

## Foodtech Packtech – Adding Value to NZ's Food Chain

In late September, food technology and packaging industry professionals converge in force on Auckland's ASB Showgrounds to take advantage of the most anticipated sector event of 2014. You'll find a great deal of support onsite to steer your business in the right direction, whether you're starting out with a good food idea or expanding your production range to meet new market needs. Foodtech Packtech kicks off on Tuesday 23 September and runs for three packed days, with the perfect mix of free development and business seminars, professional networking and industry supplier exhibits.

Just one of these is the Australian Institute of Packaging (AIP) panel discussion, the 'State of retail ready packaging' on the Thursday at 10.00am. Panellists are all recognised experts and include Richard Manaton, General Manager Strategy and Corporate Affairs, Countdown; Sarah Yanez MAIP, Packaging Development Manager, Tasti Products Limited; Mat Bogust, Cardboard Engineer, Think Packaging; and Peter Snopko MAIP, Packaging Specialist, Packaging Resources & Development Ltd.

AIP is also running a half-day training workshop in conjunction with Foodtech Packtech on Wednesday. Run by Dr Carol Lawrence PhD, MAIP, and titled 'Labelling and matching the label with the package', it will give attendees great insight into a key part of today's food business.

Self-adhesive labelling has evolved as the most widely used method of product decoration, being innovative and versatile for such a wide variety of packages. The half day course will give a comprehensive guide to labelling and how to navigate through the myriad of options available for each style of packaging.

How to select the right type of label to suit the package and carry the product branding from the filling and labelling line right through to the consumer is a key aspect. Also covered will be:

- an understanding of the types of adhesives and their properties, and how to select the right one for any application
- how to combine the adhesive and label face to achieve optimum
- performance in the face of many complex factors and conditions
- case studies that illustrate the importance of considering all the key
- attributes of the product being labelled, including packaging substrate, in-service temperature, moisture or condensation, label printing method and the need for the addition of variable information, sustainable label criteria and waste management, impact of the label on package recyclability, compostable labels and tamperproof labels.

Presenter, Dr Carol Lawrence's experience in the label industry spans over twenty years, starting with a technical role at Jac Australia that underpinned the selection of the most appropriate label material for the required application. This role was enhanced by a background in chemistry, including a PhD in polymer chemistry, gained in the UK.

Her most recent focus has been UPM Raflatac on the environmental aspects of self-adhesive labelling, combined with the sustainability of the raw materials used. Carol is involved in new raw material selection and waste management programs that enhance the company's Biofore portfolio and strive for long term sustainable label solutions.

The workshop has a discounted price for PAC.NZ and NZIFST members, and tickets are available online now.

Other industry organisations are right behind Foodtech Packtech as well. The New Zealand Plastics

Industry 2014 Design Awards and the Pride in Print Awards will feature, and the internationally-renowned NZ Food Awards ([www.foodawards.co.nz](http://www.foodawards.co.nz)) will run alongside the show on the last of the three days.

The New Zealand Food Innovation Network (NZFIN) will be on hand to showcase its services. Set up as a national network of science and technology resources, NZFIN is resourced to support the growth and development of New Zealand food and beverage businesses of all sizes by providing facilities and the expertise needed to develop new products and processes from idea to commercial success. The network's leaders and others will speak about those who have been through the programme and achieved commercial success.

Reiko Van der Nest, of industry leader Ungerer Australia, says that creating just the right flavour requires more than science – it also takes the flair, creativity and instinct of expert flavourists. “Ungerer believes a flavour is the result of a combined effort on the part of both the client and trained professionals. We encourage clear communication between the parties to successfully develop a winning flavour. Since its foundation, Ungerer has maintained a staff of internationally recognised and experienced flavour technicians who are available for client consultation.”

Very much a part of the Ungerer philosophy is an intention to be proactive in client dealings and to offer market information as part of most flavour discussions, says Reiko.

“This is made possible by the international Ungerer network and provides access to most international markets. In response to the market demand for high quality, inexpensive, and ‘true-to-the-flavour’ natural flavours, Ungerer Australia has developed a unique range suitable for most applications. Ungerer will be sampling a selection of some of these flavours in confectionery and beverages on our Foodtech Packtech stand.”

There are hundreds of other exhibitors as well, with something for every food and packaging professional in every industry sector.

