

## CHAIRMAN'S MESSAGE

**W**ith 2015 nearing a close it is time to reflect on how much the APPMA has achieved this year for our members and the wider industry. 2015 has seen the Association hold the largest AUSPACK exhibition in our 30-year history, increase our membership by 15%, open our Awards of Excellence to the wider industry for the first time, and run 5 networking dinners across the country which saw over 300 of our members attend. Key highlights for 2015 included:

### AUSPACK 2015: CELEBRATING SUCCESS

2015 saw our 30th Anniversary AUSPACK with a record-breaking 7344 visits recorded. AUSPACK 2015 surpassed all expectations and saw the largest amount of visitors, exhibitors and floor space in its 30-year history.

The exhibition had 385 exhibiting companies, including 127 internationals and 68 APPMA Member companies, showcasing 1284 brands. There is now doubt that the value of face-to-face networking is invaluable and the level of optimism by both exhibitors and visitors was the highest it has been in years.

The APPMA also received positive feedback from the exhibitors on the quality of visitors this year and we have recently opened the bookings for AUSPACK 2017; which will be held on the 7th to the 10th of March 2017 in Sydney.

### 2015 INDUSTRY EXCELLENCE AWARDS

Over 380 people attended the 2015 APPMA Industry Excellence Awards at the Crown Towers. The 2015 Awards night was sponsored by Agility, Midway Metals, PKN Packaging News and SMC Australia.

The biennial Industry Excellence Awards are designed to recognise innovative and outstanding packaging and processing solutions. The 2015 Awards saw the largest amount of submissions, two judges per category and the largest number of attendees. The 2015 program was also the first time that the APPMA opened the program up to make it an industry program for members and non-members. Two of the winners this year were non-member companies.

### PACKAGING & PROCESSING WEEK

The 2015 National Technical Forums; which were held as part of Packaging & Processing week; were the first time that the APPMA had joined the AIP in the educational activities during AUSPACK.

The 2015 forums were developed on a new model - four days and included 40 speakers, 8 countries and 11 sessions. Over the four days there were 760 session visits to the forums, with 222 delegates averaging 2 sessions each over two days.

### INAUGURAL INTERNATIONAL REPORT

We are extremely excited to announce that we have sponsored the newly released Global Packaging Trends Report for 2015; with the full report only available to APPMA Members.

The report was developed by the PMMI, the Association for Packaging and Processing Technologies, and is a market research study highlighting future packaging demand, product categories and opportunities for growth in packaging among fast-growing and maturing world economies.

The Global Packaging Trends Report was developed in collaboration with the PMMI, the Association for Packaging and Processing Technologies, and three other associations from across the world.

This included AMEC-ENVASGRAF, ASOCIACIÓN MULTISECTORIAL DE EMPRESAS, SYMOP, French Association for Manufacturing Technologies and UCIMA, Italian Packaging Machinery Manufacturers Association.

### 2015 APPMA SCHOLARSHIP

The APPMA once again provided an annual scholarship program that enabled one person to study a Diploma in Packaging Technology to the value of \$10,000. Due to the quality of submissions that were received this year the APPMA agreed to provide two scholarships to the value of \$20,000. The winners of the 2015 APPMA Scholarship are Alysha Baggett, Packaging Technologist, Frucor Beverages and Alexandra Brayshaw, Accessibility Design Researcher, Arthritis Australia.

### PACK EXPO 2015

As a part of the Allied Association Partner Program the APPMA exhibited within the Partner Pavilion for the third time at PACK EXPO. This program allows the APPMA to continue to be seen on a global scale as a sister association to the PMMI and raises the profile of the Association's existence internationally. In addition, the APPMA exhibition stand continues to provide international awareness of APPMA Members, AUSPACK and the Australian market in general.

The APPMA Board are extremely proud of the outcomes that have been achieved for our Members and the wider industry in 2015. I would like to take this opportunity to thank all the Board members and our business team for all their support and hard work. I would also like to thank you our members for your on-going support of the Association and wish you all a safe and Happy Christmas and look forward to working with you in 2016.



