



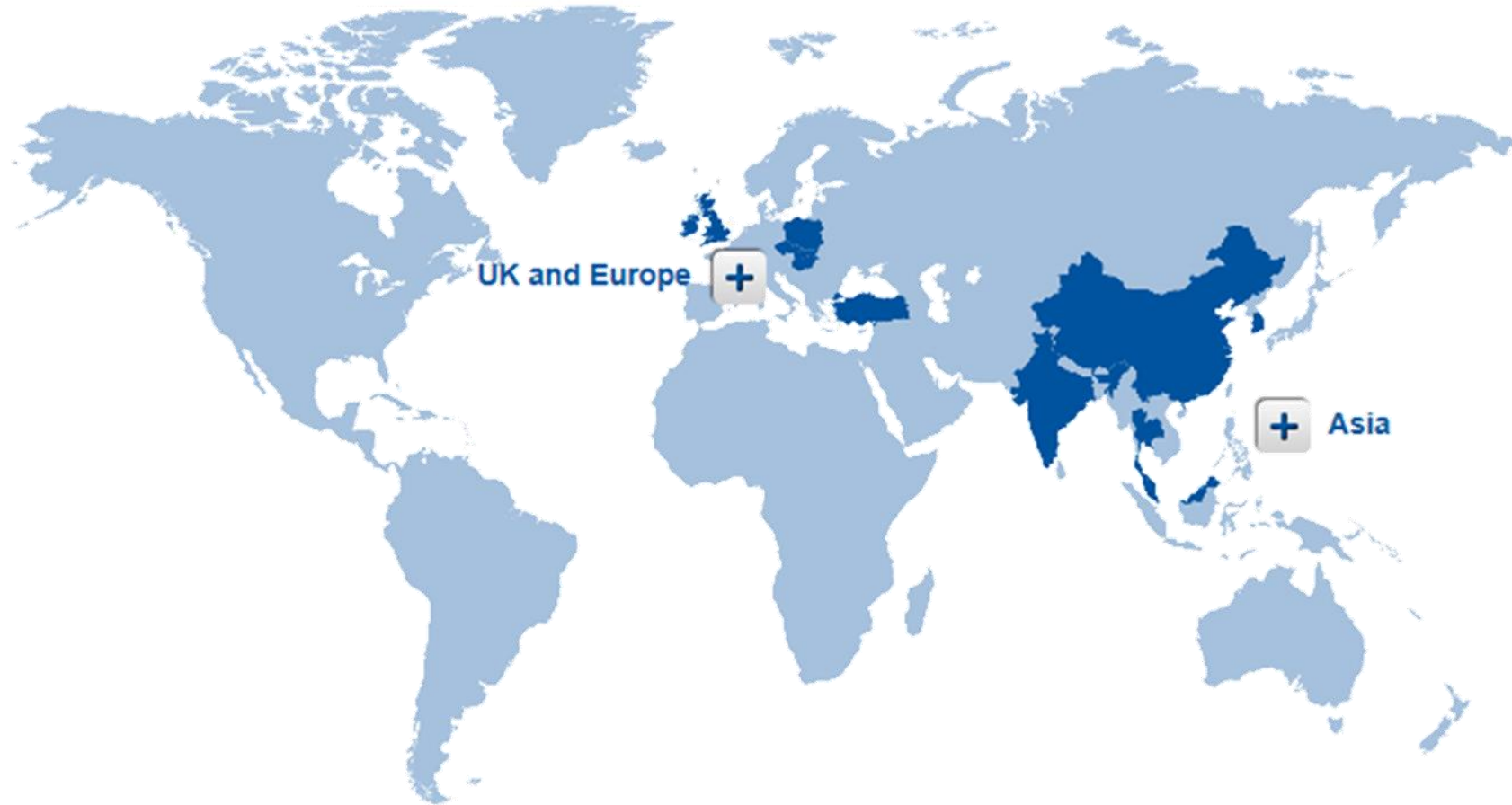
Safety of food packaging from a retailer's perspective

