

PAC Packaging Certificate Program Guest Lecturers

Course 1



***Darko Martinovic, Managing Partner
WOW Factor Co.***

Darko Martinovic is the Managing Partner at WOW Factor Co., a Brand-centric Strategy + Design Agency.

Darko is a highly strategic and creative leader with over 20+ years of experience leading the agency in design and marketing services strategy for iconic global brands that spanned multiple industries. He has a proven track record with Tri Ad Graphics, Evolution Designworks and Mark's Design (sgsco company), joining as the creative director and progressed to Vice President and COO of Mark's Design for North America. He was instrumental in leading the long term strategic direction for Mark's Design to become one of the largest global agencies in the CPG/Retail sector. His extensive agency global client list includes Nestle, Lowes, CVS, Loblaw's, Parmalat, SC Johnson, AB Inbev and Shoppers Drug Mart, just to name a few.

Darko specializes in integrated branding and design across Omni Channels of communication to enhance the total brand experience for consumers within the CPG/Retailer sector. Darko's belief is that brands' should be defined by the power of a ideas as opposed to traditional boundaries or channels.



***Kent Sutherland, Graphics Manager
Allied-Halo Industries***

Allied-Halo Industries is the Toronto operation for the Polystar Group, a privately owned company based in Montreal with manufacturing facilities across North America. Allied-Halo manufactures flexible poly packaging specifically for the bakery industry.

Kent has been in the graphic arts industry his entire career working in colour reproduction and account management. He has extensive hands-on experience in the primary packaging printing methods. At Allied-Halo he is responsible for reviewing and troubleshooting print issues in packaging design, monitoring press results, and meeting with current and potential clients.

He has been involved in the PAC Certificate program for more than 20 years and has written and had published a White Paper on expanded gamut colour reproduction.



***Frank Wheeldon, Senior Print Services Specialist
SCHAWK!***

Frank has been in the printing industry for over 35 years and his experience encompasses all packaging mediums. In his current role as Senior Print Services Specialist, Frank represents both Schawk and numerous global clients press-side. His responsibilities include press characterizations and approvals, training, trouble shooting and digital imaging research and development. Frank has implemented standards and procedures for measuring and monitoring color for all print methods and mediums within the packaging industry.

Frank is heavily involved in the print industry. He has participated on the FTA Awards Committee and the Prepress Council as well as a Technical Innovation judge. He has had a variety of articles published in the FTA and Flexo Canada Magazine, and has presented at a number of Forums.

Course 2



***Paul Waller, President
Plastics Touchpoint Group, Inc.***

Paul Waller has been involved in the plastic film manufacturing industry for over 40 years. Clients have included raw material suppliers, processors, end users, educational institutions and industry associations. He is a member of the Professional Engineers of Ontario and the first candidate to receive the Canadian Plastics Sector Council's Certified Plastics Practitioner – 3rd level for Blown Film Extrusion.

Paul Waller obtained his B.Eng. in Chemical Engineering at McGill University in Montreal and his MBA at the Schulich School of Business, York University in Toronto. Mr. Waller is an Honored Service member of the Society of Plastics Engineers, Past-President and current Councillor of its Board of Directors for the Ontario Section, Secretary and past Chair of the Flexible Packaging Division of SPE. Mr. Waller is also served as the co-Chair of the Canadian Plastics Sector Council Board of Directors, is a member of the Canadian Plastics Industry Association and the Canadian Plastics Pioneers.

Mr. Waller started his career in Dow Chemical Canada's polyethylene technical service group before moving to Esso Chemical Canada's Vinyl division. After working with BOPP at Mobil Chemical Canada, he became Sales Manager of blown film machinery at Macro Engineering Co. Ltd. Mr. Waller subsequently joined the Canadian Plastics Institute as Seminar Manager and became Manager of Education Services when it merged with the Canadian Plastics Industry Association. Mr. Waller then joined Haremar Plastic Manufacturing Limited as Director of Technical Operations before founding the Plastics Touchpoint Group, Inc.

Mr. Waller designed and delivered the classroom portion of the Blown Film Technology Course for the Canadian Plastics Training Centre in Toronto and SENAI in Brazil. He has also designed and delivered the polymers portion of the PAC certificate course for more than 12 years.

Course 3



***Shaun McNaughton, Founder
PDD Studios Inc.***

Hello, my name is Shaun McNaughton and I am the founder of PDD Studios Inc. which is my design studio and packaging innovation center. I specialize in packaging design, development, Global sourcing and offer packaging consultations to businesses of all sizes around the world, ultimately improving their bottom line by crafting creative solutions to their business problems.

Past clients have included the likes of Disney, Sony, Kraft and hundreds more. Feel free to read some lovely testimonials from them.

I hold a Diploma in Packaging Management, from Mohawk College under the direction of the late Walter Soroka and past guru Derek Whitney and have over 26 years of experience in the field with multiple awards under my belt, including the "World-star award" for best packaging of infectious disease shipper.

I'm a Packaging Nomad and I travel the world while freelancing & researching new ways to improve the packaging world for consumers and corporations. Rest assured, my clients are always my first priority.

Course 4



***Rachel Morier, Director of Sustainability
PAC Packaging Consortium***

Rachel Morier leads PAC's sustainability programs, PAC NEXT and PAC FOOD, to facilitate the convergence of ideas and identify sustainable solutions that move toward A World Without Packaging and Food Waste. Rachel has been with PAC since the PAC NEXT program launched in 2011 and joined upon completing a Master in Environmental Studies at York University and concurrent Graduate Diploma in Business and Environment from the Schulich School of Business. Today, she continues as a guest speaker and course presenter of the Sustainable Packaging & Optimization course which focuses on optimizing package designs for efficient recovery and waste reduction.