



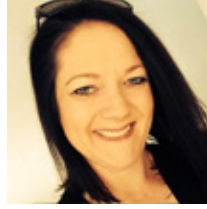
## IPSA Golf Day 9 March 23 Durbanville Golf Club

Book your spot now!

R3,000 per 4 Ball.

Price includes lunch, wet hole,  
dinner and goodie bag.

Or do you want to sponsor spot  
prizes, winners prizes or goodie  
bag favourites, giving your  
company mileage by advertising  
your brand to our Golfers.



Welcome back IPSA members.

May 2023 be filled with new connections,  
innovation and growth!

I trust you enjoyed our previous newsletter  
filled with informative articles from some of  
our industry experts.

Here is more - happy reading!

Angela

CHAIR: Southern Region IPSA

**Our next AGM is taking place on 2nd  
March 2023, 17:30 for 18:00,  
at 48 Beach Road, Mouille Point,  
Granger Bay Campus, Cape Town.  
Come and join us for a speaker event  
and saying  
WELL DONE to our students CLASS OF  
2022.**

queries to [SecretaryWP@ipsa.org.za](mailto:SecretaryWP@ipsa.org.za)



IPSA aims to promote high standards and professionalism  
in the packaging industry, to provide opportunities  
for networking and education and to promote the  
recognition of packaging as a profession.

## Western Cape IPSA & Eastern Cape IPSA merge into *Southern Region IPSA*

Crystal Edwards has graciously agreed to continue as Chairperson for 2023, in the Eastern Cape.

Dave Louw is Vice Chair.

The Eastern Cape region has been through difficult times over the past couple of years and it was therefore decided to merge with the Western Cape and form "the Southern Region". You may be aware that "the Northern Region" already exists, so the Southern Region makes sense.

We have already joined the monthly committee meetings with Western Cape and the plan is to use our combined strength to grow membership, education and events.

On Tuesday Feb 21, a graduation ceremony was held

for the following 2022 students from the Eastern Cape:

Tatum Kivido

Luzuko Jafta

Ignasius Wynford

Lizette Welman

We had a brief talk from Dave Louw, reporting back on the Sustainable Seas Trust conference he attended last year – regarding plastic pollution in the seas around Africa.

We are planning to have our ever popular golf day in June this year, as well as a number of other events – including a few factory visits. Either actual or virtual.

**Watch this space!**

## World Cleanup Day September 2023

World Cleanup Day is the largest citizen engagement in the world.

Since 2018, this day has brought together millions of people for the biggest waste collection day in human history. Make a day of it.

Gathering point: 9h00 in front of the Lighthouse on Woodbridge Island, Milnerton.

**Looking forward to seeing you 16th September. Save the day!**



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2023 ENROLMENTS NOW OPEN

## SPICE UP

### Your Packaging Professionalism

Equip your packaging team with the skills they need

#### Certified Packaging Professional (CPP)

The highest designation for a packaging professional offered by the Institute in alliance with the WPO and IoPP

#### Advanced Packaging Diploma in Packaging Technology (ONLINE)

In-depth study for packaging managers  
*CLASSES START MID MAY*

#### One Year Diploma in Packaging Technology (ONLINE)

Complete insight for packaging professionals  
*CLASSES START MID FEB*

#### Overview of Packaging Technology Short Course (ONLINE)

A basic understanding of the world of packaging  
*3 CLASSES PER YEAR  
FEB, JUNE AND SEPT*



Visit the website [www.ipsa.org.za](http://www.ipsa.org.za) or call Lara 082 776 2201

## CONGRATULATIONS!

### To all the IPSA students of 2022

We look forward to seeing the Western Cape graduates at our AGM this year.



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The pressure from retail on suppliers to become more sustainable is justifiable. Not only in South Africa, but globally the tendency is use lighter paper or film to pack goods for merchandise. If done responsibly, this could lead to less greenhouse gas emission and cost saving.

