

Packaging, Labels & Scales

Sustainability, technology & legislation drive change

When it comes to packaging and labels, there are multiple factors involved. Aesthetics, durability, legislative compliance, food safety and environmental concerns are components of all in-store and FMCG products – from packaging and labelling in the butchery, bakery, and deli, HMR and fresh produce, the fish counter and salad bar, to all departments in the store that carry packaged brands.

Added to this – which is a very good thing – every FMCG retailer, supplier and manufacturer is in a race to enable consumers to reduce, re-use and recycle, and to decrease the environmental impact of their products.

Meanwhile technological advancements are driving and fast-tracking packaging, labels and scales, with retailers, suppliers, and manufacturers experimenting with different options in their bid to find better and more sustainable solutions.

Packaging: Sustainability leads the way in retail packaging advancements

The environmental impact of packaging is a massive concern amongst consumers, retailers, suppliers, manufacturers, and producers. The entire packaging supply chain must be involved in order to make a difference. Many companies have pledged to

www.packagingeurope.com/recycled-and-fresh-fibre



Swedish paperboard manufacturer Holmen Iggesund annually produces 35 million seedlings to regenerate forest on harvested land – the symbiotic relationship between paper recycling and the continual production of fresh fibres.

reach Net Zero, while others are being held to increasingly strict national and international standards. According to Tetrapak (www.tetrapak.com), “food packaging can become carbon-neutral by shifting to renewable energy” by reducing its carbon footprint and “creating an end-to-end solution that ensures that the final carbon emissions from packaging is zero.” (www.tagww.com).

Marketing and Sustainability at Polyoak Packaging (polyoakpackaging.co.za), as well as Chairperson of the South African Plastics Pact.

“Circular economy is about regenerative system design, where materials constantly flow in a loop, rather than being used once, then discarded,” says Penlington. “Our landfill space is also not infinite, so we need to divert waste by recycling whatever

At the same time, it cannot compromise the longevity, shelf-life, hygiene, and display quality of brands and product contents.

Sustainability and a circular economy in the South African context

“Simply put, sustainability is about having enough, for all, forever. We cannot effectively meet the needs of our growing population if we continue to deplete our resources faster than we can replenish them.” So says Michelle Penlington, who is the National Executive for



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Low Carbon: PVC is an intrinsically low-carbon plastic. 57% of its molecular weight is chlorine derived from common salt; 5% is hydrogen; and 38% is carbon.

Recyclable and sustainable: It's extremely durable, cost efficient and it can be recycled several times at the end of its life without losing its essential properties.

we can. For packaging, circularity means building systems and infrastructure that enable us to reuse, refill and recycle our packaging, wherever possible.”

For Penlington, retailers and FMCG brands need to take note of sustainability and environmental concerns for one very simple reason. She says, “Receiving consumer complaints about one’s branded packaging wreaking havoc in the environment is every brand owner’s nightmare.” And, she adds, “Of course, not only is moving to more reusable and recyclable packaging the right thing to do, but it is also now mandated in SA’s Extended Producer Responsibility (EPR) legislation. It is in the interest of all packaging industry stakeholders to collaborate to achieve packaging collection, recycling and, where relevant, recycled content targets as obligated by EPR regulations.”

Why use recycled plastic?

Penlington explains, “The ability to include recycled plastic in packaging is especially powerful from a climate change perspective, as recycled polyolefins generally have 70% lower global warming potential than virgin plastic. There is huge potential to increase the use of post-consumer recycled (PCR) plastic in large packaging formats such as drums and buckets. “Innovative multi-layer technology now makes it possible to include PCR in the middle layer, whilst retaining virgin plastic on the inside and outer layers, which helps to retain critical technical functionality of the packaging.” Recycled plastic, she explains, has some diminished technical functionality, which is critical for packaging meant

www.packagingeurope.com/rnews/avantium-and-origin-materials



Avantium and Origin Materials are combining their technology platforms to produce FDCA – a key building block in the production of PEF – from sustainable wood residues on an industrial scale, aiming to increase PEF supplies for the production of bottles, films and other packaging applications.

to contain material such as hazardous chemicals. This is very much a give-and-take relationship. As Penlington points out, the inclusion of PCR in packaging not only helps to reduce carbon emissions, but it also creates a demand for recycled plastic, which helps to drive up the value to waste reclaimers. This motivates the reclaimers to collect more packaging to sell to recyclers.

