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pac connect 2020

Connecting You to What's New & Exciting in Packaging

PAC CONNECT is a PAC publication

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We've been in the game for a while, over 40 years in fact. And in that time, we've gradually taken our place as an industry leader. How? By providing end-to-end strategic and international expertise that's brought to life by a passionate, fearless team of creators. Together, we build value with every engagement by creating ideas that travel and solid ROI for all our clients. From there, it's only natural the accolades follow.

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CELEBRATING PAST, PRESENT AND FUTURE

This year PAC Packaging Consortium (PAC) celebrates the momentous occasion of our 70th anniversary. In 1950, PAC was formed as the Packaging Association of Canada to foster a community where companies from across the value chain could safely come together to collaborate, innovate, and educate.

In this special PAC Connect issue we celebrate eleven of our founding members. They are pioneers, disruptors and innovators who have made PAC their home for the last 70 years. In these pages you will find some of their stories about their continued dedication to innovation, technology and a more circular economy.

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At PAC our strength is in the breadth, skill, knowledge and influence of our membership base and these eleven founding members are a daily reminder that the PAC community continues to stand the test of time. We are incredibly grateful for their support through the years.

As we transcend on the future, themes of innovation, technology and the circular economy are woven into the fabric of who we are and how we move forward. Over the last 20 years, significant changes have impacted our industry. To support our members' international expansion, we rebranded as PAC Packaging Consortium. We continue to grow in the US and our products can be found throughout the world.

The game changed in the mid 2000's when government implemented Extended Producer Responsibility (EPR) regulations holding retailers and brand owners accountable for the recovery costs of discarded packages. We created our PAC NEXT program in 2010, in response to these dynamic market shifts. Our vision remains clear and we are focused on A World Without Packaging Waste. At PAC, we feel like we have become garbage experts overnight – which you will note in this November 2019 photograph of PAC Chairman Brent Heist of P&G and Jim Downham PAC CEO – spending time in a plastic waste recovery and reprocessing facility in Vancouver. Today this is what PAC leaders do to support our members.

PAC has demonstrated sustainable packaging leadership in Canada since 2006, where over a six-year period we produced and managed six Walmart Sustainable Packaging Conferences, to which 4,500 professionals attended. In 2007



PAC developed the first sustainable packaging course in the world and held the first sustainable packaging competition.

In the past, packaging design concepts and material choices were made during the consumption era of make, consume, and dispose. Design and innovation are more important than ever to ensure all products and packaging have a next life. Disposal into landfill is no longer a suitable option, as we shift focus from packaging to package circularity.

Along with package design we must reinvent recovery processes and reprocessing infrastructure to accommodate rapidly emerging circular packages. As we enter the circular economy era PAC is collaborating in the development of a tool to measure the circularity of a package. Watch for it to launch in 2020.

As we charge forward into the future, we hope that those of you who are not members will join our growing PAC community. Our vision and mandates are clear.

Grow your business. Develop your career. Preserve our planet.

PAC is a safe place for packaging professionals to gather, learn, collaborate and celebrate as one.

We pride ourselves on offering our members maximum value and remaining the conduit for conversations about relevant current and future industry trends. We challenge ourselves daily to provide valuable opportunities for learning, professional growth, and creating resources to help companies make impactful strategic choices to preserve our planet.

*James D. Downham,
President & CEO,
PAC Packaging Consortium*

“ Thank you to our loyal member Anthem for their hard work in creating our 70th anniversary logo and the cover artwork for this issue. ”



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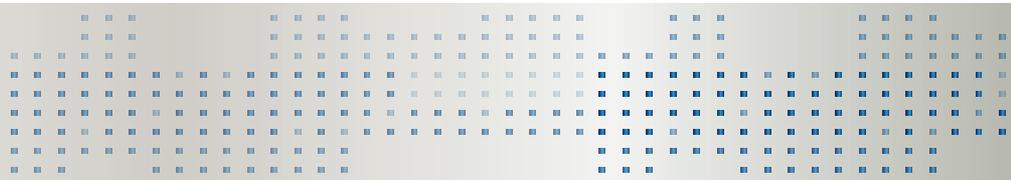
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THE BEST OUT WEST

Crown Packaging proudly carries on with the legacy of manufacturing excellence and environmental stewardship



A bird's eye view of the Crown Zellerbach plant in 1959 (left) and the present-day Crown Packaging facility in Richmond, B.C.

Although the use of paper to wrap and save food can be traced back to China as far as the first or second century B.C., it wasn't until the middle of the 19th century that paper made from wood pulp was introduced to the larger world of commerce and trade driven by the forces of the Industrial Revolution.

First used primarily to make glued paper sacks and bags, the new versatile material was eagerly adopted by the emerging captains of industry to package new foodstuffs for the masses, with the Kellogg brothers widely credited to have spearheaded the development of first mass-produced cartons to package their flaked cereals in the late 1890s.

Before long, both Europe and North America began to see the rise of many new companies specializing in the production of paper-based containers to replace traditional wooden crates and fiber sacks—enabling manufacturers of food and non-food product alike to move their products to market faster and more efficiently.

Aided by the commercial development of first-generation corrugated boxes in the early 1900s, making boxes soon became a highly lucrative new industry in its own right—prompting the launches of hundreds of new papermaking business ventures across the U.S. and Canada.

While not all of these enterprises have survived the considerable passage of time since then, in fact far from it, some of those early-day pioneers are still around today—albeit in vastly changed iterations.

As one of the original founding members of the former **Packaging Association of Canada (PAC)** in 1950—recently rebranded to the modern-day moniker of **PAC Packaging Consortium**—the Richmond, B.C.-based **Crown Packaging** provides an inspiring lesson in corporate longevity and continuous reinvention.

Originally established under the name **Crown Zellerbach** in 1926, the fledgling wood and paper products supplier soon moved its operations to Vancouver, B.C., in 1930 to be in closer proximity to its client base of the day.

After surviving through the darkest days of the Great Depression and the following outbreak of World War II, the privately owned company saw a timely opportunity for expansion in 1945, leading to its landmark acquisition of nearby rival **Canadian Boxes Ltd.**, which was operating in Vancouver's fast-growing Yaletown district.

In 1956 Crown Zellerbach completed a major expansion and business consolidation at their location on the south arm of the Fraser River, holding the grand opening of its new Richmond facility in Sept. 26, 1956.

“Crown Zellerbach had owned the land, built the facility, and then sold the property and building back into an 80-year lease on which we still reside today,” says Mark Miedema, general manager of the Richmond plant.

“It was known back then as Crown Zellerbach Paper Products, which supplied items such as paper bags, tissue, napkins, wrap, sheeted newsprint, wax-coated burger wraps, wallboard tape, and corrugated packaging,” Miedema relates.

As the company continued to grow, it attracted a lot of top-level executive talent into its management ranks—most notably former **CFL (Canadian Football League)** trailblazer Byron “By” Bailey.

Entrenched in the CFL folklore by scoring the first-ever touchdown in the history of the B.C. Lions football club on Sept. 18, 1954, the *CFL Hall of Famer* joined Crown Zellerbach in an executive capacity in 1964 following his retirement from professional football.

“Working together under the PAC umbrella creates valuable opportunities for education in all our packaging sectors, while also helping to bring the customer-supplier relationships closer together.”



In 1970, the company started up a new box plant in Kelowna, B.C., to expand its manufacturing and packaging presence in the Okanagan region, famed for its abundance of fruit orchards and vineyards.

“Customers like Consumers Glass and companies in the soft fruit industry were significant and plentiful back then,” says Miedema, noting the Kelowna location also became a major packaging supplier for the **Hostess/Frito-Lay** potato chip plants located in the nearby province of Alberta.

In 1981, Crown Zellerbach Canada was purchased by the pulp-and-paper industry giant **Fletcher Challenge**, resulting in name changes of the acquired assets to **Crown Forest Industries** (wood products) and **Crown Forest Pack-**



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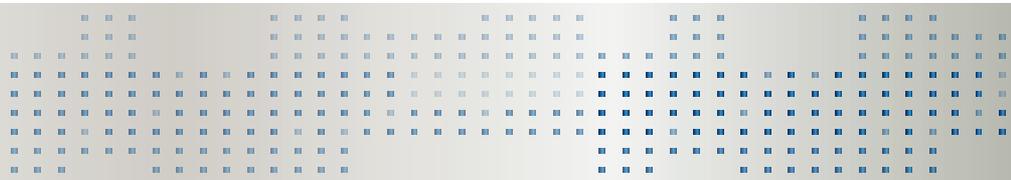


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Crown packaging's production facility in Richmond ranks as the largest corrugated manufacturing plant in western Canada.