Zurich 9th October 2014

Packaging is important



Packaging is important



Packaging is a Cinderella discipline



Packaging: multiple roles

Technical functions

Containment

Measurement

Protection

Dispensing

Preservation

Storage

Marketing functions

Communication

Promotion

Display

Selling

Information

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Display

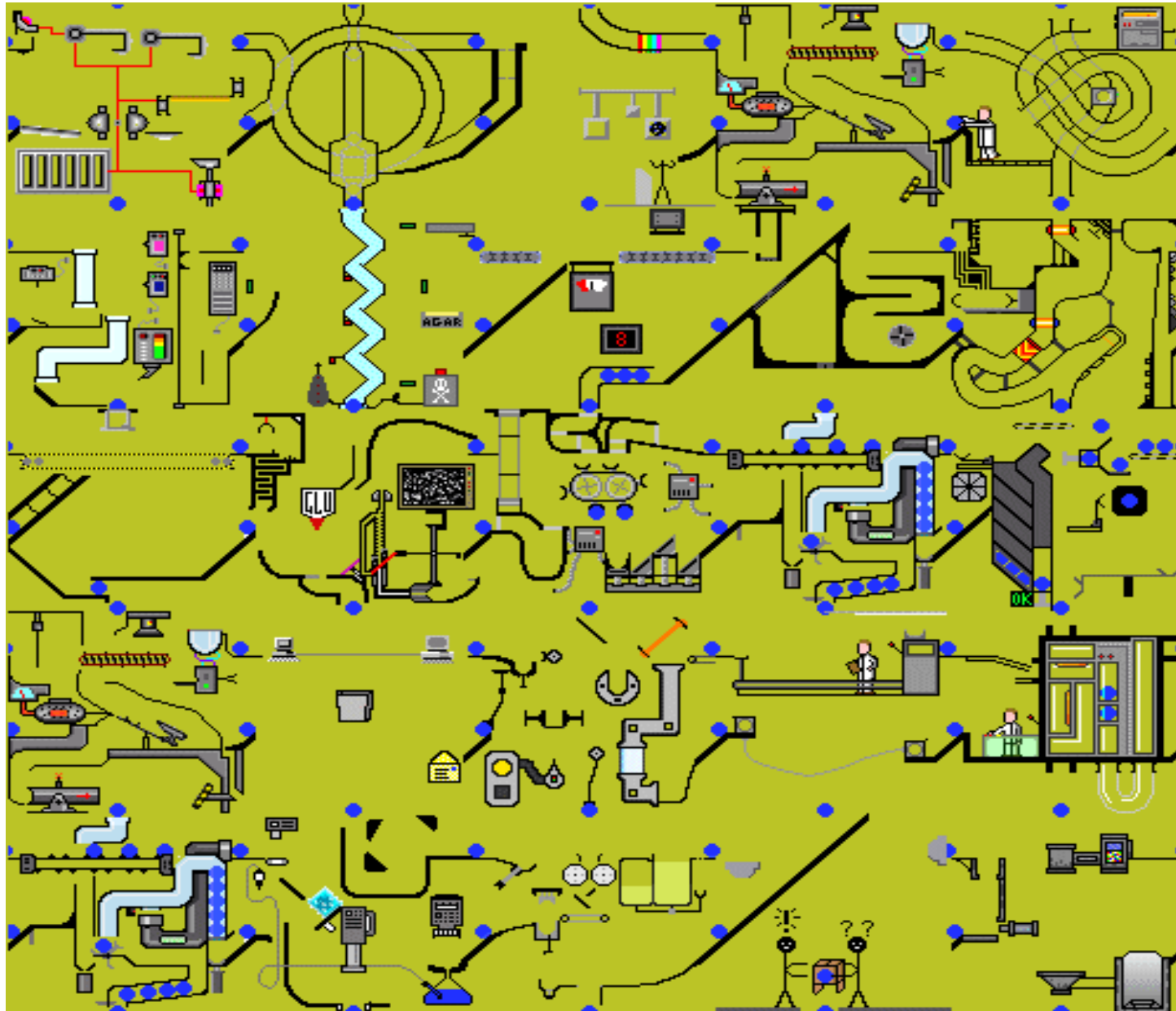
Information

Promotion

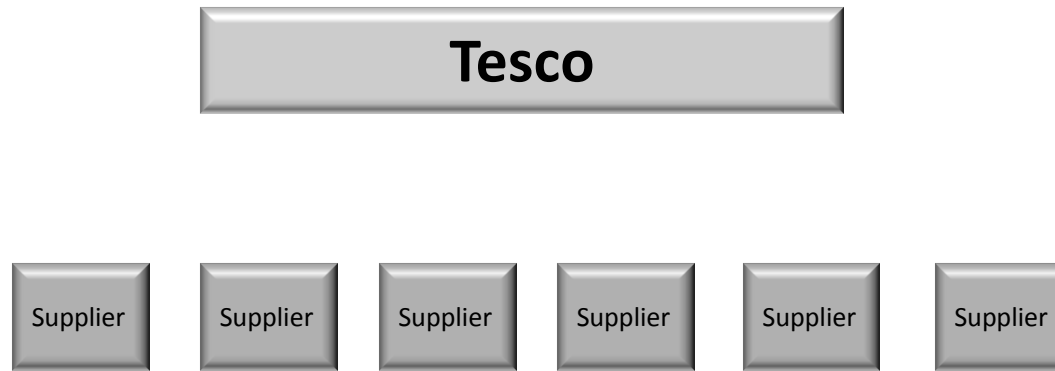
Selling

Engagement with the packaging supply chain

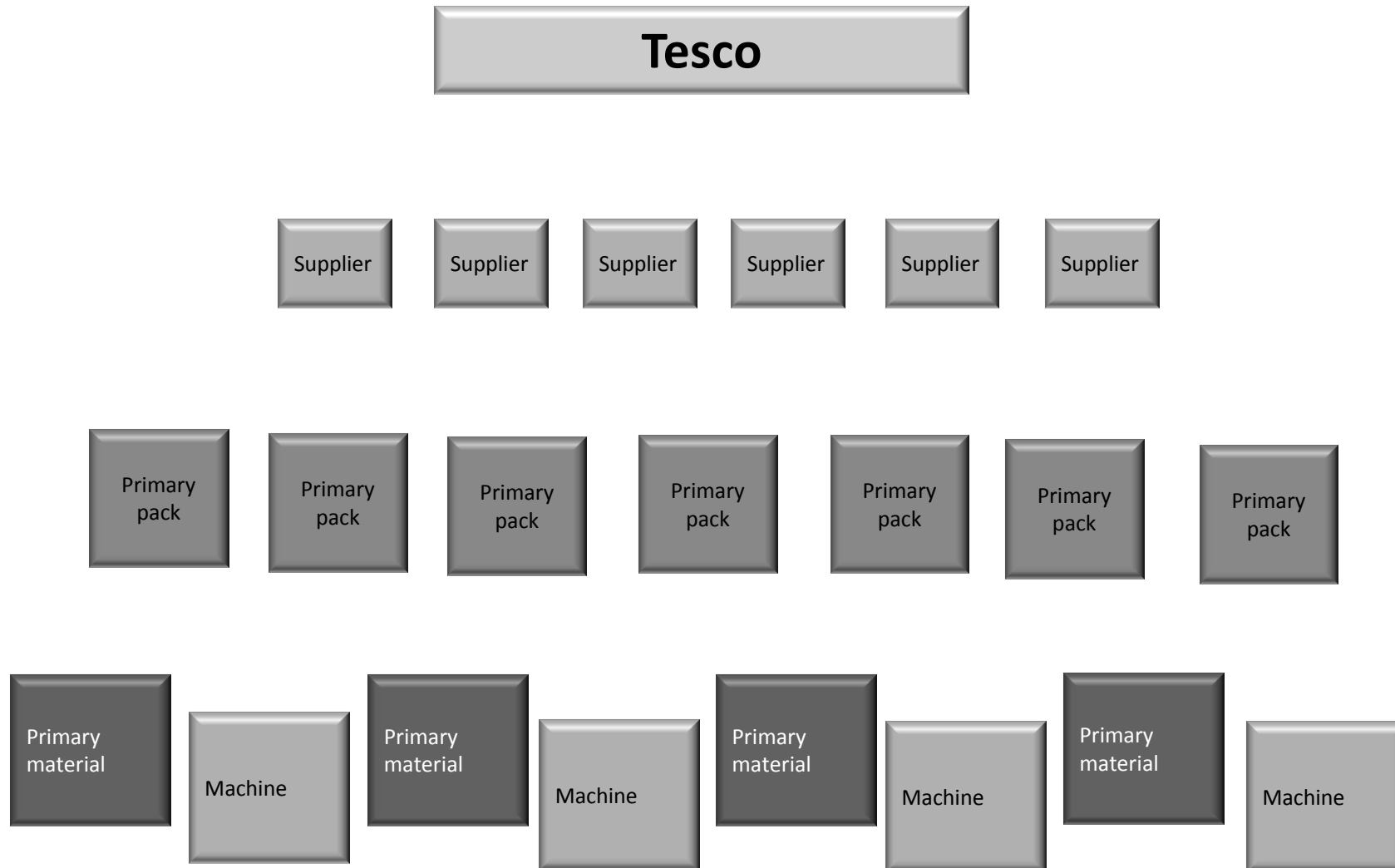
The packaging supply chain (simplified)