The role of design in sustainable packaging

It is imperative that brand owners and retailers recognise the impact they can have, as Penlington notes. “Brand owners and retailers are arguably the most important role-players, with significant

influence on packaging circularity, through their choice of packaging materials, formats, and design.

“We need more brand managers and marketers to engage with recyclers and waste reclaimers, to help brand owners develop a practical appreciation for how their packaging choices help or hinder recycling in South Africa. What brands choose for their packaging has a profound impact on the lives of many consumers directly affected by the waste crisis. Now more than ever, the industry needs talented packaging designers capable of developing packaging that is differentiated and fit for purpose, but also optimised for circularity,

being widely recycled, reusable, or refillable.”

Penlington hastens to add that we don’t need radical packaging shifts or huge technological advancements to take place in order to achieve these changes. The technology and materials necessary for a circular economy already exist. “Recycling of PET packaging can be significantly improved by avoiding opaque coloured PET and not using PVC or PET labels, or direct print to decorate PET bottles and jars.” For those looking for guidance, she suggests taking note of the recycling best practice guidelines that are readily available from organisations such as Polyco, Petco, and Packaging SA.

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Labels: Legislation and the environment shift the label landscape

Labelling saw material shortages, delivery delays, and increased costs over the past two years, thanks to Covid-19. However, developments within the industry have led to faster, more convenient custom printing and integrated systems, while consumer demand and a heightened focus on food safety has permanently changed the way products are labelled. Labels are an intrinsic part of customer satisfaction, trust, and confidence. They must contain the information that customers are required to be given by legislation, and also the information they demand as educated and knowledgeable consumers.



Eye-catching and appealing label design is critical for brand awareness and attracting consumers.

Behind the scenes, however, there is a lot more to consider than just “does it look good?” and “does it convey all the right information?” Globally, FMCG producers, brand owners, and retailers are recognising the need for increased sustainability and environmental responsibility. The pressure is on, not just from governments and legislators, but from consumers who are increasingly concerned with their own environmental impact and carbon footprint.



www.polyflex.co.za/innovation/

The latest packaging trends



www.avery.com/custom-printing/labels/calculator/rolls

Connected packaging

– Embedded technology enables consumers to access digital content from digital devices using triggers within the packaging. This extends the product experience and enhances experiential shopping, allowing brands to engage with consumers on new and exciting levels (packagingeurope.com)

Flexible packaging

– Packaging that is convenient and efficient, lightweight, and which has often reached reduced carbon emissions during production. Sustainable plant-based solutions are expected to gain ground, while e-commerce expands the market for easy-to-pack and easy-to-transport flexible packaging options. Digital printing and next-gen NC (nitrocellulose) inks offer flexibility, customisable design, quick turnaround times, and increased sustainability (<https://spnews.com/flexible-packaging/>)

Closures

– Intriguing designs can help capture consumer attention, but the rise in e-commerce demands increased investment in ensuring food safety and hygiene, too. Light-weighting in order to reduce environmental impacts, as well as costs, but without compromising safety and efficiency, is a key trend in this category (mastip.com).

Captivating the consumer

– Immersive storytelling, brand engagement, experiences, and sharing new, interesting, or useful information all forms part of this trend. Packaging and labels, from creative design to cutting-edge technology, are key to achieving this.



www.identitec.co.za

What's trending?

Workforce Connect™



What is it:

Workforce Connect™ is a communication and task management software solution from Zebra Technologies.

The software helps increase efficiency by providing tools to manage tasks, share information, and keep teams connected. It also allows managers to easily track employee performance and get up-to-date visibility into the status of their projects.

Additionally, the software offers advanced security features to ensure confidential data remains safe and secure.

Why retailers need this:

It has been found that 86% of organisations are acknowledging that frontline workers need enhanced technological insight for quicker and better decisions in the moment.

Retailers need Workforce Connect™ to help streamline their in-store operations and ensure that their employees are well-equipped to deliver excellent customer service.

This helps retailers stay organized and efficient and allows them to quickly respond to any changes in customer demands or store operations.

Furthermore, the platform offers powerful communication tools such as group messaging, walkie-talkie functionality, and alerts to ensure that employees stay connected and informed.