Richmond plant's general manager Mark Miedema has served as director of the PAC British Columbia Chapter between 2001 and 2005, in which time he personally taught the Corrugated 101 course that PAC offered at the time to its member-companies.

aging (paper products).

After further Fletcher Challenge acquisitions in 1987, the paper products business changed its name to Crown Packaging, remaining so for the next five years.

In 1992, the packaging business was acquired from Fletcher Challenge by two long-time packaging industry veterans Hans Koch and Tim Dwayne, joining their existing sheet plant operation **Boxmaster** in Delta, B.C.

"A year later they expanded by purchasing the western Canadian assets of Cascades Paperboard Industries," according to Miedema, "adding folding carton to the increasing diversity of products offered by the company."

This structure lasted until 2001, when the U.S.-based **Port Townsend Paper Corporation (PTPC)** acquired Crown Packaging, Boxmaster and all other Canadian operating locations, with the exception of the folding carton division.

"As part of the focus on their core business of corrugated packaging, Port Townsend chose to collapse most of the converted paper operations at the Richmond facility," Miedema relates.

"In 2007 PTPC acquired Tekpac Packaging, a small operation in the Okanagan, which was fully integrated into the Crown Packaging manufacturing locations."

After further manufacturing consolidation in 2010, the company's two core manufacturing assets have been pared down to the two main production facilities in Richmond and Delta.

"Since then Crown Packaging has continued to operate in a similar fashion," Miedema states, "albeit under different investment companies."

Currently operating as part of the **Crown Paper Group (CPG)** of companies owned by the U.S. private equity firm **Lindsay Goldberg**—along with Boxmaster Packaging, Port Townsend Paper Company and multiple **Montebello Container** locations in the Los Angeles area—Crown Packaging today focuses primarily on containerboard production and corrugated packaging, according to Miedema.

"The Canadian packaging locations are focused on a wide range of corrugated packaging—from specialty items like displays and complex retail packaging to mainstream master-case packing and direct food retail packaging, such as hothouse trays."

As Miedema explains, the steady long-term decline of general manufacturing industries throughout western Canada has led Crown Packaging to concentrate primarily on the food and beverage sectors, which now account for about 80 per cent of the company's revenues.

Miedema says that food industry customers in British Columbia and Alberta drive for bulk of the company's annual sales, along with some select northern regions of the neighboring State of Washington to the south.

Today employing approximately 350 full-time people at the Richmond and Delta plants, "Crown Packaging has built its firm foundation over all these years on deep relationships with customers—offering the highest level of quality and service," Miedema proclaims.

Today ranking as the largest corrugated facility in western Canada and the largest corrugated volume supplier to the B.C. market, Crown Packaging is proud to remain one of the handful of original PAC founders still in business today.

"Although I cannot personally answer what made Canadian Boxes join the originally formed PAC, or to speak for the other ownership groups that followed, I could surmise that it was done for the combined benefit of industry knowledge and the ability for a larger industry group like PAC to lobby the governments and policy makers on behalf of each of the packaging sectors it represents," Miedema reflects.

"In addition, there are synergies that arise when working together with other types of packaging companies such as flexible film, plastic bottles, etc., to ultimately get the final consumer products on the shelves or to their destinations," adds Miedema, who has served as director of the **PAC British Columbia Chapter** between 2000 and 2005.

"I personally taught Corrugated 101 when the PAC offered the short course in our region," says Miedema, praising PAC's diversified and evolving offering of educational services and resources for the Canadian packaging community.

Says Miedema: "Working together under the PAC umbrella creates valuable opportunities for education in all our packaging sectors, while also helping to bring the customer-supplier relationships closer together."

"Bringing together this knowledge base and improving the relationships among its member-companies are key to moving forward into the future both as companies and as the packaging industry at large."

With packaging sustainability expected to become an ever-growing feature of that future, Crown Packaging seems well-poised to continue its tradition of maintaining healthy business growth, "while still meeting our need to responsibly balance social, environmental and economic interests for future generations," according to the company.

By obtaining the vaunted global *FSC Chain of Custody and Controlled Wood Standards* certification of the **Forestry Stewardship Council (FSC)** in July of 2010, Crown Packaging today boasts an exemplary environmental profile that is continually reinforced on a daily basis through concrete proactive actions throughout its operations.

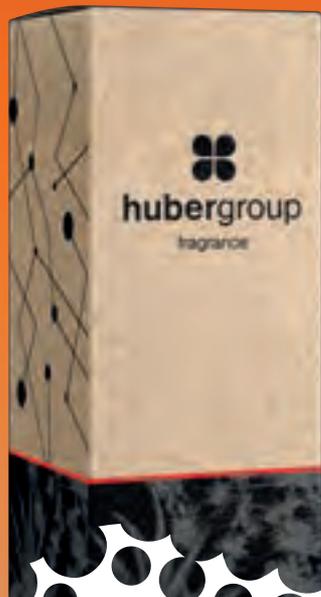
According to Crown, "Our Richmond facility is actively pursuing measures to reduce our environmental footprint through initiatives that include:

- Using recycled liners and mediums where appropriate;
- Making responsible ink supply choices;
- Using recycled fuel oil;
- Increasing energy efficiency;
- Reducing waste wherever possible through internal recycling programs targeting OCC containers (as much as 700 tonnes per month), plastic strapping and stretchwrap, office paper, toner and ink cartridges, fluorescent light tubes, used engine oil and antifreeze, computers and peripherals, batteries, metal and other scrap.

As the company proudly states, "Our sustainability successes are measured in economic growth, sound environmental practices, and a considerable commitment to providing our employees with a safe and healthy workplace."

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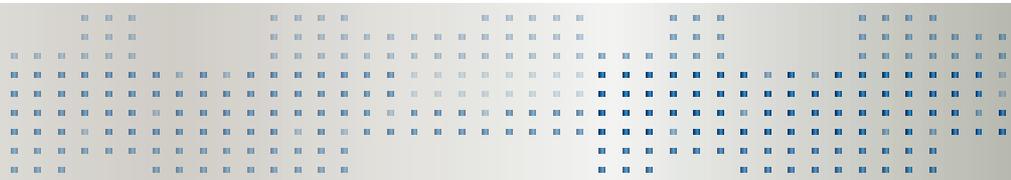
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THE BONDS THAT BIND

Leading global packaging adhesives supplier making the most of its active presence in the Canadian marketplace through continuous product innovation

Building strong and lasting bonds comes naturally to a company like **Henkel Adhesive Technologies**—the world’s Number One producer of adhesives, sealants and functional coatings for both industrial and consumer markets.

As part of German chemical and consumer products powerhouse **Henkel AG & Company, KGaA**—also one of global leaders in laundry, home-care and beauty products—the Düsseldorf-headquartered company is in many ways the proverbial glue that holds the global packaging industry together.

It is therefore only fitting that it would also be one of the original founders behind the formation of the original **Packaging Association of Canada (PAC)** in 1950, albeit under a different corporate identity and despite the roundabout way of earning its elevated status in the Canadian packaging community.

In fact, Henkel’s direct entry into the Canadian adhesives market under its original name did not come about until 2008, when its parent company acquired the Brampton, Ont.-based adhesive manufacturer **Nacan Products Ltd.**, a subsidiary of the U.S.-based **National Starch & Chemical Company**.

Today headquartered a short drive west of Toronto in Mississauga, Ont., **Henkel Canada Corporation** operates a total of five Canadian-based locations in southwestern Ontario, representing all three of the parent company’s core business units.

On the CPG (consumer packaged goods) side of the business, Henkel is a highly reputed brand-owner of many beloved brands such as **Dial** soaps; **Right Guard** antiperspirants; **Persil**, **Purex** and **Sunlight** laundry detergents; and the **Schwarzkopf** range of professional hair-care products.

As for the company’s adhesives business, which accounts for 47 per cent of Henkel’s worldwide revenues of just over \$29 billion, its prominence in the Canadian market is strongly reflected by the enduring popularity of well-known and trusted brands such as **Loctite**, **Lepage**, **Pritt**, **Technomelt**, **Aquene** and **Bonderite**.

In light of such a well-diversified product portfolio, Henkel’s continued membership in **PAC Packaging Consortium** is as much a strategic market imperative as it is a nod to history and an expression of good corporate citizenship.