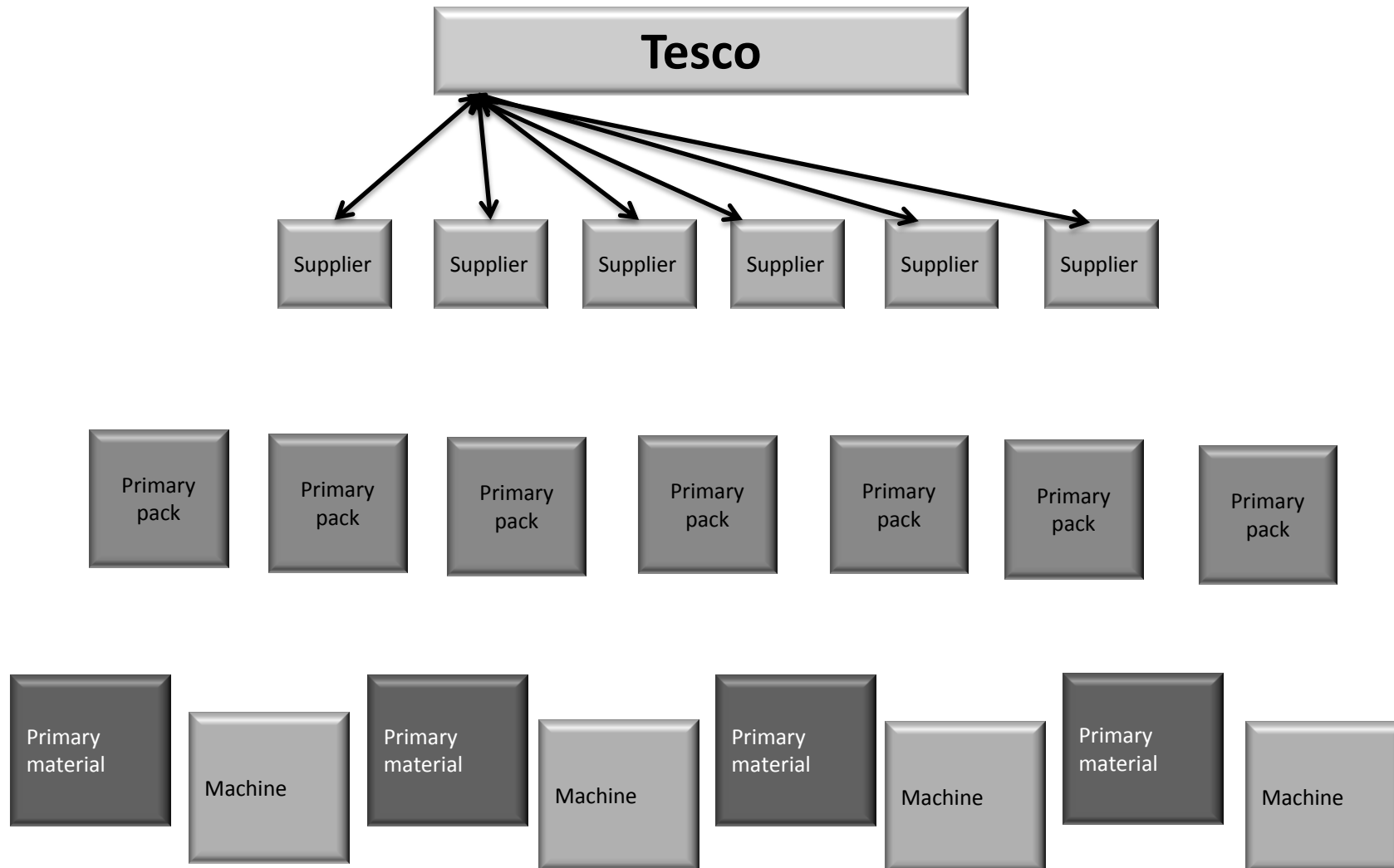
The packaging supply chain



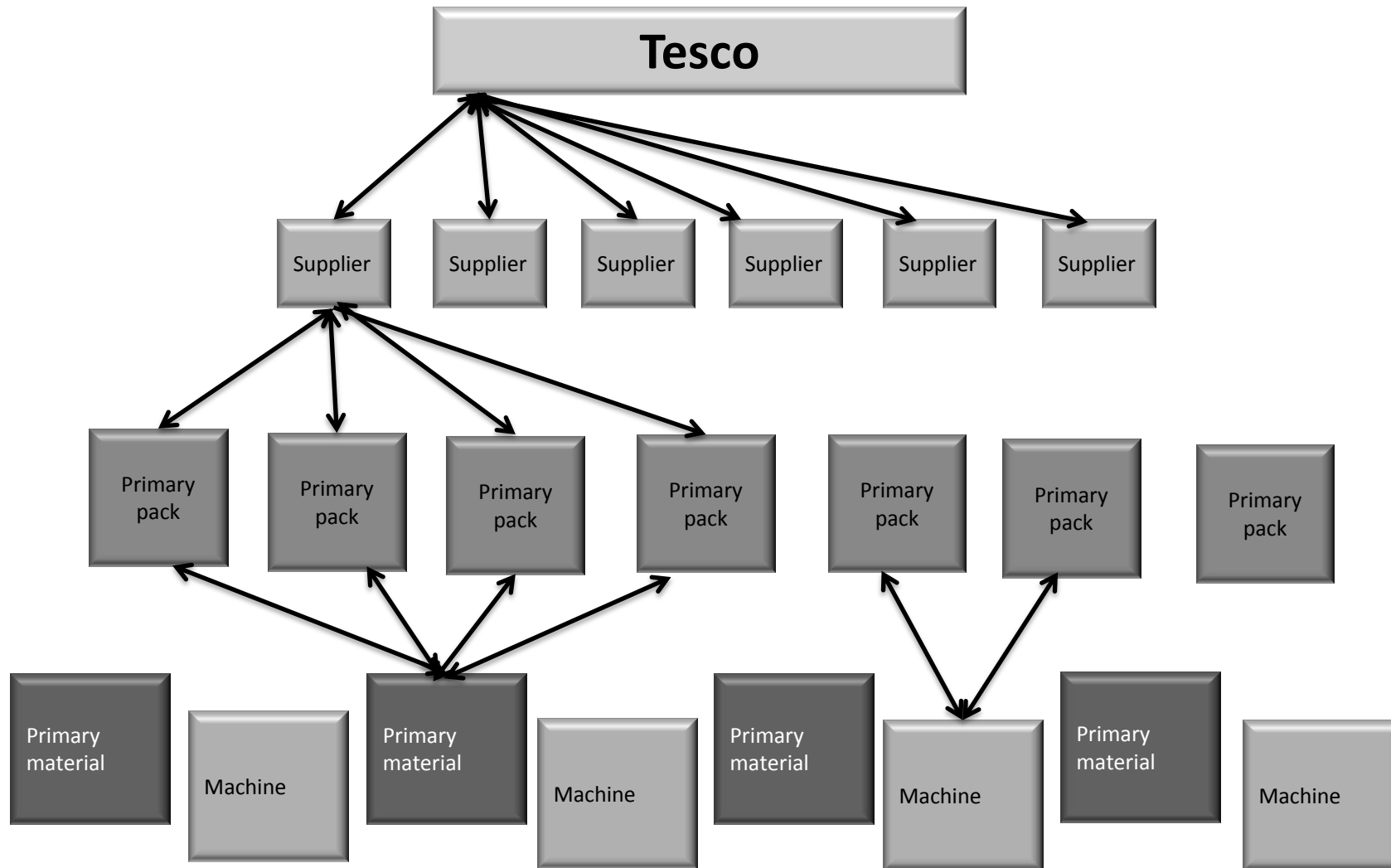