How it works:

Workforce Connect™ provides an integrated suite of solutions that enable employees to stay connected with their teams and access the information they need to do their jobs. It features:

- Unified communications system
- Task management system
- Analytics dashboard

The unified communications system provides secure, real-time messaging, voice, and video collaboration. The task management system enables supervisors to assign tasks, monitor progress, and analyse performance. The analytics dashboard provides detailed insights into employee productivity and performance.

Benefits:

- **Increase Productivity:** Workforce Connect™ helps employees stay connected in real time and informed throughout their day, allowing them to quickly respond to tasks that demands instant action, i.e. security alerts, stock availability, customer assistance.
- **Improved Communication:** Workforce Connect™ streamlines communication. All employees within an organisation, managers, team members, and 3rd party service providers, are instantly connected via a secure platform making it possible to execute urgent actions quickly and monitor progress.
- **Automation of Tasks:** By setting up automated tasks, employees can minimise having to leave the shop floor and can therefore focus on ad-hoc requirements and offering customer their best shopping experience, whilst managers can easily track performances and get up-to-date visibility into the status of their projects.



A growing demand for sustainable labelling solutions

Leal Wright, Marketing Manager at Polyflex (www.polyflex.co.za) says, "Flexo printing is the dominant form of packaging printing for the consumer-packaged goods and FMCG market. At seminars in Gauteng, KZN and Western Cape earlier this year, customers and suppliers agreed that sustainability is the predominant trend in consumer goods packaging and, to meet this need, suppliers have to develop innovative options." Wright goes on to explain that the industry is well aware of the fact that the South African economy is in a low growth cycle and consumers are under increasing financial pressure, and yet consumer demand for sustainable packaging continues to grow.

Over 120 delegates attended the 2023 Flexo Frontier Trend Events, which were organised by Polyflex Africa, Fujifilm and Sabre Engineering. It was here that Brett Pollock of Polyflex Africa detailed how recent refinements to a printing process known as limited colour gamut or ECG (Extended Colour Gamut) have resulted in a more sustainable process that also meets the need for cost containment.

Polyflex Operations Manager Stuart Baylis shared the positive results that printers are achieving with ECG. At a recent printing of a wide range of confectionary packaging, savings included 21% on ink and 62% on material. While these savings contribute to offsetting cost increases, a major benefit is improved productivity in terms of 72% reduced set-up time and 91% reduced

washing solvent, all resulting in a 51% reduction in carbon emission.

Don Mac Farlane, Senior Technologist: Technical, Sustainability and Compliance of Foods Division at Woolworths SA, also shared his thoughts on sustainability. Wright says, "In a thought-provoking presentation, Don Mac Farlane outlined the move away from non-recyclable packaging. Over the year, the requirement for improved shelf-life for packaged goods, and the need to transport these goods over long distances, was met with many

complicated laminations. As these constructions were made up of different polymers and additives, they are not easily recyclable. Due to the need for sustainable manufacturing, they are now being successfully replaced with single layer substrates. Non-functional packaging has been removed, and the preferred specification is polypropylene, which is easily recyclable. Boards and paper grades should be FSC (Forestry Stewardship Council) certified, and according to Don, Woolworths aims to source 90% of packaging from local suppliers by 2023."

Design: where aesthetics & functionality meet

Sign & Seal Labels MD, Henk Crous, knows that even for a small family-owned business, sustainability and innovation go hand-in-hand. While being interviewed about an award-winning label for the Gold Pack Awards Magazine, Sign & Seal Labels Production Manager Enver Pillay said, "Sign & Seal also takes a collaborative approach to label artwork by reviewing what we receive,

advising the designer and customer about best practices, how we can improve on the label's functionality and aesthetics with enhancements and customisations, while at the same time advising them on sustainability principles."

Accreditation and certification are also important in the label printing sector, for both suppliers and retailers. Henk Crous says the global sustainability drive and growing brand-owner demand for FSC-certified paper-based products encouraged the business to apply for FSC accreditation at the same time as their ISO 9001 certification. "It wasn't difficult to achieve because of the procedural and process frameworks that we already had in place for the ISO quality management system."

