Packaging and the Environment (INCPEN), UK

"The common thread in this year's DuPont Awards for Packaging Innovation was a focus on collaboration. It wasn't just one company doing it by themselves; they leveraged their suppliers strategically. There was a real focus on consumer insight on the impact of packaging at shelf and throughout the user experience."

Brian Wagner

Vice President, Packaging Technology Integrated Solutions, USA



Tom K. Schäbinger
CEO Mondi Coatings &
Consumer Packaging
GmbH, Austria

"I think the packaging industry should band together to address the end of life situation with packaging, addressing how it's properly used and then recycled in a sustainable way."

David Ruff

Product Manager, Coated Paperboard, International Paper, USA

On Emerging Trends ...

... Localization

"If you look at India and China and the rest of Asia, it's about affordability, affordable products. How do you create packages that allow people to have wider access of products that might have been sold in bulk in a less developed economy, how do you make it more available and more affordable?"

Ann O'Hara

Vice President & General Manager, Amcor Flexibles, Asia Pacific

"One of them is urbanization in Brazil. The majority of population lives at urban sites, so we have to move the packaging industry near the rural locations in order to have all the products produced and manufactured there to reduce waste."

Aparecido Borghi

Packaging Development Manager, Pão de Açúcar Group (GPA), Brazil



This is the official logo of the DuPont Awards for Packaging Innovation. Winners are recognized for their excellence in innovation, sustainability, and/or cost/waste reduction.