Mark Dingley  
Chairman  
APPMA

# STATE OF THE INDUSTRY 2015 REPORT: SURGE IN FOOD AND BEVERAGE EXPORTS

APPMA

Australian Packaging and Processing Machinery Association Limited



AUSTRALIAN  
**FOOD &  
GROCERY**  
COUNCIL

**T**he Australian Food and Grocery Council's (AFGC) annual industry snapshot State of the Industry 2015, released today, shows a 28% surge in Australia's food and beverage exports in 2014-15 underpinning growth in the food and grocery sector despite challenging economic conditions.

AFGC CEO Mr Gary Dawson said the State of the Industry 2015, compiled by EY, highlights strong export growth and a lift in overall industry turnover and employment in Australia's largest manufacturing sector.

"Food and grocery processing makes up almost one-third of Australia's manufacturing sector and it is encouraging to see growth in both industry turnover and jobs," said Mr Dawson.

"An extra 3,183 jobs were created last year to bring direct employment in the industry to 322,000, with 41% of those in rural and regional Australia.

"Growth prospects for the future are strong, reflected in surging food exports in recent years. In 2014-15 processed food and beverage exports were up 28% or almost \$6 billion to \$26 billion and the trade surplus almost doubled to \$10 billion.

"The falling Australian dollar and improved market access flowing from trade agreements are improving the competitiveness of Australian food and beverage exports in key markets, and along with Australia's reputation for safe, high quality food this is driving export growth.

Key facts from the State of the Industry 2015 report on the food, beverage and grocery sector, using the most up to date data from the ABS and other sources:

- Industry turnover \$118.8 bn, up 0.9% in real terms; 2013-14 data
- Direct employment 322,900, up 3,183 or 1%; 2014-15 data
- Industry made up of 26,551 businesses; 2014-15 data
- Capital Investment of \$3 bn, down 9%; 2013-14 data
- Total international trade \$61.7 bn (up 12%); 2014-15 data
- Labour productivity growth of 2.4%; 2013-14 data

"Australia's food and grocery sector transforms the produce from our farms into the food and other essentials of life needed by every consumer, every day.

"As the national economy transitions away from mining-led growth, the food and grocery sector is one of the key growth sectors for the future. Value-adding to Australia's high quality farm produce generates jobs and growth in Australia.

"A major driver of the strong export growth in 2014-15 has been meat exports, particularly to the USA. However strong growth was recorded across a wide range of food and beverage categories which underlines the diversity of Australia's food and grocery sector, from beef and dairy, to biscuits and confectionary.

"One area of weakness exposed in the State of the Industry 2015 report is capital investment, which is falling at a time when a lift in investment is vital for the Australian food and grocery sector to scale up and meet the opportunities of the future.

"Future growth to fully capitalise on improved market access and growing demand from middle class consumers in the emerging economies of Asia and the Middle East will require a step change in investment in the food and grocery sector."

[TO ACCESS THE FULL REPORT CLICK HERE](#)

**T**he Australian Packaging & Processing Machinery Association (APPMA) is pleased to announce that it has sponsored the newly released Global Packaging Trends Report for 2015; with the full report available only to APPMA Members.

The report was developed by the PMMI, the Association for Packaging and Processing Technologies, and is a market research study highlighting future packaging demand, product categories and opportunities for growth in packaging among fast-growing and maturing world economies. The Global Packaging Trends Report shows three influencers making a mark in every region: growing consumer awareness of health and wellness, stronger influence of recycling and environmental issues, and increasing disposable income and purchasing power.

Other important regional trends include urbanisation, convenience, smaller pack sizes, branding strategies, internet retailing, and premiumisation. Globally, flexible plastic remains the dominant pack type with PET Bottles in second place. Pack types such as brick liquid cartons and PET bottles will register the highest growth rates.