Crous adds, "The flexographic printing process is mostly used



<https://www.signseal.co.za/services>



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https://www.teraoka.co.za

to print large quantities of labels cost effectively. On the other hand, the digital label printing process is generally used for shorter runs. Digital printing also eliminates tooling costs and at the same time allows one to print a clean and exact image every time. The major cost spinner in the digital label printing process is ink, whilst in the flexographic process it is tooling – think anilox rollers, plates,

https://www.signseal.co.za/services



Latest trends and innovations in labelling

Flexographic (Flexo) printing – Versatile, fast-drying, and can be used with a variety of ink types. It also uses less ink than traditional printing methods, which means reduced printing costs and the need for fewer resources. Recent technological innovations have led to improved quality, and the ability to make use of water-based inks instead of solvent-based inks ensures sustainability targets can be met as well (www.acelli.it).

Digital labels – Much like connected packaging, digital labels enable brands to connect with consumers. This also increases transparency and traceability and can be used to integrate with and improve automation and stock management processes. The incorporation of RFID technology, as well as machine-readable labels – which can be identified by augmented reality (AR) and internet of things (IoT) technology – are also a growing trend within this space (www.labelsandlabeling.com).

Linerless labels – Label liners are responsible for a large portion of the non-recyclable waste from the labelling process that is destined for landfill. Linerless labels are a growing trend and advances in technology and design move forward to meet this need and incorporate it into both the design and automation processes.



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cylinders, dies and so on. However, the process of combining flexographic with digital printing (called hybrid printing) is a very exciting process. Hybrid printing allows label printers to utilise competencies which one machine doesn't have, to be done by the other process – to produce magic!”

Challenges facing the industry – from loadshedding to war

“The packaging industry faced unprecedented material disruptions alongside record inflation,” explains Crous. “Substrates used for printing labels are all imported, which impacted the supply chain situation in a major way.

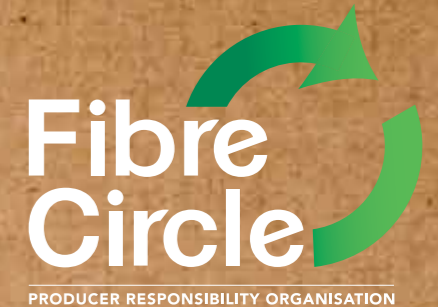
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We experienced several short-notice raw price increases, non-availability of raw material, power disruptions, and increased transport cost, all within a short space of time. Every product that is sold has a label for identification, which should tell you how important the label printing industry is. These constraints impacted on our business, and consequently negatively on our customers’ production and manufacturing processes. The art of prioritising various customers’ orders whilst considering loadshedding schedules material availability (sometimes even acquiring substrates from competitors), staff attendance, and so on, made the balancing of the business a huge challenge.”

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- ✓ Paper giftwrap (Remove the sticky tape)
- ✓ Hardcover and paperback books



Scales: Retail scales see massive advancements in digitalisation, automation, and integration

Scales are ubiquitous within a store, from receiving to packaging, in-store at delis and fresh produce counters, right through to till points. With this pervasiveness comes the demand for accuracy, integrated automated systems, and smart labelling solutions, as well as an easy-to-use set-up. An agile, integrated scale solution needs to be reliable and accessible. Multi-purpose scales are also coming through as next-generation technology.

Technological advancements increase efficiency and usher in the all-rounder scale solution

Technology is driving innovation in scales, with multi-purpose equipment giving retailers a host of benefits and optimal value. Some of these innovations include integrated CCTV camera systems for an additional layer of security, waterproof casings, and full reporting capabilities. These next-gen scales are fully integrated into the automated stock management system, and feature Bluetooth, ethernet, and wi-fi functionality. Able to weigh, pack, and label produce, these scales combine functionality with design quality and proficiency. The addition of batteries negates the potential pitfalls of loadshedding, and full-colour HD touchscreens improve accessibility. Today's scales are also able to connect to smart phones, electronic shelf labels (ESL), and InfoTags, for a seamless all-in-one solution.

As the technology develops to meet changing needs, label and scales companies like Teraoka



SA are making sure they remain agile and able to tailor their offerings to the market by taking into consideration South Africa's specific retail landscape, diverse consumer and customer needs, and unique challenges.

Retail scales – faster, more agile and more user-friendly

Retail, commercial, and industrial scales have improved significantly over the last several years. Driven by a need for greater accuracy, efficiency, and accessibility, the technology powering scales has undergone some impressive developments.