“At Henkel, we value the PAC membership as a good way to remain connected to our customer base, to understand their challenges, and to provide them with sustainable, efficient, reliable, differentiated, secure and innovative solutions,” says Ingrid Gagné, business director for Canada for packaging, consumer goods and construction adhesives.

“We combine innovation and technology leadership with close customer partnership to deliver solutions that are an essential part of countless industrial and consumer goods,” says Gagné, lauding PAC for the multiple networking, collaboration and educational opportunities that the 70-year-old industry group provides for its members.

Says Gagné: “The PAC is a true leader in providing the companies and individuals to learn the most up-to-date information affecting the world of packaging in Canada.

“With Henkel being a leader in the adhesives market, it is important for us to be a member of a leading industry advocacy group organization that enhances our total involvement in the packaging markets we serve,” says Gagné, citing PAC’s comprehensive range of educational courses, summits, conferences, seminars, webinars and social activities.

“They all offer real value in helping to understand, anticipate and respond to the market trends in a timely manner,” says Gagné, “while building an effective network of like-minded people and companies with the same goals as us.”

As Gagné happily points out, Henkel Canada often offers the services of its technical and engineering experts to lead training seminars and workshops on

adhesive technologies around the country, providing expert education and instruction for hundreds of packaging professionals.

“The PAC offers a perfect forum for us to educate other PAC members on adhesive technology and the impact they have on the packaging market through continuous innovation and adoption of new patented products,” says Gagné, emphasizing Henkel’s firm commitment to the Canadian market and customer base.

“We utilize our global presence and our expert knowledge to offer a winning combination of best-in-class service and leading technologies to customers and consumers in Canada and around the world,” she states.

“For packaging and consumer goods adhesives business, we work with customers to develop innovative solutions for the production of grocery packaging and consumer goods with breakthrough innovations, tailor-made solutions and strong brands,” Gagné explains. “Beyond an appealing design, consumers are seeking on-the-go packages with reliability, security and sustainability as a cornerstone.

“PAC is a true leader in providing the companies and individuals to learn the most up-to-date information affecting the world of packaging.”



“Because each package needs to give consumers assurance that its contents meet the brand’s promise,” she notes, “manufacturers are increasingly turning to Henkel when navigating consumer needs.

“Each product application has different adhesive needs,” Gagné relates, “and we work closely with manufacturers and brand-owners to offer solutions focused on what they need to deliver exceptional products to their customers.”

According to Gagné, Henkel continuously strives to excel across the full spectrum of food and beverage packaging applications.

“Henkel adhesives provide excellent bond on a wide range of case/carton sealing and bottle/container labeling applications,” she states.

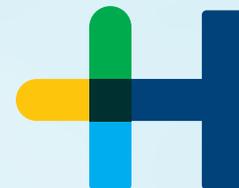
“We offer food safety paired with improved cost of packaging operations through high consumption efficiency and excellent clean processing.

“For flexible packaging, Henkel Adhesives help manufacturers reduce layers and weight, while consumers can enjoy their favorite food and live more sustainably by producing less film and foil waste in food packaging, as well as in healthcare, pharmaceutical and cosmetic packaging.

“All in all, understanding how we support an enhanced consumer experience in each application is critical to how we bring value to our customer business.”

Looking forward, Gagné says Henkel will intensify its efforts to provide more sustainable packaging solutions as part of the company’s ambitious and far-reaching sustainability strategy focusing on recyclability, compostability and all other key aspects of carbon footprint reduction.

“As a recognized leader in sustainability, we hold top positions in many international indices and rankings,” Gagné concludes, “because a better environment is paramount to our business, our customers and everyday consumers.”



The Future of Print is Here: Primefire 106

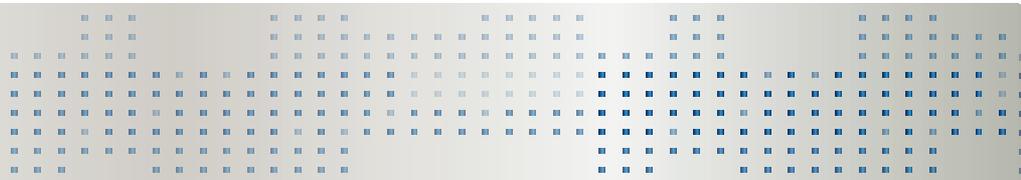
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ROCK OF AGES

Corrugated packaging powerhouse leverages strong Canadian asset base to consolidate its leadership positioning in the competitive marketplace

Hitting rock bottom is a harsh price to pay for past overindulgences and excess excesses.

And for the venerable forest products industry, facing up to a terminal decline in market demand for many once-essential commodities like newsprint since the start of the new millennium has been an exceptionally painful ordeal manifested by multiple mill closings, massive job cuts, staggering financial losses, and continued public criticism of the sector's alleged environmental legacy of mass pollution and deforestation.

But while it may be too early to assume that papermaking business is now out of the woods for good, the painful industry restructuring, consolidation and downsizing triggered by an onset of a prolonged M&A (Mergers and Acquisitions) frenzy throughout the forest industries at last appears to be bearing fruit, as evidenced by emergence of new industry leaders working hard to put the sector's destiny back into its own hands.

Headquartered in Atlanta, Ga., the publicly-traded corrugated packaging group **WestRock Company**—currently ranking as the second-largest packaging producer in America—provides compelling evidence of the industry's resilience and ability to reinvent and transform itself for the greater good of all the key stakeholders.

Formed as a result of a landmark US\$16-billion merger of one-time industry goliaths **RockTenn Company** and **MeadWestvaco Corporation** in the summer of 2015, the company is one of the world's largest paper and packaging companies, with over US\$18 billion in annual revenues and nearly 50,000 employees in 30 countries.

In addition to the many synergies and economies of scale that the milestone merger offered, the new corporate entity can also boast nearly 300 years of combined industry knowledge, expertise and leadership in the papermaking business.

“ PAC does a great job of remaining bipartisan and ‘packaging neutral,’ giving its stakeholders the security that they are in a safe place to discuss key topics to the market ”



The company's origins date back to the 19th century with the founding of **Rock City Box Company** in Nashville, Tenn., in 1898, which eventually became RockTenn Company.

For its part, the origins of MeadWestvaco can be traced back to 1846 with the founding of **Ellis, Chafin & Co.**, which adopted the **Mead Paper Company** moniker in 1882.

In 2002, Mead acquired the assets of **Westvaco** (originally **Piedmont Pulp and Paper Company** and then **West Virginia Pulp and Paper Company**) to form MeadWestvaco.

Happily for Canada, WestRock's formidable manufacturing assets and prowess are currently well represented in the Great White North with a well-run operational network comprising 16 modern and highly efficient production



A cheerful commemorative group staff photo outside of WestRock Company's folding carton manufacturing facility in Montreal.

plants.

“WestRock is proud to do business in Canada, where we operate a number of consumer and corrugated facilities,” says WestRock's corporate communications manager Courtney James.

“We have six consumer packaging facilities in Canada to serve the food and beverage markets, our largest, and the consumer mills segments,” says James, citing a beverage packaging plant in Ajax, Ont.; two Quebec-based folding-carton plants in Warwick and Sainte-Marie; and three designated MPS (Multi Packaging Solutions) plants in Montreal, Toronto and Mississauga, Ont.

Additionally, WestRock also operates 10 corrugated plants that include:

- Two display facilities (manufacturing and assembly) in the GTA (Greater Toronto Area) region;
- Two Quebec-based mills in Pointe Aux Trembles and La Tuque;
- Six container plants in Milton and Guelph, Ont.; Town Mount Royal, Que.; and in Calgary, Winnipeg, and Regina.

WestRock's prolific Canadian presence is suitably underlined with its continued active membership in **PAC Packaging Consortium**, the leading packaging industry advocacy in Canada.

Originally obtained back in 1950 by one of Rock's many ancestor companies **Martin Paper Product Limited**, the company's PAC membership remains a source of pride and a strong show of respect for the markets that WestRock serves, according to James.

“WestRock's membership in PAC is part of our efforts to be better informed and connected to the packaging industry as a genuine global sector in its own right,” says James.

“Being able to sit on the PAC board and advise on how to engage in some of the shifts pertaining to sustainable packaging is exceptionally valuable for us. “It is great to hear other perspectives on the markets that might come from other segments within the packaging market,” James adds.

“We genuinely appreciate the opportunity to listen to and learn from a wide range of perspectives from the market, and to branch out past our industry into

CPG (consumer packaged goods) and retail communities.”