“These trends are affecting packaging because they’re driving consumers’ purchasing choices,” says Mark Dingley, Chairman, APPMA. “Recyclability and reusability of packaging are dominant trends and the report is predicting that this will continue as PET and glass bottle usage increases.” Packaging markets in the Middle East and Africa are anticipating 5.3 percent CAGR growth in volume, but forecasts for Western Europe and North America land at the other end of the spectrum, with 0.4 percent and 0.5 percent, respectively. The expansion in the Middle East and Africa is the result of increasing exposure to modern lifestyles, and is manifesting in growth opportunities available for packaging of carbonates, biscuits, and yogurt and sour milk products. In Asia Pacific, forecast for 4.3 percent CAGR increases in volume, the increasing demand for PET bottles, particularly in the bottled water category, supports health and wellness concerns.

North America, on the other hand, is a mature market, but consumers are developing growing interest in several categories. These include healthy categories such as bottled water, and areas of innovation, such as confectionery. Globally, the report notes flexible plastic remains the dominant pack type, accounting for 29 percent of the market, while PET bottles (12 percent of the market) will be among the fastest growing, with 4.7 percent CAGR. Bottled water is expected to add 135 billion units through 2019, accounting for 54 percent of the absolute volume growth in PET bottle use. While beverage packaging drives growth in PET and glass, categories such as confectionery and biscuits prop up flexible packaging use. The Global Packaging Trends Report was developed in collaboration with the PMMI, the Association for Packaging and Processing Technologies, and three other associations from across the world. This included AMEC-ENVASGRAF, ASOCIACIÓN MULTISECTORIAL DE EMPRESAS, SYMOP, French Association for Manufacturing Technologies and UCIMA, Italian Packaging Machinery Manufacturers Association.

**The full report is available only for APPMA Members. Should you wish to access a copy of the Global Packaging Trends Report simply email [appma@appma.com.au](mailto:appma@appma.com.au)**



The 24<sup>th</sup> International Processing and Packaging Technology Event for Asia

**PROPAK ASIA 2016**

**15-18 JUNE 2016**  
BITEC, BANGKOK, THAILAND

**Total Processing & Packaging Solutions**  
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# APPMA EXHIBITS FOR THIRD YEAR AT PACK EXPO

**APPMA**

Australian Packaging and Processing Machinery Association Limited

## PACK EXPO Las Vegas PARTNER PROGRAM

*Advancing Industry Alliances*

The Australian Packaging & Processing Machinery Association (APPMA) recently exhibited at PACK EXPO for the third consecutive year. The APPMA stand, which was within the PMMI Partner Pavilion, received many visitors and interest in the Australian market, APPMA Members and AUSPACK was at an all-time high. The APPMA also sponsored the PMMI Amazing Packaging Race which sent packaging students throughout the Pack Expo Las Vegas and Pharma Expo 2015 show floors.

Students traversed the largest edition of the show to date and undertook challenges at 25 booths. Participating exhibitors included the APPMA stand where the students had fun counting all of the APPMA Member companies. Students also took the time to meet with the APPMA and learn a little bit more about the Association.

Participating students came from programs at the following PMMI partner schools: CalPoly, Michigan State, Rochester Institute of Technology, Rutgers University, San Jose State, University of Florida, Virginia Tech, Wisconsin Indianhead Technical College. The APPMA would like to congratulate Jill Bickley (Michigan State), Paige Topole (CalPoly) and Kristine Roupas (Virginia Tech) who made up the winning team in this year's race.

The APPMA looks forward to exhibiting again in 2016 and will continue to sponsor the Amazing Packaging race as this is an opportunity to foster education and support students within the global packaging community.



**PACK EXPO Las Vegas**  
September 28 – 30, 2015  
Las Vegas, Nevada USA

ADVANCING PROCESSING & PACKAGING

## 20TH ANNIVERSARY OF PACK EXPO LAS VEGAS IS A RECORD-BREAKER

PACK EXPO Las Vegas 2015 saw over 29,000 attendees, and included the debut of Pharma EXPO, a joint venture between PMMI and ISPE, the International Society of Pharmaceutical Engineering.