From the integration of the packaging and labelling processes, through to the advent of wireless connectivity and cloud storage, retail scales have experienced a revolution.

With the addition of AI software, self-serve contactless weighing and check out, integrated stock management software, and HD screens, consumers are able to have an efficient and fully automated experience. Scales are getting faster, more agile, and more user-friendly. Precision, reliability, portability, and features that provide easy calibration are among the most sought-after features (www.globenewswire.com/).

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Technological advancements for greater scale efficiencies

There have been several notable developments that have been responsible for the greatest changes the weighing process over the last few years. These include wireless connectivity, load cell technology, touchscreen displays, portable designs, data collection and analysis, automatic calibration, and improved durability.

Wireless connectivity has allowed the easy integration of scales with other equipment and systems. This means several processes can be integrated seamlessly, creating an efficient and streamlined solution.

Improvements in load cell technology – devices that measure weight or force – have significantly improved the accuracy and reliability of scales. Automatic calibration has also improved accuracy and reliability.

Touchscreen displays are user-friendly and easy to clean. Easier to navigate systems and better displays have increased accessibility and made operating the systems simpler.

Portable weighing units have also improved accessibility and helped scale down the need for multiple units in different locations.

Improved durability and resistance to harsh conditions means modern scale units can be used in a wide range of environments.



Given the recent advancements in AI and machine learning of modern scales, the potential for the automated data collection and analysis capabilities is immense. These advancements have increased the unit's ability to spot anomalies, report on changes and trends, and oversee stock management.

This adds to the current functionality of collecting, storing, and analysing data such as weight and

other variables, which allows for the tracking of pertinent information and the generation of reports. Additionally, scales can be connected to POS systems and stock management software, allowing for an even more intuitive use of data collection and analysis capabilities.

ChatGPT states, "Industrial scales are increasingly being integrated with data management systems that enable real-time monitoring and data analysis. This helps companies to optimise their production processes and make more informed decisions." As measuring technologies evolve, digitization has become a core element of innovation, and as a result, an intelligent measuring device or sensor provides more than just accurate measuring values. User guidance, intuitive handling features and user prompting enable error-free handling, while the Internet of Things (IoT) allows cloud-based remote monitoring and efficient data collection, enabling stores to run more efficiently.

Market leaders are up for the challenge

Keeping pace with recent technological developments is crucial for providing cutting-edge solutions in a competitive market. Suppliers need to be forward-thinking, and at the top of their game in terms of tech, research and development, and solutions offered. Locally-based Avocet Scales and Labels (avocetscales.co.za) is one such company. Avocet offers a range of scales that meet modern demands, from rechargeable battery backups to lightweight and portable units and machines built to withstand harsh environments such as feed lots and fish markets.

Accessibility has been addressed too, with large and easily visible displays. Customising their solutions to their customer's ever-changing needs is one of the driving factors behind their success. So too for Bizerba (www.bizerba.com), a global leader in the supply of weighing and slicing technology for the retail and commercial sectors, as well as industrial weighing and labelling technology. Their development team has worked closely with customers to recognise and answer their needs, with some game-changing results.

Bizerba recently conceptualised and produced a customised, seamlessly networked solution that allows for automatic rejection in the case of errors, unique IDs and automatic separation for different products, stringent quality control, automatic calibration for different product requirements, and increased product safety, traceability, and tracking.



www.marsden-weighing.co.uk/

Smart load cell technology – a world of potential awaits

According to Bizerba, the possibilities brought about by the introduction of smart load cell technology are exciting. Load cells are used for quick and precise measurements and, when compared with other sensors, load cells are relatively more affordable and have a longer life span. The company believes that the market remains largely untapped, with "potential applications ranging from baked goods racks in supermarkets to industrial applications to

containers from which skilled tradespeople can purchase tools and materials 24/7." As an OEM partner in the load cell tech sector, Bizerba has already provided customised solutions as components of smart systems for clients looking to fully automate, integrate, and connect their systems and processes. The functionalities include continuous stock monitoring, smart weighing rack systems, and the inclusions of weighing methods such as electromagnetic force compensations (EMFR) and the vibrating string.