The packaging supply chain



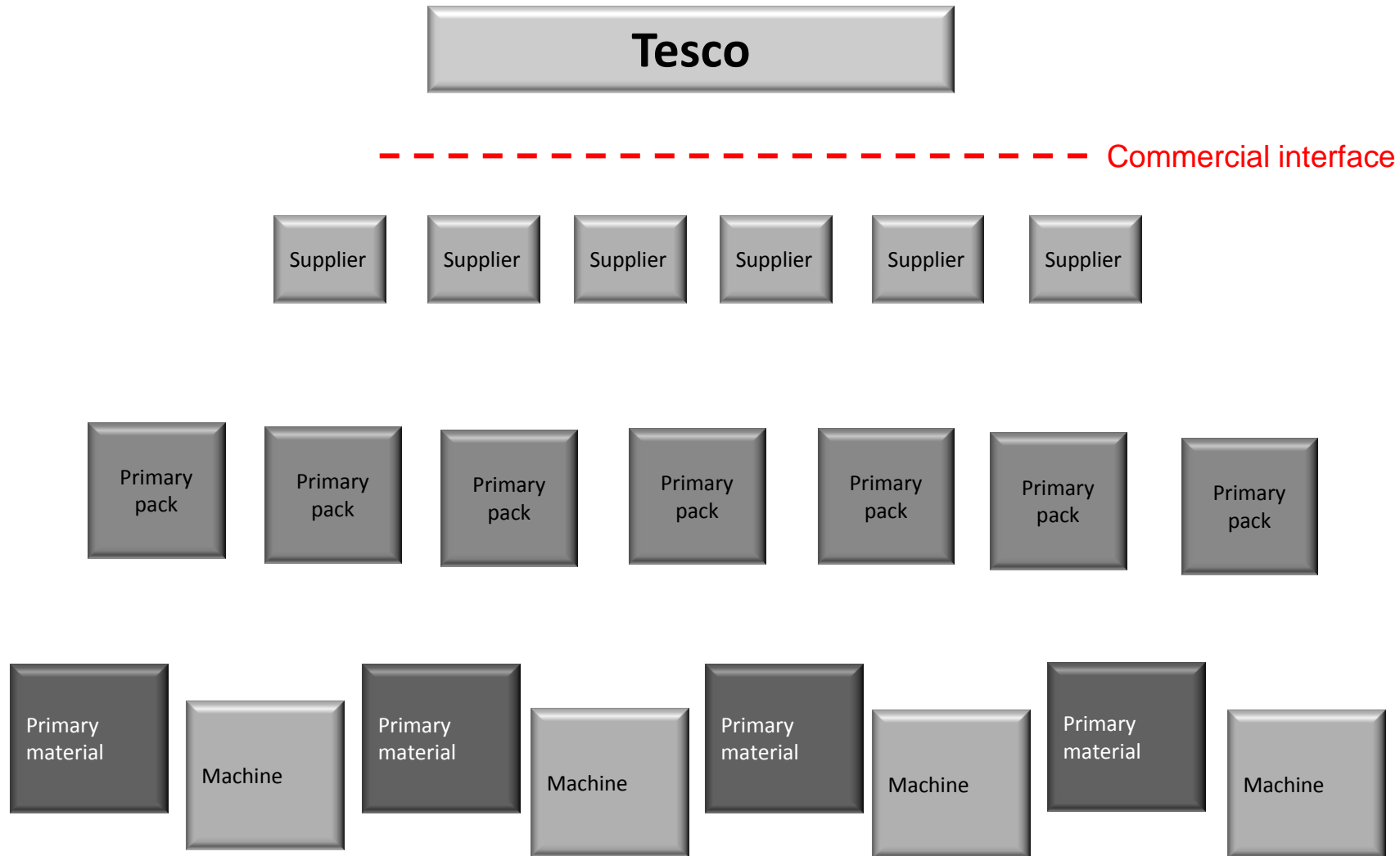
Issues: Dilution