The show saw growth in attendance, the number of exhibiting companies and the size of the show. With preliminary figures topping 29,000 attendees, PMMI anticipates a 4% percent jump in attendance over 2013. The event covered more than 844,510 net square feet of exhibit space, an increase of 17% over 2013, with 2,006 companies exhibiting. This is more than a 12% increase in the number of exhibiting companies compared to 2013.

[Click here to view the full post-show press release](#)





**J**ill Bickley (Michigan State), Paige Topole (CalPoly) and Kristine Roupas (Virginia Tech) made up the winning team in this year's Amazing Packaging Race at Pack Expo Las Vegas. The contest, sponsored by ASCO Numatics and organised by show owner and producer PMMI, The Association for Packaging and Processing Technologies, sent packaging students throughout the Pack Expo Las Vegas and Pharma Expo 2015 show floors.

"The Amazing Packaging Race gives packaging students hands-on experience and introduces them to industry leaders," said Maria Ferrante, vice president of education and workforce development, PMMI. "It's a fun competition that's also a great learning experience."

Students traversed the largest edition of the show to date and undertook challenges at 25 booths. Participating exhibitors included: 3M; APPMA — Australian Packaging & Processing Machinery Assn.; Arrowhead Systems, Inc.; Barry-Wehmiller Companies, Inc. Bosch Packaging Technology, Inc.; Cozzoli Machine Company; Dorner Mfg. Corp.; Emulate3D Ltd.; Filamatic; Garvey Corporation; Intelligrated; JLS Automation; Label Technology Inc.; Langguth America; MASSMAN Automation Designs, LLC; Matrox Electronic Systems Ltd.; Morrison Container Handling Solutions; Murrelektronik Inc.; Packsizes International, Inc.; Plexpack; Rittal Corporation; Shurtape Technologies LLC; Starview Packaging Machinery; Universal Robots USA, Inc.; Zip-Pak.

"This event wouldn't have been such a hit without the efforts and support of the packaging exhibitors on the show floor," Ferrante added. "The challenges they constructed really engaged the students and are at the heart of what makes this a successful event each year."

Participating students came from programs at the following PMMI partner schools: CalPoly, Michigan State, Rochester Institute of Technology, Rutgers University, San Jose State, University of Florida, Virginia Tech, Wisconsin Indianhead Technical College.



## NOVEMBER ADELAIDE DINNER

The final APPMA Member Dinner in our 2015 Networking Series was recently run at the Playford Hotel in Adelaide with Hiro Nagai, Operations Director - Australia, Pernod-Ricard Winemakers as the guest speaker. Hiro's presentation focused on 'The Evolution of Product Innovation in Pernod Ricard Winemakers' and highlighted not only some fabulous innovations in the Jacobs Creek product range but also the creative and inclusive internal corporate culture that makes Pernod-Ricard such a successful company. Over 60 APPMA Members and industry guests had the opportunity to taste the new Jacobs Creek Double Barrel wine, the Pip & Seed cider & wine, network with other industry professionals and have a most enjoyable evening.



APPMA

Australian Packaging and Processing  
Machinery Association Limited

## WANTED: AUSTRALIAN DISTRIBUTOR

**PLEXPACK**  
Flexible Solutions. Certain Results.™

**PACK EXPO  
PARTNER PROGRAM**

Advancing Industry Alliances



**D**uring PACKEXPO the APPMA was approached by a number of companies looking to explore whether any of our members are interested in establishing Australian distribution agreements with them. We will continue to send information on each company as it becomes available...

### ABOUT PLEXPACK

Plexpack started out as a lead plastics manufacturing company in Canada in 1951, having moulded the first ever hockey helmet. In 1972 it built its first band sealer. Since then, Plexpack has grown - focussing its capabilities on packaging, providing industry leading technology to customers all over the globe.