According to James, PAC’s well-recognized knowledge and expertise in the area of packaging sustainability aligns perfectly with the company’s deep-rooted commitment to its own sustainability agenda.

Citing the widely lauded *WestRock Packaging Sustainability Study*, released in December of 2018, “Three-quarters of consumers say packaging is an important way for them to learn more about a brand’s interests around sustainability,” James points out.

“Helping our customers win means developing new ways to connect people to products through packaging that enhances relationships between brands and their customers, while also minimizing environmental impact,” James explains.

“Our Packaging Matters data show that these two priorities are not mutually exclusive.”

As James proclaims, “It’s time to think of sustainability not only through the lens of reducing our impact on the environment, but also increasing our transition to the Circular Economy at large.”

While WestRock acknowledges the positive impact on paper producers generated by the unfolding public backlash against plastic packaging, James stresses that material substitution alone is not the answer to true packaging sustainability.

“Plastics replacement is important, but we are thinking beyond replacing plastics and exploring ways to advance the strength and sustainability of fiber-based packaging,” James explains.

“The challenge facing us all is to move towards packaging that is right-sized, made from renewable materials, and recyclable and/or compostable,” she states, while complimenting PAC president and chief executive officer Jim Downham for maintaining a “material-neutral” agenda for PAC membership.

“The PAC does a great job of remaining bipartisan and ‘packaging neutral,’ giving its stakeholders the security that they are in a safe place to discuss key topics to the market,” James states.

“Both PAC and Jim Downham have been solid advocates for the packaging industry that they represent, with the PAC positioning itself very well with governmental and non-governmental stakeholders throughout the years,” she adds.

“Above all, PAC continues to add value to our business through educational programs and industry collaborations,” says James, stressing the importance of cross-industry collaborations going forward to address mounting environmental challenges for the packaging community.

“Our vision is to be the premier partner and unrivaled provider of winning solutions to our customers,” James proclaims.

“WestRock delivers value to our customers by helping them grow their sales, lower their total cost, minimize their

risk and improve their sustainability.

“Our ability to bring innovation and insights to help our customers win is unmatched,” says James.

“We understand the global marketplace and we always strive to implement new, improved ways of meeting customer needs through the solutions we deliver and the ways we operate—especially when it comes to advancing sustainable packaging,” James concludes.

“It’s the right thing to do for the planet, and it’s the right thing to do for our customers.”



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Made from 100% recycled and recyclable PET, kp Elite is a sustainable packaging innovation in protein packaging. Clear and actionable labelling puts everyday packaging back into the recycling loop to have another life. Something everyone can feel good about.

A photograph of industrial machinery, likely a right-sizing machine, with a white box being processed. The machine has various rollers, belts, and sensors. A blue box with the text "BoxSizer" and "WestRock" is visible on the conveyor belt. The background is a blurred industrial setting.

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PUT IT DOWN IN WRITING

Leading industry publication working hard to enhance its relevance and viability in the new digital age

While it would be all too easy to dismiss the popular ongoing “print is dead” narrative as fake news, it’s fair to say that the rumours of the medium’s pending demise may have been greatly exaggerated, at least for the time being.

Despite the sadly shocking closures of many once-indispensable daily newspapers and consumer magazines in recent years, some venerable publications—particularly in the B2B (business-to-business) industry segment—are happy to be bucking the trend by refusing to fade away quietly into the night.

As you would expect, the *Canadian Packaging* magazine is both proud and humbled to remain one of those enduring keepers of the faith.

Started up back in 1947 by former Canadian magazine publishing giant **Maclean Hunter Limited**, the 78-year-old publication remains as committed as ever to fulfilling its original mandate of keeping Canada’s packaging community informed of the latest news, trends and developments impacting their day-to-day business with high-quality editorial product both in print and, increasingly, in the fast-growing digital domain.

“Today, Canadian Packaging offers the consumer packaged goods and packaging converting markets a plethora of print and digital products reaching tens of thousands of packaging decision-makers in the food, beverage, drug, cosmetic, household product and industrial markets,” says senior publisher Stephen Dean, who originally joined the magazine as a sales rep back in 1981.

Says Dean: “Canadian Packaging serves its audience with a combination of packaging news from around the world and a keen eye to what packaging strategies and practices work best for the CPG (consumer packaged goods) companies across the country.

“Our readers continuously commend us on our detailed coverage of the



PAC has been absolutely instrumental in advancing the cause of sustainable packaging across Canada and beyond for the last decade



packaging materials, containers and technology used across the full range of companies—from energetic startups to established multinationals.”

In addition to his daily job responsibilities as the magazine’s senior publisher, Dean has also served as director on the Central (Ontario) Chapter of Canada’s leading packaging industry organization **PAC Packaging Consortium** for most of the past decade.

As he relates, the special relationship nurtured over the years between the magazine and the 70-year-old industry group can be traced right back to the founding days of its predecessor **Packaging Association of Canada (PAC)**.

“According to popular folklore, it was actually Canadian Packaging editor at the time, Charlie Cornell, who came up with the idea to start an association to

Continued on page 26

BALLUFF

Cameras and Software

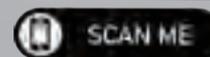
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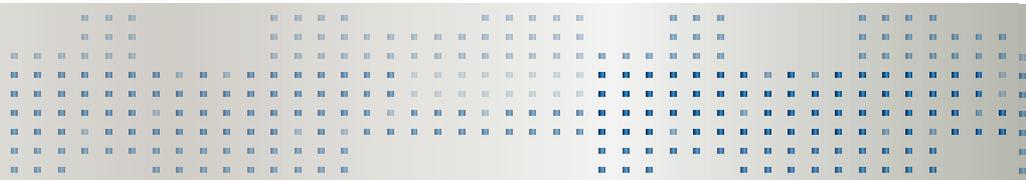


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AS HOOD AS IT GETS

Colorful history sets the stage for a promising future

Not many packaging companies in business today can trace their roots all the way back to the 19th Century, but **Hood Packaging Corporation** is not your ordinary packaging company.

Originally incorporated in Montreal as **Canada Jute Company** in 1882 and later amalgamated into **The Canadian Bag Company** in 1906, the privately-owned firm is a unique embodiment of ageless corporate longevity and reinvention.

After forming a joint-venture company with the U.S. based **Bemis Corporation** in 1937, the new entity—specializing in but jute, cotton and sewn bags—was acquired in 1941 by the U.K.-based **Thomas Bonar Company**, which proceeded to modernize the purchased facilities to meet growing demand for the then-groundbreaking paper bags.

During the 1960s, **Bonar & Bemis/Thomas Bonar Company Ltd** carried out a series of acquisitions to grow and consolidate its market share—ultimately moving its headquarters to Burlington, Ont., in 1973.

During that period, Bonar added new manufacturing facilities in Calgary and Guelph, Ont., while upgrading its central plant in East Angus, Que., with modern high-speed production equipment.

South of the border, meanwhile, **Southern Bag Corporation, Ltd.** (which changed its name to **Hood Packaging Corporation**) was going through a period of rapid growth and expansion during the 1990.

In 2000, it purchases Bonar, Inc. to become a true binational leader in the packaging industry.

With headquarters in Burlington, Ont., and Madison, Miss., Hood Packaging Corporation today operates 23 manufacturing facilities in 16 states and provinces across North America.

Employing about 2,350 people in total, the company serves a highly diverse range of industries, including cement, grout and mortar; bakery and flour, dairy, foodservice, frozen food, animal feed, lawn and garden, insulation, and shingle and roofing.

“PAC is doing ‘an outstanding job’ in respect to industry advocacy on issues related to sustainability, environment and government regulations.”



HOOD PACKAGING CORPORATION®

“We are focused on low-cost manufacturing, organic growth, and careful acquisitions to develop our operations with the skills and equipment necessary to be an innovative packaging business,” says company president Robert Morris.

“We provide a complete range of flexible packaging materials, packaging formats, and printing capabilities,” says Morris, citing the company’s expansive product portfolio comprising multiwall paper packaging, flexible plastic packaging, woven polypropylene bags, liquid packaging, and specialty coated materials.

“With 23 plants across North America and a wide variety of paper, plastic and poly-woven packaging products, we are proud to offer our clients a true ‘one-stop shopping’ advantage.”

According to Morris, the company highly values its ongoing membership in **PAC Packaging Consortium**, which it joined under the Bonar name right from the outset back in 1950.