What business need to consider though is that the lighter packaging substrate must still function as packaging that will protect against damage when being handled in a long supply chain. The amount of produce that is returned or discarded off in the supply chain is alarmingly high and suppliers of packaging material, the manufacturers and suppliers to retail and their equipment manufacturers should act as a team when new products are launched. The new lighter material needs to, as a basic requirement, still be able to be filled at the same OEE whilst functioning as the primary marketing and protective tool. It is estimated that 4 % of all produce are damaged in the distribution cycle of the supply chain. Very often returns for expired shelf life is due to "damaged" primary packs that consumers assume to be dangerous to purchase. The question is why? Quite often substrates are just light weighted or made thinner and still expected to fulfil the protective role. If thinner primary packs are not sufficiently supported during the distribution cycle, it is most likely to get disformed. One often sees products on shelf with dents in or cartons that appears tired, buckled or torn. In the packaging design phase of any new product launch, developers of the pack design should ensure that the primary pack format inside secondary packaging is not only marketable, but that

the orientation thereof will assist overall weight bearing. The pallet utilisation needs to be 95 % or more. Under pallet utilisation is expensive as over pallet utilisation is a real risk for damage. Under utilised pallets are often not stable enough and is difficult to secure with stretch wrap as it tears on sharp pallet corners. Over utilised pallets or products that overhang the pallets reduces the deck space that can be used on a truck as well as forklift and rack damage in warehouses. Ensure that product pack seals are intact, the secondary pack is sized properly, and it fits the pallet well, whilst making use of the correct stacking patterns.

New product launches are always exciting, but often disappointing when deadlines forced some design flaws and damages as a result.



## Packaging mistakes by Patrick de Wet



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One of the most valuable assets in a business is human capital, human power that drives the business through fierce competition and landmines of potential disasters. But how do we ensure that such human capital is adequately prepared to execute crucial business tasks?

Often, we use the terms employee 'training' and 'development' interchangeably, within the business sectors.

However let us specifically define 'employee training' as the didactic transfer of knowledge from the trainer to the trainee, resulting in the trainee becoming adequately talented to understand the business processes that he/she is surrounded by, to make decisions in alignment with business strategy. Such training imparts knowledge, brings about a sense of confidence in the business space, by the adoption of training programs that enable employees to learn precise skills or gain knowledge to improve job performance.

On the other hand, 'employee development' is a process through which manager and employee work together to create a personal development plan for the employee. Such a personal development plan identifies the individual's specific strengths, weaknesses, opportunities and threats and this information is then the basis for clear action plans to ensure personal development.

The individual development plan may very well contain individual training plans as well, as part of the development strategy.

The development plan will be aligned with the

business strategic goals and will ultimately serve as a matrix showing specific skills (personal, technical, financial, etc) that the employee requires, as well as the mechanisms for acquiring them. Leaders must realise that their employees are "whole" people and not just their "worker for 8 hours a day". By this, I mean that people have their social lives outside the workplace and what happens in their personal lives impact directly on what happens in their workplace. Financial stresses, relationship stresses, health stresses, social stresses will therefore all affect output in the workplace. Therefore, personal development plans must support the individual's growth by addressing their personal situations which in turn will support their effort and output in the workplace.

By carefully combining training and development efforts, a well-balanced individual, capable of executing the business strategies, will be born. One of the seven fundamental principles enshrined in ISO9001:2015 is employee engagement, and this is an idea that is often not taken seriously. Effective employee engagement is the perfect combination of training and development, and a demonstration of empathy on the part of leadership. Positively engaged employees will go above and beyond the call of duty to ensure that their business targets are met, and will, more often than not, remain loyal to the business.

Given the rise of the digital age, the speed of business decisions as a result of information technology, as well as the impact of the 4th Industrial Revolution, training and development is now top priority in the workplace.

Currently, one of the biggest challenges faced by businesses leaders in the digital age, is insufficient

## Employee training and development by Kishan Singh



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internal skills when combining technology with technical proficiency. With accelerated innovation, emerges new technologies, and this has a profound demand on training and development. The ability to merge new technology with creative learning methods is now vital to ensure that employees learn new skills, or reskill dynamically, through a future-oriented approach.

The fitting adage in today's fast paced business world is, "learn, unlearn, and re-learn". The faster an individual can do this, the greater will be his/her chance to remain relevant.

## Why drive training and development in your business?

### • Employee development enhances business reputation, attracting top talent

Through well-managed skills development plans, with clear training matrices, your business demonstrates to current and prospective employees that it is mature, progressive and ready to meet the challenges of the business world. Clearly this is an attraction point, that differentiates you from the pack, attracting people who place value in their own training and development.