### PRODUCT RANGE

Plexpack has two brands: **Emplex**, for Bag Sealing solutions and **Damark** for Shrink Wrap and Bundling Solutions; and they have worked with a myriad of different applications, sealing everything from tyvek to paper, coffee beans to rubber boots. Their expertise and modularity has lead them to be the first choice for packaging amongst NASA Engineers, high profile automotive, produce and pharmaceutical brands.

### TYPE OF AGENCY REQUIRED

Plexpack are looking for a distributor and/or agent who deals primarily in food and medical markets to sell their Emplex line of semi and fully automated bag sealers, and their hermetic wrappers. Their band type or hot air machines can be wash down, validateable, fully automated, and completely SPC compliant. Plexpack machines are still running 40 years later...

**Plexpack build great machines and would like to work with a good Australian company on leads they generate together or apart....**

*Should your company be interested in talking to PlexPack about agency and distribution opportunities please email Nerida Kelton on [nkelton@appma.com.au](mailto:nkelton@appma.com.au)*

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## WHITE PAPER AVAILABLE ON REGIONAL FTAS IN AUSTRALASIAN MARKETS

**E**conomic integration of the Asia-Pacific region has seen a rise in free trade agreement negotiations, such as the Association of Southeast Asian Nations (ASEAN) Regional Comprehensive Economic Partnership and the Trans-Pacific Partnership (TPP). Australia and New Zealand recognise the advantages of closer economic relations with their Asian neighbours, particularly in the form of better access to key export markets, reduced tariffs and increased investments. Both nations are keen to position their products at the premium end of Asia's emerging consumer markets, in anticipation of the region's growing middle-class populations.

The Euromonitor white paper examines prospects for companies in Australia, New Zealand, China and India looking to take advantage of the increasing number of free trade opportunities, focusing on dairy, beef and wine.

[CLICK HERE FOR WHITE PAPER](#)

# CHAIRMAN'S AGM ADDRESS



Australian Packaging and Processing Machinery Association Limited

**D**uring the 2015 APPMA Annual General Meeting I had the opportunity to present the Board's plan for the growth of our Association. I would like to share with you what the Board has been working on for the last 12 months and what we see as our future plans. The core objectives of the APPMA are to Promote, Integrate and Foster participation and development within the Packaging and Processing Industry. The APPMA has achieved this in 2014/15 through the following areas of focus:

## AUSPACK 2015

- Packaging and Processing Week.
- Education and Scholarships.
- Recognition of Industry Achievements.
- APPMA Awards of Excellence.
- APPMA Brand and Recognition.
- Membership Benefits and Growth.

## HIGHLIGHTS

- AUSPACK 2015 - exhibitors, attendee's and sponsors
- Record breaking.
- Over 7,000 visits, 385 Exhibitors including 68 member companies and 127 International companies.
- Record VIP Qualified Buyers.

## PACKAGING AND PROCESSING WEEK

- Next Phase (4 days, 40 speakers, 8 countries).
- Incorporated the National AIP Technical Forums during Packaging and Processing Week.

## EDUCATION/SCHOLARSHIP EXPANSION

- We have moved from 1 to 2 Scholarships with the AIP.
- The 2015 winners were – Alysha Baggett Packaging Technologist and Alexandra Brayshaw - Accessibility Design Researcher.

## 2015 INDUSTRY EXCELLENCE AWARDS

- Industry Excellence Awards.
- 5 categories. Record submissions.
- Opened up to members and non-members. Industry as a whole.

## APPMA BRANDING AND RECOGNITION

- Alliance development with PMMI and AIP which included Pack Expo.
- In conjunction with PMMI and Euromonitor Sponsor Report for Growth Markets for Packaging.
- Continued support of Foodbank.
- Sponsorship of the Food Magazine Awards.

## MEMBERSHIP GROWTH

- Expanded to 100 members (11 new members).

## OPERATIONS

- On-going improvements as we evolve the Association.
- Increase our Initiatives.
- Strong financial position.

## DELIVERING MEMBER VALUE

- Networking events (members dinners, guest speakers, over 650 member attendee's during the year).
- Members Directory – 7,000 printed and distributed.
- Member advertising and promotion – Website, Advertising, AUSPACK packages and benefits.
- Alliance and Sponsorship benefits e.g. AIP/APPMA Technical events.
- Packline Newsletter.
- Circulation of agency and distribution opportunities.