“As a progressive corporate leader, we see it as a good way to show leadership and also to give back to the industry we are a part of,” says Morris, lauding the extensive range of valuable training and educational programs initiated by PAC year after year.

“These programs provide exceptionally good value for us,” Morris states. “We have a number of employees attending PAC courses, conferences and seminars each year.”

Moreover, Morris says the PAC is doing “an outstanding job” in respect to industry advocacy on issues related to sustainability, environment and government regulations.

“This is a very valuable service both to our company and the industry at large,” Morris states, “and we are proud to be part of an organization that spares no effort in serving its members as well as it does.”

PAC CELEBRATES 70 YEARS

THANKS TO OUR FOUNDING MEMBERS

PAC GLOBAL LEADERSHIP AWARD WINNERS 2020

BEST OF SHOW



PIGEON

BRAND MARKETING

DAINTY

Brand Owner: *Dainty Foods*

Entering Company: *Pigeon Brands*

Dainty's identity is articulated in white-on-black to give it a premium touch, carefully selected to position the brand in a highly competitive universe. Each package has a photograph evocative of the country of origin of the specific variety, with the sepia treatment contributing to the superior quality of the rice in this range. The black blocking effect makes the brand attractive, unique and easy to identify in the rice category. The new bag takes less space in the store, offers a longer shelf-life, and provides convenient resealability for easy storage.



PACKAGE INNOVATION

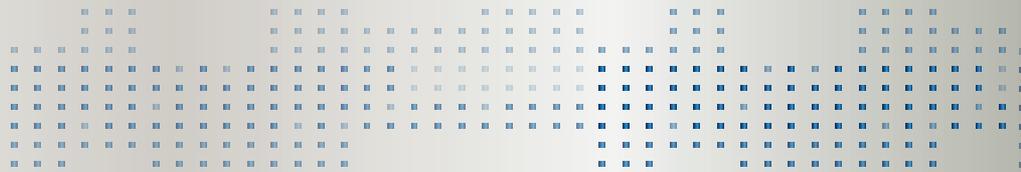
Herbal Essences

Brand Owner: *Procter & Gamble*

Entering Company: *Procter & Gamble*

As part of the laser marking process, Herbal Essences are displacing material to create peaks and valleys that act as a sensory system, thereby delivering feedback to the consumer on which product they are interacting with. The objective of this development was to enable consumers who are blind and/or those with impaired vision to identify the difference between the Shampoo and Conditioner products—improving the in-shower experience. The inclusive design elements are uniquely distinct from any other package in market.





BEST IN CLASS

BRAND MARKETING

LIMITED EDITION FOOD & BEVERAGE/NON FOOD



NEW BRAND FOOD & BEVERAGE



NEW BRAND NON FOOD



REBRAND NON FOOD



REBRAND FOOD & BEVERAGE



A KEURIG HOLIDAY PACK
Brand Owner: Keurig
Entering Company: Anthem Worldwide

C SPRINKLES
Brand Owner: Mastronardi Produce (SUNSET)
Entering Company: Mastronardi Produce (SUNSET)

E MOTOMASTER
Brand Owner: Canadian Tire
Entering Company: Davis

G OUR FINEST COFFEE
Brand Owner: Walmart
Entering Company: Walmart and Bridgemark

B MISS VICKIE'S SIGNATURES
Brand Owner: PepsiCo Food & Beverages Canada
Entering Company: Shikatani Lacroix Design

D NARVONA
Brand Owner: Narvona
Entering Company: Narvona

F CREEMORE
Brand Owner: Molson Coors Brewing Company
Entering Company: BrandOpus

H CRACKER BARREL
Brand Owner: Cracker Barrel
Entering Company: BrandOpus

FOR ADDITIONAL DETAILS ON EACH ENTRY, PLEASE VISIT WWW.PAC-AWARDS.COM

BRAND MARKETING

LIMITED EDITION LUXURY



NEW BRAND LUXURY



PACKAGE INNOVATION

E-COMMERCE



TECHNICAL DESIGN



SUSTAINABLE DESIGN



A CHAMPAGNE COMTES DE DAMPIERRE
Brand Owner: Dampierre
Entering Company: forceMAJEURE Design

C GIN DISTILLERIE 3 LACS
Brand Owner: Distillerie 3 Lacs
Entering Company: Pigeon Brands

E COORS LIGHT
Brand Owner: Coors Light
Entering Company: Atlantic Packaging Products

G SOCIAL PLASTIC FOR NATURE BOX & FA
Brand Owner: Henkel AG & Co KGaA
Entering Company: Henkel AG & Co KGaA

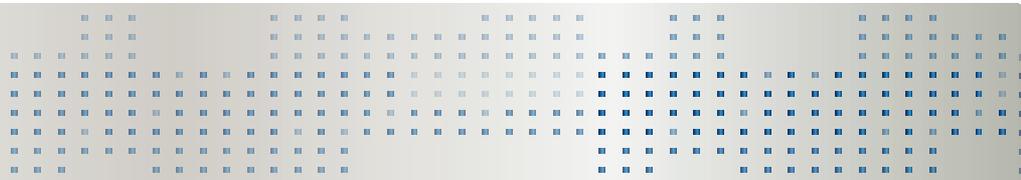
B UNILEVER AXE/LYNX HOLIDAY "HEXACLE" GIFT
CARTONS
Brand Owner: Unilever
Entering Company: Graphic Packaging International

D TIDE
Brand Owner: Procter & Gamble
Entering Company: Procter & Gamble

F TERRACYCLE/LOOP
Brand Owner: TerraCycle/Loop
Entering Company: TerraCycle/Loop

H ELITE
Brand Owner: Klöckner Pentaplast
Entering Company: Klöckner Pentaplast

FOR ADDITIONAL DETAILS ON EACH ENTRY, PLEASE VISIT WWW.PAC-AWARDS.COM



NOMINEES

BRAND MARKETING

NEW BRAND FOOD & BEVERAGE



LIMITED EDITION FOOD & BEVERAGE/NON FOOD



REBRAND FOOD & BEVERAGE



A TASTY
Brand Owner: McCormick (US), McCormick - Clubhouse (CDN), Schwartz (UK)
Entering Company: Invok Brands

B EAT THESE
Brand Owner: Eat These Foods Inc.
Entering Company: Overflow Design

C EIGHT TREASURES
Brand Owner: Sobey's Inc.
Entering Company: FISH Consumer Engagement Agency

D KITKAT
Brand Owner: Nestlé Canada
Entering Company: Graphic Packaging International Canada ULC

E BLANTON'S 2018 LIMITED EDITION PACKAGING
Brand Owner: Age International, Inc.
Entering Company: COHO Creative

F MARTHA STEWART FOR TRUE NORTH SEAFOOD (SEAFOOD RECIPE KITS)
Brand Owner: True North Seafood Co. Ltd.
Entering Company: Pigeon Brands

G REDDI WIP BARISTA SERIES
Brand Owner: Conagra Brands
Entering Company: Davis

H FONTAINE FAMILY SMART IN-STORE SCREEN DISPLAY
Brand Owner: Montpak
Entering Company: Pigeon Brands Inc.

I GSK FLONASE ALLERGEN TRACKER
Brand Owner: GlaxoSmithKline
Entering Company: GlaxoSmithKline

J YOUR FRESH MARKET
Brand Owner: Walmart
Entering Company: Bridgemark

K SCHNEIDERS DRY CURED SALAMETTIS
Brand Owner: Maple Leaf Foods
Entering Company: Bridgemark

L FROOT LOOPS
Brand Owner: Kellogg Canada Inc.
Entering Company: Anthem Worldwide

M COMPLIMENTS
Brand Owner: Sobey's
Entering Company: Elmwood Brand Consultancy

N CARL BUDDIG
Brand Owner: Carl Buddig
Entering Company: PKG Brand Design

O SELECTION CEREALS - ADULT & SWEETENED
Brand Owner: Metro
Entering Company: St Joseph Communications

