

GOLD PACK Awards

2022

THE INSTITUTE OF PACKAGING SA

Photos by Yaman Singh, The Liminal Group

Gold Pack is an annual awards programme for the packaging industry organised on behalf of the Institute of Packaging SA. This awards programme now includes the AfriStar Awards, a packaging awards programme for packaging produced anywhere in Africa on behalf of the African Packaging Organisation.

All the Gold Pack and AfriStar winners – finalists, bronze, silver, and gold medal winners – are eligible to enter the WorldStar contest organised by the World Packaging Organisation.

The Gold Pack Awards programme is designed to showcase the very best of the packaging industry. The judges comprise a panel of impartial and experienced people with a wide range of packaging knowledge. They look specifically for the excellent application and execution of anything that may involve new, innovative, or creative design, marketing or technology applied to packaging produced in Africa.

The judges take into account the imported technology, components, constituents etc. and look specifically for the African input in the creation of excellent packaging. The critical qualification

Bill Marshall (Gold Pack Chairman), Vanessa von Holdt & Kishan Singh (Gold Pack Judges)



for entry is that the packaging must have been converted in Africa. Although innovation is an appealing reason for awarding Gold Pack medals, it is primarily excellence in packaging execution that creates medal winners.

The categories are wide and varied and are divided into two broad groups. The first group relates to the product's market type – from beverages and food to industrial, packaging components and packaging processes and systems.

The second group is defined by packaging materials – from metals, glass, and paper to rigid and flexible plastics. Criteria in the two groups are quite different with the substrate categories tending to be focused more on the technical superiority of the packaging's manufacture and conversion.

The awards are about benchmarking the packaging industry against global technological developments, as well as about recognising outstanding packaging design. This includes the packaging's fit-for purpose



Kishan Singh (Judge) and Charles Muller (Judge & IPSA chairman)



Gold Pack judges

considering construction, graphics, convenience, product protection and ecological impact.

The most coveted of the awards is the Institute of Packaging SA Gold Pack Trophy presented to the best entry overall. The Gold Pack Awards presentation event is a true celebration for the African Packaging Industry, honouring excellence across a wide range of entries. The ceremony was held recently at the Inanda Club in Sandton, with the AfriStar category being present a second time in Lagos Nigeria on 22nd November and again to be presented in Nairobi, Kenya in March 2023.

The Institute of Packaging SA Gold Pack Trophy

The Contan Multilayer PCR Bucket 20L

Entered by: Polyoak Packaging



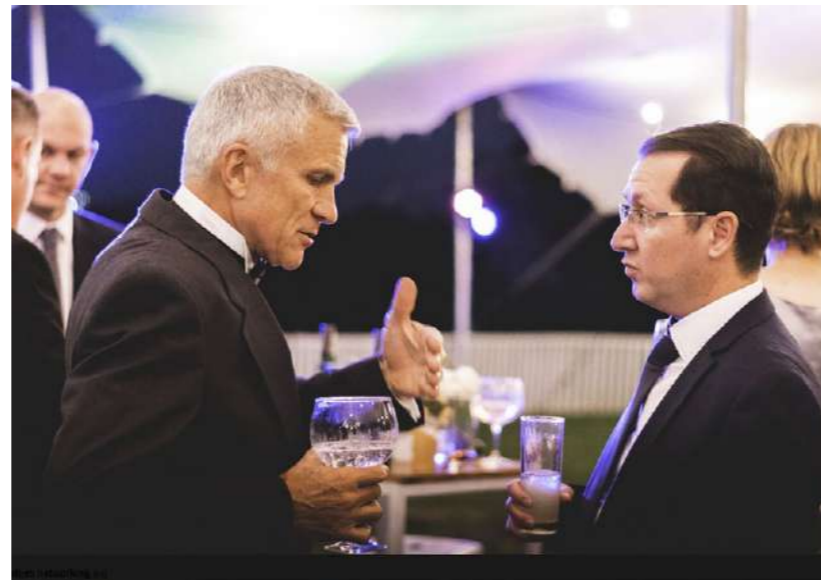
An injection moulded bucket utilising post-consumer recycle (PCR) materials with the critical technical functionality and aesthetics of a virgin bucket.

The middle layer of the bucket comprises post-

consumer recycled polypropylene which has 70% lower global warming potential than virgin PP. This bucket contains 42% PCR which significantly reduces its carbon footprint and environmental impact driving demand for PP recycle and increases collection and recycling rates of used PP containers advancing circular economy practises.



Polyoak Packaging award winners



Gold Pack attendees networking

The PCR is a dark grey colour which cannot be lightened by adding costly masterbatch. This limits decoration opportunities for brand owners who may prefer a clean white surface. The virgin PP is used for the outer layer of this bucket provides the option of printed decoration or even an in-mould label.

The end-result is less plastic pollution and landfilling; and more economic opportunities for South Africans.

The interior, rim and lid of the bucket are injection-moulded using virgin PP to retain the critical technical functionality of virgin buckets. Paint and chemicals require safe containment of potentially hazardous contents. Corrosive contents may interact more aggressively when in direct contact with recycled PP, compared to virgin PP. PCR, by its variable nature, presents challenges for colour matching and achieving colour consistency between batches.

The first time in South Africa that 20L buckets are made using PCR whilst retaining the aesthetics and critical technical functionality of virgin buckets. **SR**