## SO WHAT IS NEXT?

- Continued focus on improving existing including:
- Expanded Education and Sponsorship Programs.
- AUSPACK 2017 planning has already commenced.
- Continued Packaging and Processing Week Development.
- Continued APPMA attendance at PACK EXPO and ProPak Asia 2016.
- Membership Drives.
- Access to industry information for Members.
- Operational developments.

The industry keeps changing and evolving. The APPMA needs to evolve with it. We need to stay relevant to our industry and our members. We are in the process of developing a strategic 1-5 year plan. Focus being:-

1. How to continue improving and delivering member value.
2. Exploration of activities to best support and improve the Packaging and Processing Industry.

The APPMA are well positioned to take the next step. Watch this space with updated communications, as we continue: Promoting, Integrating and Fostering participation and development within the Packaging and Processing Industry.

I would like to thank everyone for supporting YOUR APPMA.



Mark Dingley  
Chairman  
APPMA

Over 85 members of the APPMA attended the 2015 Annual General Meeting which was held at the Melbourne Aquarium on the 8th of September. Keynote speaker for the evening was Jane Anderson, Personal Branding Expert and Author of 'IMPACT: How to Build Your Personal Brand for the Connection Economy'. The evening was a great networking opportunity for members and in a most-memorable and unique location.



# Packaging Design



## KELLY CUBE Kelly Cube Wholefood Meal Kit

Kelly Cube took out the Packaging Design category with its Wholefood Meal Kit, which contains portioned ingredients and a recipe to cook dinner in 10-15 minutes from opening the cube. The packaging design holds the humidity and temperature, keeping the produce fresher for longer. The packaging is reusable and recyclable and local councils return the packaging directly back to the local manufacturer. The material is greener than cardboard and breaks down in sunlight.

The judges commented "such a great concept, something we have always wanted, especially when there is nothing healthy to eat and anyone can pick up one of these and make the meal in 15 mins. Love how the packaging is fully food grade and 100 per cent recyclable. It's great that the packaging also keeps the food cold like an esky. This is a very intelligent form of packaging and made to look so simple. Would definitely purchase this and try it out as it looks very easy to make and healthy to eat. Definitely great at reducing food waste and also overeating. Love It!"



### "What they said"

This award is not about me –its about supporting our farmers.  
**Cameron Joss, Director, Kelly Cube**



Please mark the following APPMA Members dinners in your calendar. The APPMA Board would like to extend a complimentary invitation to each member company to join us for each dinner. The invitation extends to your staff and colleagues as this is a relaxed networking opportunity for like-minded packaging professionals.

<b>MEMBERS DINNER</b>	<b>VIC</b>	<b>MEMBERS DINNER</b>	<b>NSW</b>
When: <b>Tuesday 8th of March</b> What: VIC Member Dinner Where: Zinc Federation Square (Riverfront side) Swanston and Flinders Streets Melbourne, 3000		When: <b>Tuesday 10th of May</b> What: NSW Member Dinner Where: Four Seasons 199 George Street, Sydney 2000	
<b>MEMBERS DINNER</b>	<b>QLD</b>	<b>MEMBER DINNER &amp; AGM</b>	<b>NSW</b>
When: <b>Tuesday 12th of July</b> What: QLD Member Dinner Where: Gambaros Hotel 33 Caxton Street, Petrie Terrace, 4000		When: <b>Tuesday 6th of September</b> What: NSW Member Dinner & AGM Where: Museum of Contemporary Art 140 George Street, The Rocks, 2000	
<b>MEMBERS DINNER</b>	<b>SA</b>	<b>MARK THESE DATES IN YOUR DIARY</b>	
When: <b>Tuesday 4th of October</b> What: SA Member Dinner Where: TBA			



**Australian Events of Interest**

APPMA will be partnering with a number of domestic events and awards programs in 2016.