### • Training and development equips in-house talent

Rotating staff in various roles within the business ensures that there is no stagnation. As soon as the job becomes mechanical and repetitive, and the all days seem the same, a recipe for business damage has

been created. Your employees are bored and they are no longer positively engaged at work. This is when they will be looking for employment elsewhere. However, with training, people gain the wider talent, add skills to their toolbox, rotate their positions and, in doing so, engage in new challenges or even shift their career trajectories.

### • Training and development improves camaraderie and productivity

When everyone in a cross-functional team is equally talented in their respective positions, success is a no-brainer. Trained employees understand their worth and thrive on success. Team members who know what they are doing, can execute projects quicker than untrained employees. Their increased proficiency translates to business operational efficiency and consequently, increased profitability.

### • Training and development facilitates shared language and understanding of models, concepts, and learning

When a team learns together, they will naturally gravitate to using the similar models, concepts, vocabulary, acronyms, and technical jargon, which makes the team more efficient. It also creates a camaraderie and shared understanding, enhancing the collective feeling of being understood. People, by their very nature, enjoy people who are similar to them. When a team is "on the same page" they will automatically support each other and will work harder to accomplish their goals.



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- **Training and development is an opportunity to reinforce business value systems, culture and priorities**

Training is a great opportunity to reinforce business value, business culture as well as priorities, and goals with the entire team. Training and development objectives, training content, case studies, assessment criteria, assessment models, can all be bespoke, to target specific business value systems. This training then results in the build of business value systems with all employees.

- **Training and development plans indicate business commitment to employees**

The greater the focus on employee training and development, the greater the synergy and synchroni-

sation within the workforce. This is because there is an employee appreciation of the time and effort that is being expended in people training and development. This is followed by a respect of the business strategies and results in people giving more than is expected.

Let's laugh a bit....Two managers are discussing the value of training. One asks, "What if we train our employees and they leave us?" The second replies, "What if we don't and they stay?"

At IPSA, we have been serving the SA packaging industry with several training programmes for 52 years. Across the spectrum of programmes (endorsed by World Packaging Organisation), we deliver excellent training capability that will result in measurable changes in people.



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In the last issue, I defined sustainability, and discussed the importance of addressing it.

Sustainability means meeting our own needs without compromising the ability of future generations to meet their own needs. In addition to natural resources, we also need social and economic resources. Sustainability is not just environmentalism.

So, in short, we are passing on to our children sustainable practices that maintain systems without further degrading them. In this article, I would like to propose that sustainability is not enough. Many of our resources have already been depleted beyond repair. Species of fauna and flora have become extinct, and others are on the brink of extinction.

## Global warming is a reality.

The solution is not sustainable practices that simply seek to maintain systems the way they are, but to apply regenerative practices that will restore the system to a better position than it was before. We need to leave our planet in a better condition than it currently is for future generations, or our future generations will also be at risk.

"The time is past when humankind thought it could selfishly draw on exhaustible resources. We know now the world is not a commodity, is not a source of revenue; it's a common good, it's our heritage. And the consequences of climate change are fully known now – we're not talking about theories anymore, we're talking about certainties" – François Hollande, Former French President

## What is another word for regeneration?

Verb – in the sense of renew. Synonyms: renew, breathe new life into, invigorate. This to me sounds a lot more positive than sustainable which has become a cliché.

Essentially, regenerative and sustainable tend to mean the same thing. Except that in a sustainable system, you cannot revive lost ecological systems. Once they are gone, they cannot be restored. Conversely, in a regenerative system, those 'lost' systems can begin to regenerate back into existence. The term 'sustainability' is largely redundant, arguing that we're sustaining a fundamentally unsustainable system.

As business owners, we would not want to manage our business as it is, we would want to increase productivity. Increasing productivity aligns itself more with regenerative than it does with sustainable.

Locally, Farmer Angus is the perfect example of regenerative farming, leaving the land in a better condition than it was. I urge you to read his blogs (<https://www.farmerangus.co.za>) or watch his TED talk at the following link (ted talk)

And yes, he mentions packaging in the talk too.

How can we apply regenerative to packaging?