Image: bizerba.com

Scales, sustainability and the future

Industrial scales are being designed with sustainability in mind, using materials that are environmentally friendly and energy efficient. Additionally, according to Adam Equipment (www.adamequipment.com) some scales are designed to reduce waste and increase efficiency, which can result in cost savings and a smaller environmental footprint. High performance components that don't require fans, power saver and standby modes prevent the scale from consuming electricity when not in use also contribute to the sustainability of retail weighing scales.



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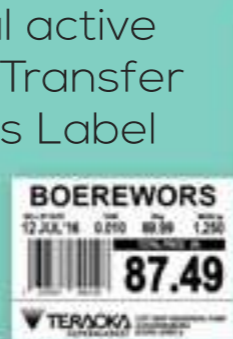


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Big changes are coming to SA's labelling and advertising regulations

The Department of Health has released a draft of the R2986 Regulations Relating to the Labelling and Advertising of Foodstuffs for comment. These will significantly impact the labelling and packaging of many products. According to an article in The Daily Maverick (Adele Sulcas, 02 February 2023), these changes include:

- Mandatory black-and-white warning-label system for pre-packaged foods that are high in sugar, salt, and unhealthy fats – more than 10g of total sugar per 100g or more than 5g per 100ml, more than 4g of saturated fatty acids per 100g or 3g per 100ml, and more than 400mg of sodium per 100g or 100mg per 100ml.
- Mandatory warning labels for foods and drinks containing any amount of artificial (non-nutritive) sweeteners.



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- New marketing restrictions for any product carrying a warning label under the new system, including restrictions on depictions of or referrals to "celebrities, sports stars, cartoon-type characters (or similar). Products may not contain any type of token or gift that appeals to children, and not "abuse positive family values such as portraying any happy, caring family scenario" in order to encourage children to buy or consume them.
- Claims relating to reduction of disease risk, health claims related to 'wholegrain' foods, as well as for oral health, weight reduction and detoxification are also addressed.

- There is a series of prohibited statements – this includes assertions, whether depicted in words, images, or logos, which create the impression that the food has been endorsed, supported, or manufactured in accordance with recommendations by a health practitioner or any professional advisory organisation (certain religious bodies are excluded).

- Endorsements and the use of logos are strictly curtailed, along with words including 'health' or 'healthy', 'wholesome', 'nutritious', 'nutraceutical', 'super-food', 'smart' or 'intelligent'.
- Ingredients must be listed on labels "in descending order of mass present in the end product", i.e. ingredients must be listed from highest to lowest relative weights. In the case of 'mechanically recovered', separated or deboned meat (typically used in processed meats), if the percentage of meat included in a product is less than 25%, the name and description of the end product may not contain the word 'meat'.

- Nutritional tables will be mandatory, unless the product falls under a short list of items such as baking powder, beer, coffee, honey, teas and infusions without added ingredients, vinegars, and 'spray and cook type products'.

The new regulations are in line with World Health Organization and the South African Department of Health has invited public comment until 30 April 2023. The draft regulations on Labelling and Advertising of Foodstuffs were published in the Government Gazette on 31 January 2023. Comments can also be submitted by email to malose.matlala@health.gov.za, or in writing to Director-General of Health, Private Bag X828, Pretoria 0001 for the attention of the Director: Food Control. **SR** Source: The Daily Maverick

Source: petco.co.za/keep-informed/



Ann Baker-Keulemans writes on topics related to business, lifestyle, technology, and health, with extensive knowledge on the SA retail and wholesale landscape. Contact annbk@wilkinsross.co.za | www.wilkinsrossglobal.com



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It's time to expand your brand in the Western Cape



Returning to Cape Town in October, the highly successful Propak Cape trade exhibition provides an excellent opportunity for suppliers of machinery, products and services aimed at the packaging, food processing, plastics, print, labelling and wine & olive oil production industries to connect with thousands of prospective buyers and to expand their brand in the Western Cape.

Taking place at the Cape Town International Conference Centre (CTICC) from 24-26 October, Propak Cape is recognised as the place where buyers and sellers meet. It's where the related industries come together and where new products and services are launched. Attracting a captive audience of almost 6 000 visitors and with over 200 exhibitors, it delivers results for those serious about growing their business.