<b>2020</b> PACKAGING & PROCESSING VISION	<b>VIC</b>	When: <b>1 &amp; 2 JUNE 2016</b> What: AIP National Conference Where: Crown Promenade Southbank, Victoria	<b>NSW</b>
		<b>2016 FOOD MAGAZINE AWARDS</b>	2016 FOOD AWARDS <b>JULY TBA</b>



**International Events of Interest**

APPMA will be exhibiting at a number of international trade exhibitions in 2016 including ProPak Asia, FoodTechPackTech and PACK EXPO.

<b>PROPAK VIETNAM 2016</b>	<b>1st to 3rd March 2016</b> Vietnam <a href="http://www.propakvietnam.com">www.propakvietnam.com</a>	<b>PROPAK ASIA 2016</b>	<b>15th to 18th June</b> Thailand <a href="http://www.propakasia.com">www.propakasia.com</a>
<b>PROPAK CHINA 2016</b>	<b>13th to 15th July</b> China <a href="http://www.propakchina.com">www.propakchina.com</a>	<b>Food &amp; Drink BUSINESS</b>	<b>July/August TBA</b> Food & Drink Live Forum
<b>PROPAK MYANMAR 2016</b>	<b>22 to 24th September</b> Myanmar <a href="http://www.propakmyanmar.com">www.propakmyanmar.com</a>	<b>FOODTECH PACKTECH</b>	<b>11th to 13th October</b> FoodTechPackTech Auckland, New Zealand
<b>CO-LOCATED PACK EXPO PHARMA EXPO</b>	<b>6th to 9th November</b> Chicago Illinois USA <a href="http://www.packexpo.com">www.packexpo.com</a>	<b>MARK THESE DATES IN YOUR DIARY</b>	



# On the back of ProPak

Three Australian Packaging and Processing Machinery Association (APPMA) members – HMPS, Fibre King and Heat and Control – report on their experience of ProPak Asia.

**THE** demand for automation and packaged consumer goods is growing in Asia, and there seem to be more opportunities for equipment manufacturers. Three well-known Australian manufacturers were among the APPMA members who headed to Bangkok to network and seek new business avenues at the processing and packaging trade event ProPak Asia.

## FIRST-TIME EXHIBITOR

Automated packaging solutions provider HMPS exhibited at the Bangkok show for the first time this year. Managing director Mark Emmett was keen to

investigate ways to promote HMPS in the Asian region. Although labour costs in Asia are low, he could see a real drive in the region for automation and packaged consumer goods.

“Multinationals entering the packaging market are looking to Australia for their solutions in Asia,” he says. “Robotics, case packing and palletising are growth opportunities for HMPS in Asia.”

Emmett says ProPak Asia is an important event which caters to a growing market.

“Attendees came from Thailand, Vietnam, the Philippines and further afield,” he says. “ProPak Asia really is the largest show in the region.”

On the stand, one of the products HMPS was able to demonstrate was its bag-in-box packaging for liquid products. Since it is new to the market, HMPS also took the opportunity to showcase its broad range of capabilities.

## NEW FOODS LEAD TO NEW OPPORTUNITIES

Ricky Ong is the sales manager – Asia for food processing, packaging and weighing equipment manufacturer and distributor Heat and Control. He says the company has been dealing with the Asian market for over 50 years, and exhibiting at ProPak Asia for 20 years.

**“To date we have focused largely on prepared foods... but now the snack food industry is rising rapidly.”**

“Our aim is to continue to promote the Heat and Control image and current product range and share the development of our new technology,” says Ong.

It’s also a chance for the team to offer support to the company’s local agent, meet with existing customers, and create new relationships with visitors to the stand.

“Asia accounts for more than half the world’s population and is one of the most exciting parts of the world for food companies and packaging manufacturers,” Ong says.

“Its rising population and wealth is driving food demand both in variety and quality, bringing with it many food processing opportunities.”

Asia was once a very traditional market, but has seen many changes over the years.