P WAYFARE
Brand Owner: WayFare
Entering Company: Davis

Q MOLSON
Brand Owner: Molson Coors Brewing Company
Entering Company: BrandOpus

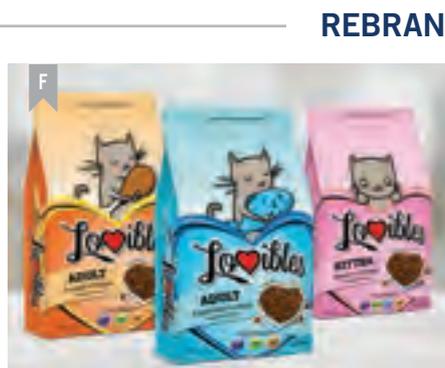
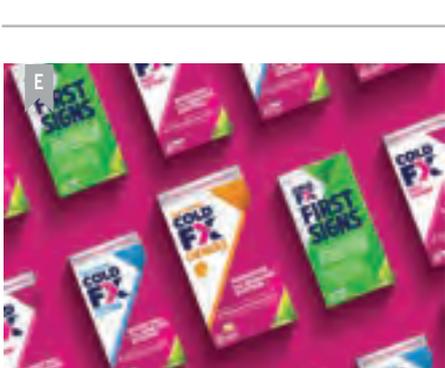
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BRAND MARKETING

NEW BRAND NON-FOOD



NEW BRAND LUXURY



REBRAND NON-FOOD

PACKAGE INNOVATION

TECHNICAL DESIGN



SUSTAINABLE DESIGN



A BLUE HIVE
Brand Owner: Canadian Tire
Entering Company: Canadian Tire

B ALKIMI
Brand Owner: Challs International
Entering Company: Bulletproof

C THE GOOD STUFF
Brand Owner: Unilever
Entering Company: forceMAJEURE Design

D I+I BOTANICALS
Brand Owner: I+I Botanicals
Entering Company: Brand Joint

E COLD FX
Brand Owner: Valeant Pharmaceuticals International
Entering Company: Davis

F LOVIBLES
Brand Owner: Pet Retail Brands Ltd.
Entering Company: Tempo Plastics Limited

G EVOLUTION OF SMOOTH
Brand Owner: Evolution of Smooth
Entering Company: Beardwood&Co.

H WEITAI "999" GRANULE - OTC
Brand Owner: 999 Weitai Granule
Entering Company: Ivie China

I MUTANT
Brand Owner: Fit Foods
Entering Company: Arranti

J L'ORÉAL® REDKEN®
Brand Owner: L'Oréal® REDKEN®
Entering Company: ProAmpac and L'Oréal

K PAMPERS
Brand Owner: Procter and Gamble Technology (Beijing) Co., Ltd.
Entering Company: Procter and Gamble Technology (Beijing) Co., Ltd.

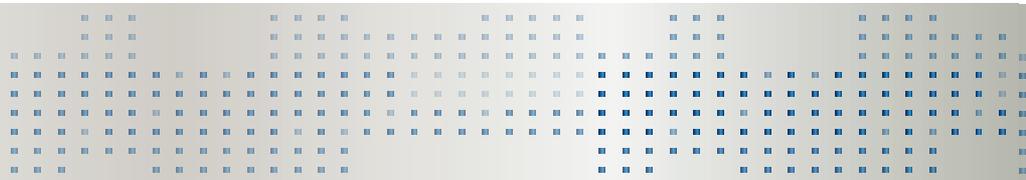
L THE BODY SHOP INTERNATIONAL
Brand Owner: The Body Shop International
Entering Company: Berry M&H

M BEAR NAKED PREMIUM GRANOLA
Brand Owner: Bear Naked Premium Granola (Kellogg Company)
Entering Company: TC Transcontinental Packaging

N WITHER HILLS
Brand Owner: O-I
Entering Company: O-I

O GAYA GOLD COFFEE
Brand Owner: Gaya Gold Coffee
Entering Company: Ardagh Group

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TRANSCONTINENTAL TRANSFORMATION

Montreal printer transforms itself into a global flexible packaging powerhouse fueled by unrelenting focus on research and entrepreneurship

Changing with the times is all part of growing up and becoming an industry stalwart, even when those changes come from most unexpected sources.

For Montreal-headquartered flexible packaging giant **TC Transcontinental**, which was actually formed in 1976, the company's flurry of intense M&A activity in the latter part of the last decade has led it to acquire a wealth of historical legacy that can be traced right back to formation of the **Packaging Association of Canada (PAC)** back in 1950.

That year, former Toronto-based flexible packaging and film coatings producer **Nor Baker Inc.** joined 14 other like-minded companies to found the 70-year-old industry group today known as **PAC Packaging Consortium**.

In 2000, Nor Baker was acquired by the U.S.-based **Plassein Packaging Corporation**, which was then acquired by **Exopack** in 2003.

In 2005, Exopack itself was acquired by U.S.-based venture capital fund **Sun Capital Partners** and merged with the fund's other packaging assets, comprising **Cello-Foil Products, Inc.** and The Packaging Group.

In 2013, Chicago-based **Exopack Holdings S.A.** rebranded itself to **Coveris** as part of a merger with several European-based packaging firms also acquired by Sun Capital.

Around the same time, TC Transcontinental set out to diversify its core print-

“Sustainability is definitely on everyone’s lips today, and our membership with PAC certainly helps us position TC Transcontinental Packaging as a thought leader on the subject within the industry.”

**tc • TRANSCONTINENTAL
PACKAGING**

ing and media business units by aggressively investing into the growing North American flexible packaging business, starting with the acquisition of Clinton Mo.-based flexible packaging supplier **Capri Packaging** in 2014.

“This acquisition represented an important strategic move for the corporation into a new promising growth area,” says Mélanie Montplaisir, Transcontinental’s manager of public relations and brand management.

“We evaluated various industries where we could leverage our manufacturing competency and we make sure to remain agile to find the most promising



A group shot of TC Transcontinental Packaging’s senior management and administrative personnel recently taken at the company’s headquarters in Montreal, Quebec.

opportunities to ensure sustainable and profitable growth,” Montplaisir explains.

“The printed flexible packaging industry was rapidly identified as a natural fit, given that some of the production processes were similar to TC Transcontinental’s printing operations and that the market offered many opportunities for growth.”

Following the purchase of Capri, the company’s newly-formed TC Transcontinental Packaging division swiftly proceeded to acquire and integrate another five strategically-located flexible packaging plants in the U.S. and Canada in the next few years—building up a well-knit operational network stretching from the West Coast of Canada to the U.S. eastern seaboard.

This busy stretch of M&A activity hit its grand peak in 2018 with the game-changing “transformative” US\$1.69-billion acquisition of **Coveris Americas** assets from Sun Capital.

The landmark purchase instantly moved Transcontinental Packaging into one of North America’s top 10 flexible packaging producers, employing about 4,300 people at 28 manufacturing facilities in Canada, the U.S., Latin America and New Zealand.

“Today, the TC Transcontinental Packaging network is comprised of one pre-media studio and 29 pro-

duction plants specializing in extrusion, lamination, printing and converting to offer a broad variety of flexible plastic and paper products, including rollstock, bags and pouches, shrink films and bags, and advanced coatings,” Montplaisir relates.

“This enables us to serve a diverse variety of markets,” she says, “including dairy, coffee, meat and poultry, pet food, agriculture, beverage, confectionery, industrial, consumer products and supermarkets.”

Led by a highly competent senior management team

headed by chair of the board Isabelle Marcoux, daughter of Transcontinental’s founder Rémi Marcoux, and wife of chief executive officer François Olivier, the company has quickly proven itself to be a natural-born industry leader built on four critical core competencies.

According to Montplaisir, these include:

- Strong R&D (research-and-development) teams and entrepreneurial spirit, “Allowing us to meet our customers needs and create products that are ahead of the market trends.”



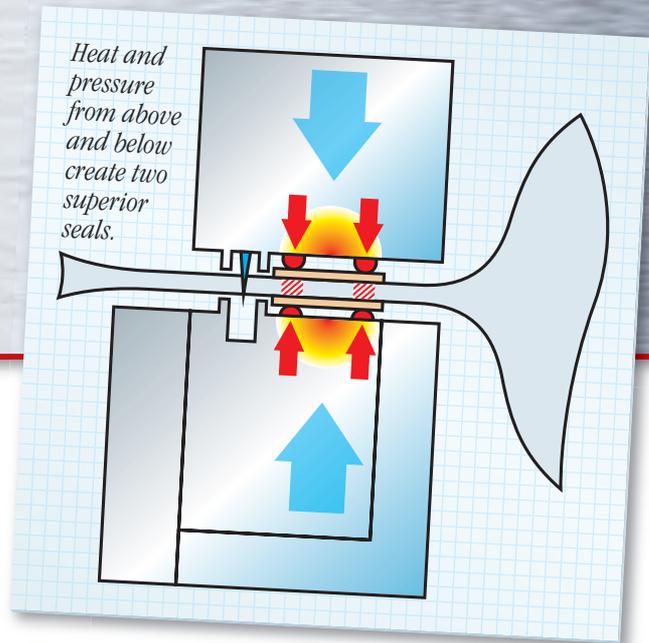
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Transcontinental president CEO François Olivier taking the stage at the recent PAC retail conference in Montreal.