One global problem will have a new solution revealed at Foodtech Packtech. Eriez Magnetics will introduce a new product that's been called ‘The Extreme Metal Detector’. All new from the ground up, with feature packed controls, Eriez's new Xtreme Metal Detector sets the standard for best in class performance and offers the greatest dollar-for-dollar value of any detector on the market. This feature-rich, multi-frequency unit is designed to achieve the highest levels of sensitivity to detect small ferrous, non-ferrous and stainless steel metal contaminants in sanitary and non-sanitary environments, and particularly suited to the food industry.

The value of attending Foodtech Packtech is proven when you consider that metal and contaminant solutions are also a feature on another stand – in one place on one day you can compare solutions and talk to the experts from each supplier.

“The Eagle Pack 550 PRO delivers superior contaminant detection and quality measurements for large and varied sized packages,” notes Tania Carey of Food Processing Equipment. “It's ideal for packaged chicken with its ability to ignore ‘aluminium’ clips on whole birds while scanning the product for contaminants. The Pack 550 PRO delivers reliable and precise contaminant detection required for compliance with stringent HACCP protocols and retailer food safety requirements. Additional inspection modes including mass measurement, component count, fill level, and seal inspection ensure product integrity, maximising your return on investment.”

Business solutions to other problems are also a feature, including comprehensive conveyance

solutions that create significant economic value, such as those offered by Intralox. “With more than 40 years’ experience, we continue to lead the way,” says Brandon Campo. “We pushed past the boundaries of traditional conveying systems with the revolutionary invention of modular plastic belting, and continue to move beyond industry standards with new products, equipment, solutions, and services. Intralox’s commitment to innovation has led to over 700 patents currently in force around the world. If our customers have a need, we invent smart solutions to solve them.

“Just one example is the Intralox DirectDrive System which advances spiral conveyance by eliminating the most common issues related to product migration, belt tensioning and sanitation. This new technology is ideal for applications where product orientation, belt life, and grease/oil buildup are concerns. DirectDrive simplifies spiral operation compared with conventional systems – overdrive and associated controls are no longer needed, while surging is eliminated.”

Innovation is the keyword everywhere at Foodtech Packtech, even for the humble jerry can. “In addition to our cube style Fortress Jerry cans, the market told us that they wanted a premium style for agricultural and horticultural based products that would make their product stand out when placed alongside their competitors’ in a retail environment,” explains Heather Allen of ES Plastics.

“From this requirement comes the Swing Handle family of Jerry Cans. There was also the need to make these jerry cans compatible with plastic recycling programmes such as Agrecovery and Plasback where the containers need to be triple rinsed. The Swing Handle Jerry Cans all feature the same fitting, as well as base dimensions. It is only the height that varies offering 10 and 20 Litre capacities (Dangerous Goods approved) with a 15 Litre option pending. There are lots of other innovative features that visitors will discover at Foodtech Packtech. All in all, the new Swing Handle range of Jerry Cans is the new generation of containers for all markets where you want to be offering your customers the best package!”

Another stand that will offer plenty to see – and a hands on experience – is Romheld Automation with its UniGripper intelligent vacuum grippers, which visitors will be able to try on different products. “When Tepro Machine & Pac System launched the UniGripper in 1997, little did they know that it could be used in so many different applications,” says Peter Hope. “Today it’s become new standard in material handling. UniGripper is the most effective and universal vacuum tool on the market. UniGripper project engineers have a long and wide experience solving the most difficult applications and use their knowledge to customise the UniGripper to fit your needs.”

The ‘big picture’ is covered at Foodtech Packtech as well. The Clean Water accord is vital to New Zealand’s status as an environmentally responsible country, says Tony Rumbold of Scanz Technologies. “The large Dutch company and international supplier AQUA INDUSTRIAL WATER TREATMENT B.V. will have a presence on our stand. We’ll be highlighting the technologies that are available for treatment of the waste water exiting our primary industries, as well as other types of food processing. Our solutions will allow treatment to standards required by the EU and other jurisdictions, and secure New Zealand’s position as a responsible exporter. This is vital, and a reason why we’ve an expert from Europe in attendance.”

Foodtech Packtech is 23-25 September 2014 at the ASB Showgrounds, Greenlane, Auckland.

Visit the event website - [www.foodtechpacktech.co.nz](http://www.foodtechpacktech.co.nz)

Visitor Registration - [www.foodtechpacktech.co.nz/register](http://www.foodtechpacktech.co.nz/register)

Exhibitor Enquiries - Vanessa White - [Vanessa@xpo.co.nz](mailto:Vanessa@xpo.co.nz) - 021 641 004