Ong believes the introduction of new foods from western

cultures has helped many new markets to open.

“To date we have focused largely on prepared foods, providing ovens and fryers for proteins – but now we are finding the snack food industry to be rising rapidly,” he says.

“We’re now seeing more opportunities to supply companies with the ‘total

## FOOD PACKAGING



CLOCKWISE FROM OPPOSITE PAGE: Propak Asia attracted visitors from around the South East Asian region and beyond.

Big brand names like Krones and Gebo Cermex were in the exhibitor mix.

Fibre King, with its global brand Oryx Automation, has been exhibiting at ProPak Asia since 2013.

Hot Melt Packaging Systems (HMPS) made its debut this year, with MD Mark Emmett reporting that he sees growth opportunities for the business in supplying robotics, case packing and palletising equipment into Asia.

### HOT MELT PACKAGING SYSTEMS PTY LTD



## EQUIPMENT SHOWSTOPPER

### FEATURES OF THE FASTBACK MID-GATE

- Precise control of product delivery to multiple points
- No product leaks or cross-contamination
- Full-open to full-closed in 1.5 seconds
- Safe with no pinch-points
- Small size fits tight conveyor layouts
- Range of throughputs from 2000kg to 5000kg/hr (depending on product bulk density)
- Easy cleaning
- No tools required
- No high-maintenance air lines, air cylinders or solenoids



systems package' – with complete snack food processing systems and seasoning and product handling systems."

Heat and Control was able to demonstrate two systems on its stand, including the FastBack Mid-Gate which can be mounted at the beginning, middle or end of the conveyor pan to eliminate product transfer pinch points and increase advantages of proportional distribution. It ensures zero cross-contamination, reduced product breakage and responsive full-open to full-closed speeds for all throughput. Also on-stand was the WeighBack Weigh Conveyor. It integrates direct load cell weight measurement and onboard control with gentle FastBack horizontal motion, conveying to deliver precise mass flow data to processing, seasoning application or packaging equipment.

#### FIBRE KING: PART OF ASIAN LANDSCAPE

Fibre King – with its global brand Oryx Automation – has been exhibiting at ProPak Asia since 2013.

**60%**  
OF THE WORLD'S POPULATION LIVES IN ASIA, OPENING EXCITING OPPORTUNITIES FOR FOOD PROCESSING AND PACKAGING.

CEO Earle Roberts says the stand has grown from 9m<sup>2</sup> to 72m<sup>2</sup> in the last two years due to its success there.

"Asia is one of our closest neighbours and the fastest growing markets in the region," he says. "It simply has the most opportunities for Australian manufacturers."

Fibre King has also been manufacturing in Thailand since 2012, so it feels "embedded" in the market and part of the equipment supplier landscape, says Roberts.

"We have a sales team targeting Thailand and the broader Asia Pacific region, so this is the ideal opportunity to meet with new and existing customers and showcase our

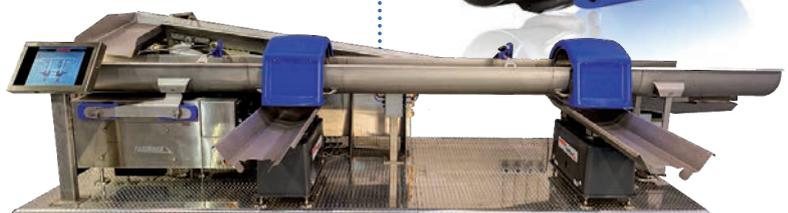
innovations, upgrades and improved designs," he says.

The company looks forward to future opportunities in Asia, working with sales, service and support teams to capitalise on the region's growth.

ProPak Asia this year provided the chance for Fibre King to network and connect with customers in Thailand and South East Asia.

It was able to showcase its RSC Top Load Case Packer, featuring its clean design technology, user-friendly interface and intuitive product changeover.

"We also took the opportunity to highlight our ideal manufacturing and service location in Thailand – right on the doorstep of one of the world's fastest growing regions," says Roberts.



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As at November 2015

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