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“It allows you to network with a large variety of people with different skillsets and different contacts.

“Above all, the PAC does a great job in supporting all its members by keeping us up to date with the ever-changing legislative and regulatory information related to packaging,” Travaglini points out.

“This, in turn, saves us a lot of valuable time and other associated efforts that do not fall into our area of expertise,” Travaglini concludes.

- Commercialization of recyclable and compostable products, including the new *vieVERTe* portfolio of sustainable products.
- Ability to provide exceptionally fast turnaround times for the customers.
- A remarkably broad range of flexible packaging solutions that, according to Montplaisir, “allows us to respond rapidly to the needs of the market for a variety of applications.”

As Montplaisir relates, TC Transcontinental Packaging is proud to be an active member of **PAC Packaging Consortium**, crediting the organization for spearheading a concerted industry effort to make consumer packaging more sustainable.

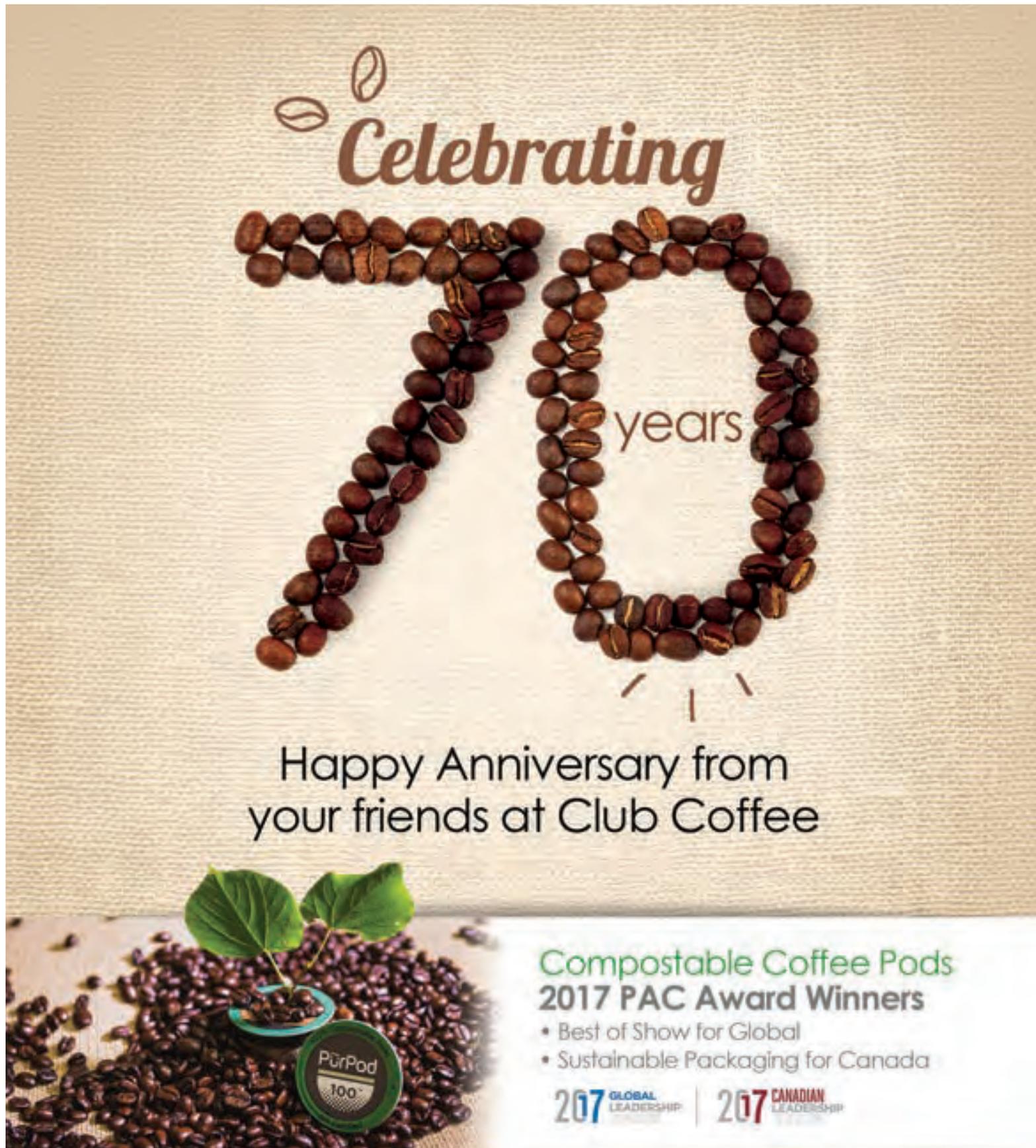
“Sustainability is definitely on everyone’s lips today,” says Montplaisir, “and our membership with PAC certainly helps us position TC Transcontinental Packaging as a thought leader on the subject within the industry.

“It also allows us to stay informed and exchange ideas with our industry peers in a collaborative environment,” says Montplaisir, citing PAC’s busy educational and networking agenda comprising training courses, summits, conferences, seminars, webinars and various social activities.

“Those networking opportunities bring collaborations and great partnerships to the table—making sure our industry continues to evolve and that we always continue to get better at what we do,” she states.

Adds TC Transcontinental Packaging’s account manager for business development Roberto Travaglini: “The PAC has been an amazing support partner for addressing all the key challenges facing packaging producers in all key sectors like corrugated, folding cartons, rigid plastics, flexibles, etc.

“The sheer multitude of different events that they organize provides us with insight into other packaging sectors that we would not normally encounter,” Travaglini states.



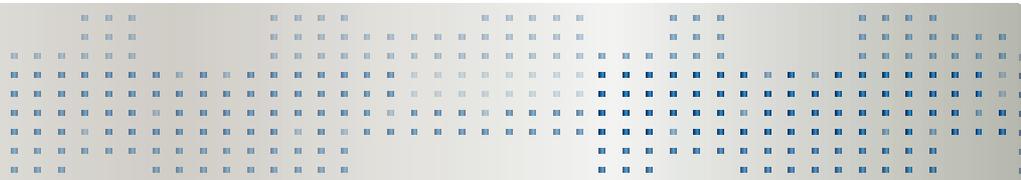
Thank you PAC for all you do to support innovation and sustainability

“Brewing the Good in Coffee Since 1906”



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VALUED PROPOSITION

Respect for the environment is key to respecting all the markets we serve

BY JESUS ATIAS

Dow Chemical Company sprang into being back in 1897 as a brainchild of Canadian-born American chemical industrialist Hebert Henry Dow—an electrochemical pioneer who first gained fame and commercial success in 1891 by introducing a novel way to separate bromides from brine by using electric current.

While his parents had moved from his birthplace of Belleville, Ont., back to the U.S. just a few weeks after Henry’s birth, the company he founded went on to become a household name in the Canadian manufacturing circles a few decades later—starting up its first Canadian manufacturing facility in 1942 in Sarnia, Ont.

Since then, Dow has been proudly operating in Canada continuously for 78 years—developing basic chemicals and plastics used to make a broad range of innovative and technology-based products and solutions in the packaging, industrial, infrastructure, and consumer care industries.

Today, the company employs approximately 1,000 people in Canada at several locations, including its headquarters in Calgary, and at its manufacturing locations in Fort Saskatchewan and Prentiss, Alta., West Hill and Corunna, Ont., and at its Eastern Canada Regional Sales Centre in Toronto.

With net sales of US\$50 billion in 2018, the globally operating company employs 37,000 people at 113 manufacturing sites around the globe—ranking as one of the world’s three largest chemical producers—with its **Dow Packaging and Specialty Plastics (P&SP)** division being its largest business unit.

In addition to being one of the world’s largest producers of polyethylene resins, functional polymers and adhesives, Dow P&SP is a leading innovator and collaborator across the value chain on sustainable applications development and the Circular Economy life-cycle design for plastics.

Dow’s ability to innovate at the intersection of chemistry, engineering and material science has brought solutions that differentiate its customers while positively impacting the world—including lightweight carbon fibers for cars and a broad range of packaging solutions that help make food safer and stay fresh longer.