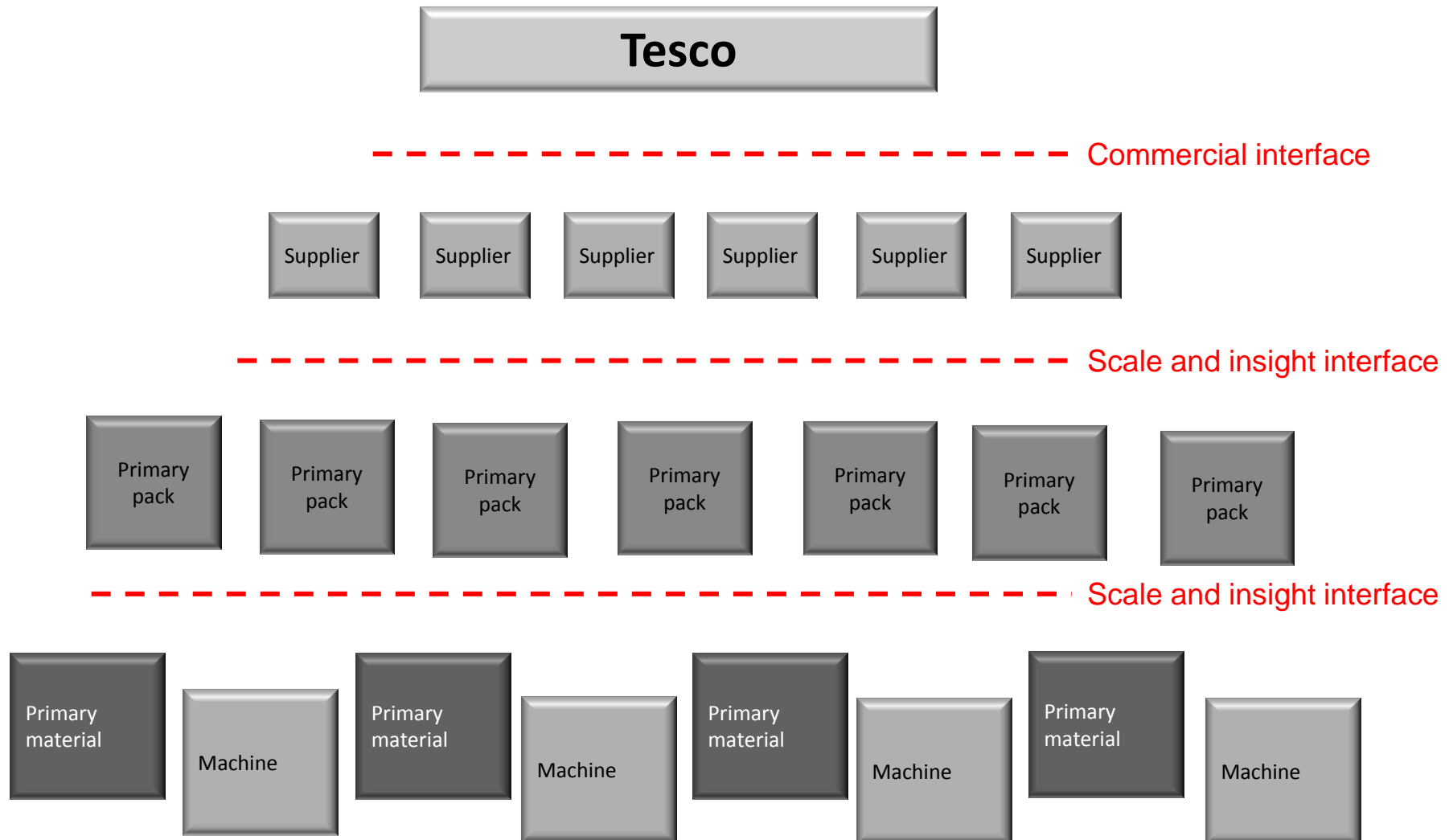
Issues: Dilution



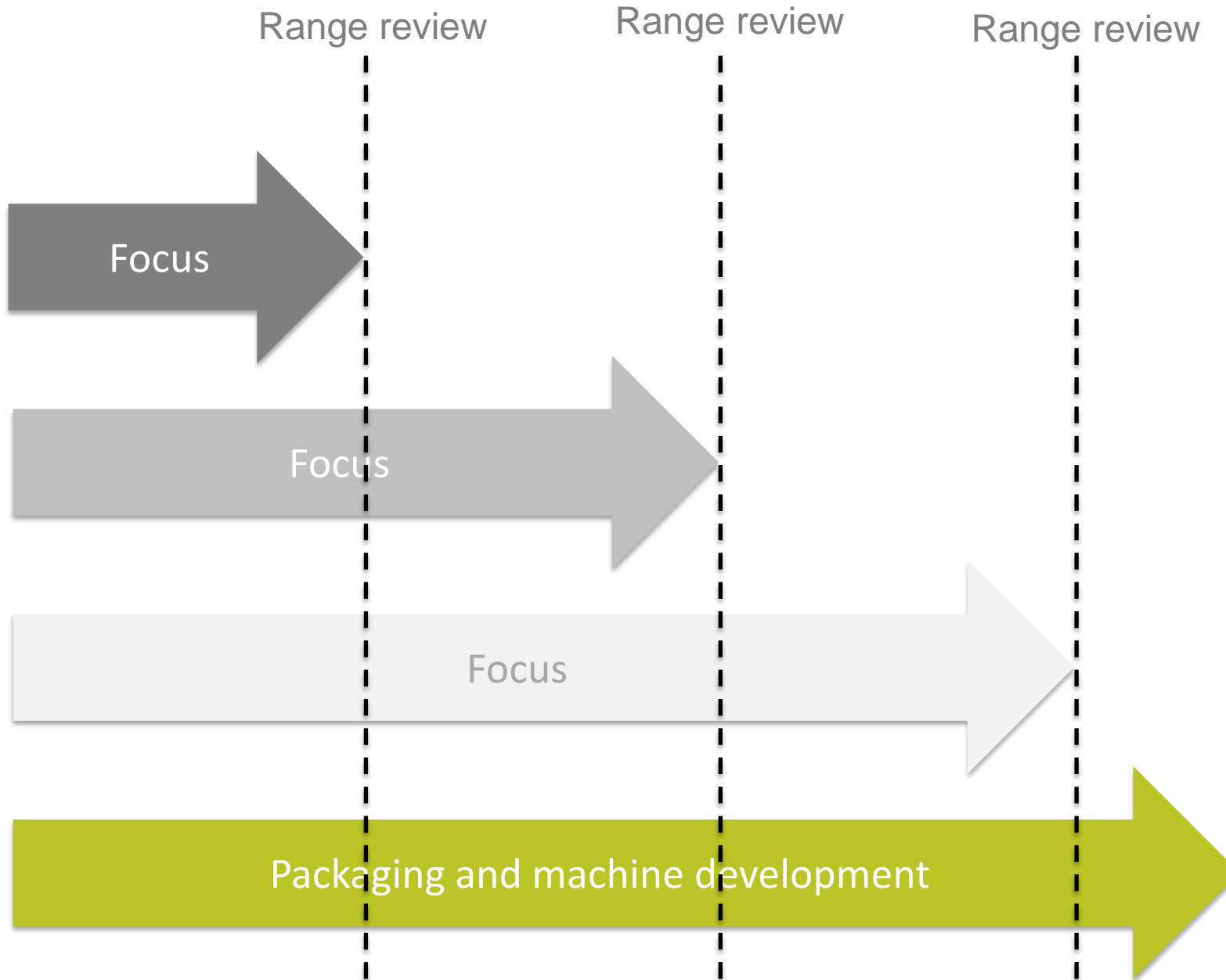