The first step is to move to a circular economy. We throw away 99% of the things we buy within six months of purchase – with less than 1% of the materials being recovered! This is a straight line from

Sustainability is so  
last season  
by  
John Fox  
(Chairman COPCO)



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raw materials to trash – a linear economy. In a circular economy, our natural resources are reused repeatedly, without ending up in waste dumps and oceans. If the economy behaves like a circle, it means that the waste that is generated becomes new material for new products. This means we need new ways of designing, producing, consuming and disposing of goods. Sustainable and regenerative packaging speaks to a 'circular economy' in which we use resources for as long as possible. It's about extracting the largest amount of value from them, and then regenerating these products and their materials as they approach the end of their lifespan. Compostable packaging also plays a major role in regenerative agriculture. Composting organic matter, including food waste and cardboard, along with the growing number of other compostable packaging

options, produces valuable and much-needed enrichment material for agricultural soil. An apple a day keeps the doctor away. Well, today we will have to eat two apples a day to keep the doctor away. Studies have shown that today's apples (and this also applies to other fruits and vegetables) contain around 38% fewer nutrients than they did in the 20th century. The main culprit in this disturbing nutritional trend is soil depletion. Modern intensive agricultural methods have stripped increasing amounts of nutrients from the soil in which the food we eat grows. Good, nutrient-rich compost regenerates the soil.



**COMPOSTABLE**  
COPCO  
COMPOSTABLE PLASTICS COUNCIL



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## Spot the difference

Spot 10 differences between the two layouts

### INGREDIENTS

Sugar · Flour · Canola oil · Eggs · Apples · Milk · Maize flour\* · Starch · Invert sugar · Baking powder · Butter (contains: Butterfat · Curd · Salt · Water · Natural colourant) · Wheat fibre.  
\*May be Genetically Modified (GM)

### ⓘ ALLERGENS

Fish · Shellfish · Wheat · Gluten · Sulphur dioxide · Soya · Egg.

**This product has been made in a factory which uses cow's milk, peanuts and tree nuts.**

### TYPICAL NUTRITIONAL INFORMATION

Average values	per 100 g	per 80 g serving
Energy	1580 kJ	1480 kJ
Protein	6,6 g	4,0 g
Carbohydrate	85,5 g	45,0 g
of which total sugar	10,9 g	7,6 g
Total fat	1,4 g	0,7 g
of which:		
saturated fat	0,2 g	0,1 g
trans fat	0,7 g	0,4 g
monounsaturated fat	0,3 g	0,2 g
polyunsaturated fat	0,2 g	0,1 g
Cholesterol	0 mg	0 mg
Dietary fibre#	3,3 g	2,5 g
Total sodium	600 mg	425 mg

Information for ready to eat / prepared product.  
Values from MRC Food Finder. #AOAC 991.43

### INGREDIENTS

Sugar · Flour · Canola oil · Eggs · Apples · Milk · Maize flour\* · Starch · Invert sugar · Baking powder · Butter (contains: Butterfat · Curd · Salt · Water · natural colourant) · Wheat fibre.  
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### ⓘ ALLERGENS

Fish · Shellfish · Wheat · Gluten · Sulphur dioxide · Soy · Egg.

**This product has been made in a factory which uses cows' milk, peanuts and tree nuts.**

### TYPICAL NUTRITIONAL INFORMATION

Average values	per 100 g	per 80 g serving
Energy	1581 kJ	1480 kJ
Protein	6,6 g	4,0 g
Carbohydrate	85,5 g	45,0 g
of which total sugar	10,9 g	7,6 g
Total fat	1,4 g	0,7 g
of which:		
saturated fat	0,2 g	0,1 g
trans fat	0,7 g	0,4 g
monounsaturated fat	0,3 g	0,2 g
polyunsaturated fat	0,2 g	1,0 g
Cholesterol	0 mg	0 mg
Dietary fibre#	3,3 g	2,5 g
Total sodium	600 g	425 mg

Information for ready to eat / prepared product.  
Values from MRC Food Finder. #AOAC 991.43



### Southern Region

#### Committee Member Portfolios:

Chair: Angela Deary | Vice: Alan Booth

Secretary: Ingrid Schoeman | Speaker Events: Alan Booth

Treasurer & Finance: Shereen Digre | Lecturer & Education: John Byett

Membership: Andri Ferreria | Golf: John Fox

WIPSA: Angela Deary | Tours: John Byett

Quiz & Seminars: Ingrid Schoeman

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