“*Dow has benefitted from the many opportunities provided by PAC to collaborate and foster conversations around sustainability and innovation with like-minded organizations.*”



With plastic waste widely acknowledged to be one of the most important and pressing sustainability issues of our time, Dow believes that plastic is too valuable to be lost as waste, and that it should be an integral part of a Circular Economy, whereby the value of plastic is retained from design to disposal.

To this end, we are engaged in numerous initiatives to “close the loop” and ensure that no plastic ends up in the environment or is lost to landfill.

Our three-part strategy represents our commitment to finding ways in which we can continue to provide the convenience of plastic, the protection of plastic, the affordability and safety of plastic, while ensuring that none of that plastic ends up in the environment or is lost to landfill.



We are working to keep plastic out of the environment by innovating new applications for recycled plastics to demonstrate that a circular world is not that far out of reach. For example:

- Dow is working with partners around the globe to construct polymer-modified asphalt roads with PCR (post-consumer recycled) plastic.

Recently, the company was named to the *Fortune* magazine’s 2019 *Change the World* list for collaborating with value chain partners to build nearly 100 kilometers of asphalt roads with PCR content across Asia, Europe, North America and Latin America.

The projects have diverted nearly 200 metric tons of plastic, equivalent to 50 million flexible pouches, from becoming litter or entering a landfill.

- Dow is also helping to build structures using self-assembling bricks made out of recycled plastic. (See picture on left)

We’ve built four schools to date in Colombia to create new learning spaces for more than 400 students, while diverting 16 tons of plastic waste. There are currently eight more such schools under construction.

We know that we can’t solve the plastic waste issue alone. It will take all of us—industry peers, associations, governments, non-governmental organizations,

brands, retailers and consumers—working together to make a difference.

We are all partners in this cause to end plastic waste in the environment, which is why Dow is proud to be a founding member of the **Alliance to End Plastic Waste (AEPW)**.

This newly-formed organization has jointly committed more than US\$1 billion—with the goal of raising another \$1.5 billion over the next five years—to develop and scale solutions that manage plastic waste and promote post-use solutions for plastic.

Implementing a four-part strategy that focuses on infrastructure, innovation, education and clean-up, AEPW is developing scalable solutions that will minimize and manage plastic waste, while promoting solutions that will drive a circular economy for plastic.

Dow is also a founding investor in **Circulate Capital's** \$100-million **Ocean Fund**, which is the first fund and incubatory focused specifically on preventing ocean plastic—particularly in South Asia.

Many countries in that part of the world have been identified as contributing disproportionately to ocean plastic pollution—primarily because they lack the critical waste infrastructure to manage the problem.

Working with our partner **UPM Biofuels** in Europe, Dow is turning waste residue from paper production into naphtha, creating an alternative and renewable feedstock for plastics production.

Sourced from sustainably managed forests, this waste product is extracted as a residue when separating wood fiber for pulp production.

Naturally, Dow is also proud of its status as one of the original founders of **PAC Packaging Consortium**.

While much has changed in the 70 years since Dow supported the creation of PAC, the organization's value to the Canadian packaging community has remained as relevant as ever.

Over the years, PAC has offered a wide range of opportunities for innovation, networking and training, and Dow has benefitted from the many opportunities provided by PAC to collaborate and foster conversations around sustainability and innovation with like-minded organizations.

Collaboration across leading organizations such as PAC in the packaging value chain is more important than ever as we continue to innovate packaging solutions that move us to-

wards a Circular Economy.

One of those exciting new product innovations is **AGILITY CE**, which is the first of Dow's new polyolefins portfolio to incorporate a percentage of post-consumer plastic waste.

Manufactured for use in shrink films as secondary packaging for transporting packs of cans or bottles, the material's formulation consists of a low-density polyethylene (LDPE) compound incorporating up to 70-percent post-consumer plastic waste, while ensuring the consistency of the material and functionality for its final application.

By any measure, Dow is genuinely passionate about advancing recycling capabilities, designing products for recyclability, innovating recycling technologies, and finding new ways to incorporate recycled content into the resins we sell—with the single ultimate aim of increasing the amount of plastic recycled and reused worldwide.

Jesus Atias is sustainability manager for North America at Dow Packaging and Specialty Plastics in Midland, Mich.

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ECOLOGY

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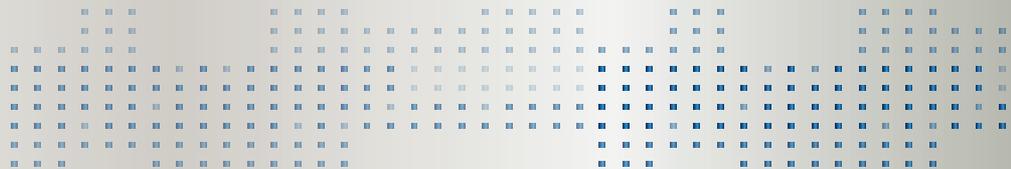
RELIABILITY

High reliability, and reassured maintenance and service networks

USABILITY

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PUT IT DOWN IN WRITING

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serve the packaging profession in Canada back in 1949,” Dean recounts.

After selling the merits of the idea to his boss and future Maclean Hunter president Donald Hunter, Cornell invited a group of select packaging suppliers, end-users, retailers and other industry stakeholders to convene at the Maclean-Hunter headquarters in downtown Toronto, where the group formed an action plan to bring the proposed association into being the following year.

Since then, *Canadian Packaging* and PAC have collaborated on countless joint initiatives for the benefit of both the PAC membership and the Canadian packaging community at large, while duly respecting each other’s autonomy, interests and spheres of influence.

“Canadian Packaging is a proud member of PAC,” Dean asserts, “and we are committed to working hand-in-hand with the association to promote its services to its members and to encourage others to become members.”

Ironically, the *Canadian Packaging* magazine has in many respects experienced the impact of accelerated industry consolidation that mirrors the overall thinning of the ranks within Canada’s packaging in recent years as a result of relentless industry-wide M&A (mergers and acquisitions) activity on a global scale.

After Maclean Hunter was acquired by an integrated media giant **Rogers Communications** in 1994, *Canadian Packaging* was eventually sold to Vancouver-headquartered B2B media group **Glacier Media** in 2011, which in turn sold the publication to its current owner, **Annex Business Media**, three years



later.

While these ownership changes naturally had some impact on some of the magazine’s day-to-day activities, most long-time subscribers to the publication probably remain oblivious to those changes, which is exactly how it should be for any magazine aspiring to retain and grow its readership base.

If anything, the magazine’s mutually beneficial relationship with PAC Packaging Consortium has only grown stronger over the years, according to its editor George Guidoni, who joined the publication during its Rogers Media days in 1997.

“As an editorial resource, PAC provides unrivaled opportunities for making new contacts within the industry and helping us stay on top of packaging trends and hot-button issues impacting the industry: from integrating printed electronics into packaging, for example, to packaging sustainability and the impact of government legislations,” Guidoni says.

“No wonder it is such a highly respected voice of authority on the Canadian packaging business around the world among its peers and counterparts,” Guidoni points out.

“The PAC has been absolutely instrumental in advancing the cause of sustainable packaging across Canada and beyond for the last decade,” he notes.

“Its close collaboration with Walmart Canada around the turn of the last decade, focusing on retailer’s then-revolutionary Walmart Packaging Scorecard, produced several outstanding two-day conferences attracting hundreds of attendees from across the country, year after year, to listen to the world’s foremost thought leaders on packaging sustainability, along with senior executives from some of the world’s biggest CPG and retail companies,” Guidoni adds.

“And that’s just one example of many outstanding initiatives that PAC has implemented under the leadership of president Jim Downham to reinforce its status as the undisputed champion of Canada’s packaging community and its causes.”

Adds Dean: “We find it most interesting to see how PAC has evolved as a leader in training, education, and accreditation and certifications in sustainability and food safety.

“We believe that PAC has much to offer in advocacy in areas such as sustainability, plastics and packaging end-of-life, while maintaining a packaging material neutrality that treats all packaging materials and styles as equals, whereby each has something to offer for the greater good of the industry and society at large,” he points out.

“The biennial PAC conventions, along with newer events such as the One of 100 branding conferences in New York City, continuously offer high-quality speakers and networking experiences that cannot be easily duplicated in the global packaging community,” Dean adds.

“With the growing demands and expectations being placed on CPG companies and their packaging suppliers by consumers and retailers,” Dean concludes, “we believe that PAC has more than ever a critical role to play in educating, rallying and advocating on behalf of one of the most utilitarian and useful inventions of the modern age—packaging.”

CONGRATULATIONS PAC on your 70th Anniversary



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