Issues: Interfaces



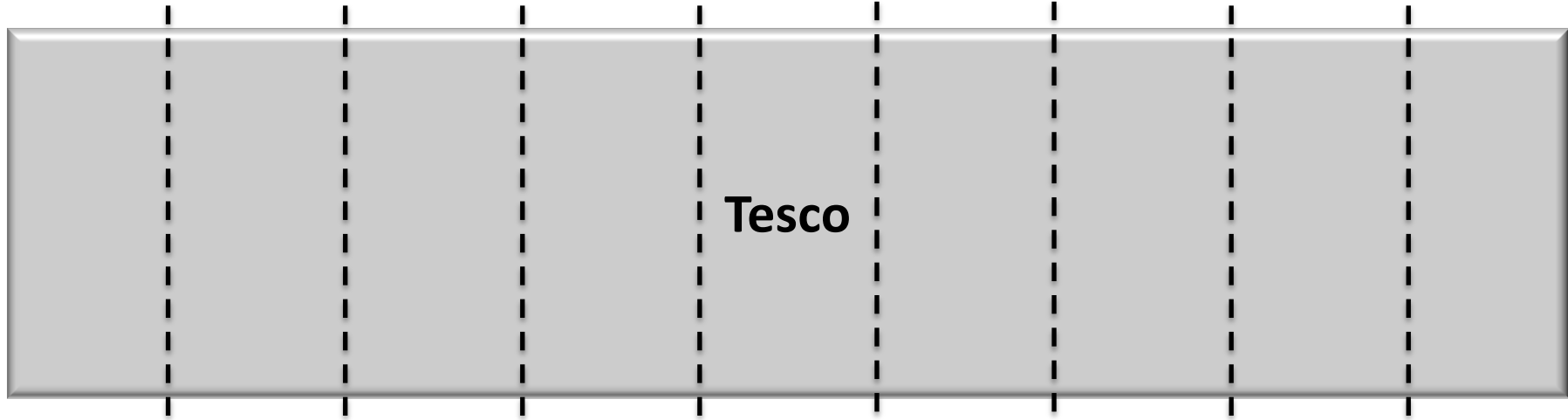
Issues: Interfaces



Issues: Time



Issues: Scale