Propak Cape has been a catalyst for business in the Western Cape for over twenty years. As a major exporter of fruit, wine, vegetables, flowers and other valuable commodities to international markets, the Western Cape is heavily reliant on the packaging industry in realising the country's export potential and the region's all-important stake in earning valuable foreign exchange.



"Over 200 industry suppliers will use this unique platform to showcase latest industry trends and cutting-edge technology, equipment and services," says Mark Anderson, Portfolio Director at Specialised Exhibitions – a division of Montgomery Group, organisers of the show. "Visitors will be on the lookout for the latest automation systems, what's new in machine parts, components and equipment, as well as finding solutions for improved efficiency, cost containment and targeting new market segments," says Anderson.

Partnerships with leading industry associations and media, radio advertising that reaches in excess of one million listeners, print and online advertising and editorial, 400 000+ complimentary





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24-26 October 2023

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Cape Town, South Africa



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your brand visibility and showcase products



WIN

new customers and collect quality sales leads



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and build customer relationships



PLACE

your products into the hands of more decision makers



#propakcape2023

www.propakcape.co.za

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TO BOOK YOUR STAND, CONTACT:

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tickets and an email visitor campaign to over 50 000 recipients are elements of a strong marketing campaign that promotes visitor attendance.

“We use data analytics to ensure we target the right visitor profile,” says Anderson. “Over 86% of visitors have purchasing authority or strongly influence the decision making process, which results in significant onsite sales and lead generation at the show.”

“We encourage those who have not yet booked their exhibition stand to do so,” says Anderson. “Our operations team is ready to deliver a world-class exhibition and our marketing team is ready to deliver the audience you want to meet. It will be an exciting show and beneficial to your business.”



This year marks Specialised Exhibitions 55th year as Southern Africa’s leading trade exhibition organisers. This pedigree and passion for trade shows manifests itself within the dynamic team – a young team who are ably supported by experienced and skilled hands. www.propakcape.co.za/book-your-stand/

Scan the QR code to book your stand



Promoting packaging professionalism

The Institute of Packaging SA (IPSA) is an association of individual packaging professionals whose aim is to promote excellence, pride and skills in the art and science of packaging and to elevate the recognition of packaging as a profession.

In addition to formal education courses these goals are strived for through prestigious award programmes. The Gold Pack Awards, Student Gold Pack Awards and the four-tier skills development programme are key focus areas to achieve these aims for the Institute.

Packaging skills development programmes

The training courses are offered online by the Institute, enabling a wide outreach as a global centre of education. Lecture facilitators are drawn from industry and are highly knowledgeable in their respective fields of packaging and related subjects.

The execution of training through the Zoom platform has quickly gained a high level of respect and confidence from students, who enjoy the fact that they do not need to travel to physical classes to be able to study packaging technology.

Breakout sessions, student polling, student / lecturer chat groups, research-based assignments and online 'timed' examinations have all resulted in a recipe that truly stimulates an online study experience.



The overview to Packaging Technology Short Course (OPT)

The entrance level short course is structured for those who are new to the packaging field and who may have little or no previous knowledge of packaging and, typically, not have had much – if any – technical schooling, packaging background or experience. This course is also aimed at persons interested in this field as a possible vocation such as school leavers or perhaps newly recruited employees and first-time workers.

The OPT course utilises a significant practical training approach during class sessions. At the conclusion of the course the students should have a broad grasp of the technologies of packaging and the materials and processes involved in the industry.

The popular one year study course

The One Year Diploma in Packaging Technology (OYD) is the most well-established of the local courses and is accredited by the World



Packaging Organisation, the IOP: Packaging Society (UK) as well as the Australian Institute of Packaging (AIP). The course is currently conducted 'under licence' by certain African countries through the African Packaging Organisation.

The OYD course addresses the full multi-faceted discipline and science knowledge required by the packaging specialist to understand both the technical and business-related aspects of the industry. The course is applicable to people in a wide variety of positions including sales, marketing, design, technical, production, quality control, R&D, buyers, warehouse managers and logistics managers.

It is popularly attended by retailers, suppliers to the industry, packaging converters and indeed all users of packaging.

Offered annually with a duration of about 10 months the course sets a high standard academically. It includes a practical component, a 'packaging assignment', spread over a six-month period. Potential students, most of whom are working people, should be aware that the course is no 'walkover' academically, and participation needs to be weighed up carefully regarding the student's employment workload. **SR**



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