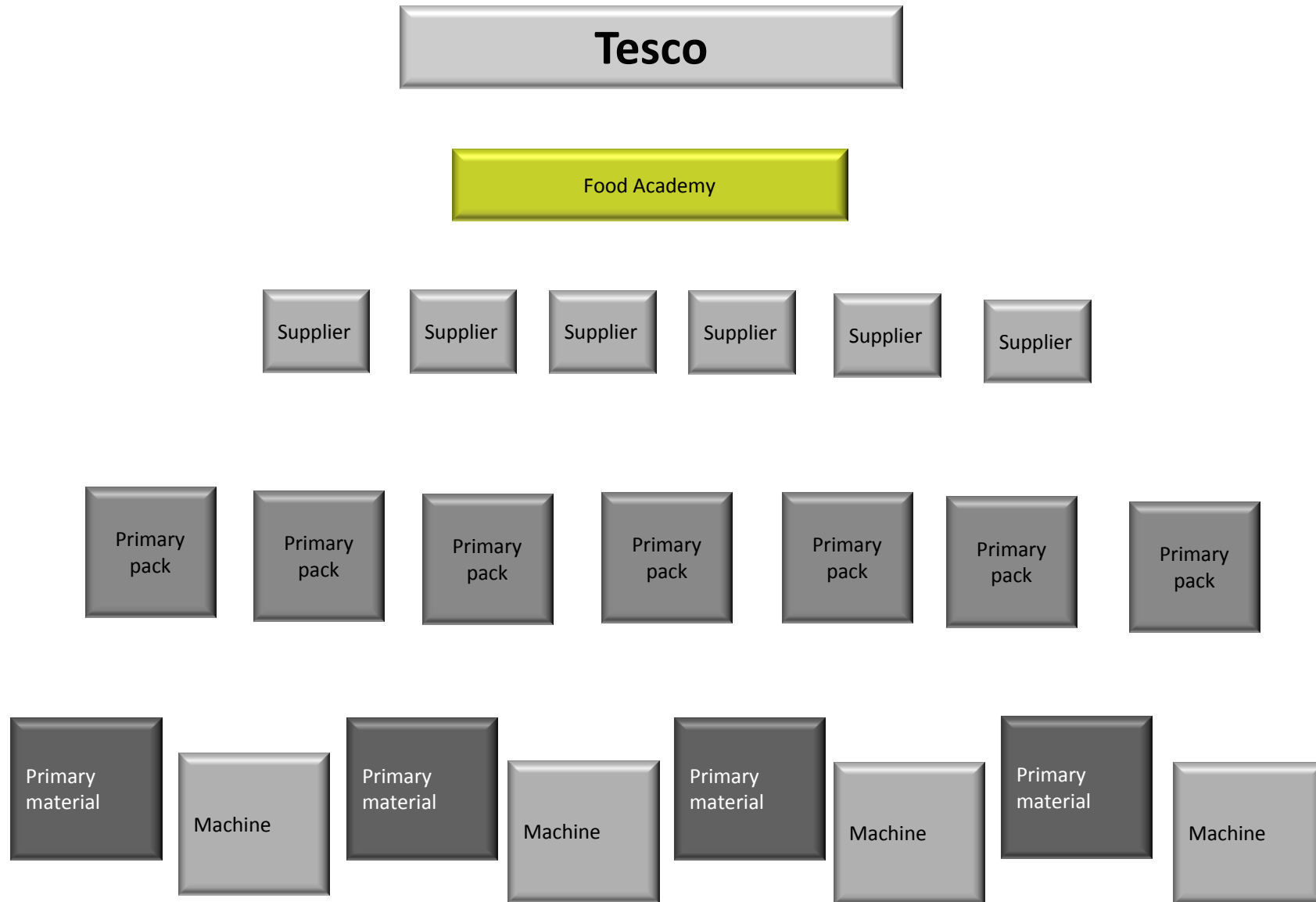


Supplier Supplier Supplier Supplier Supplier Supplier

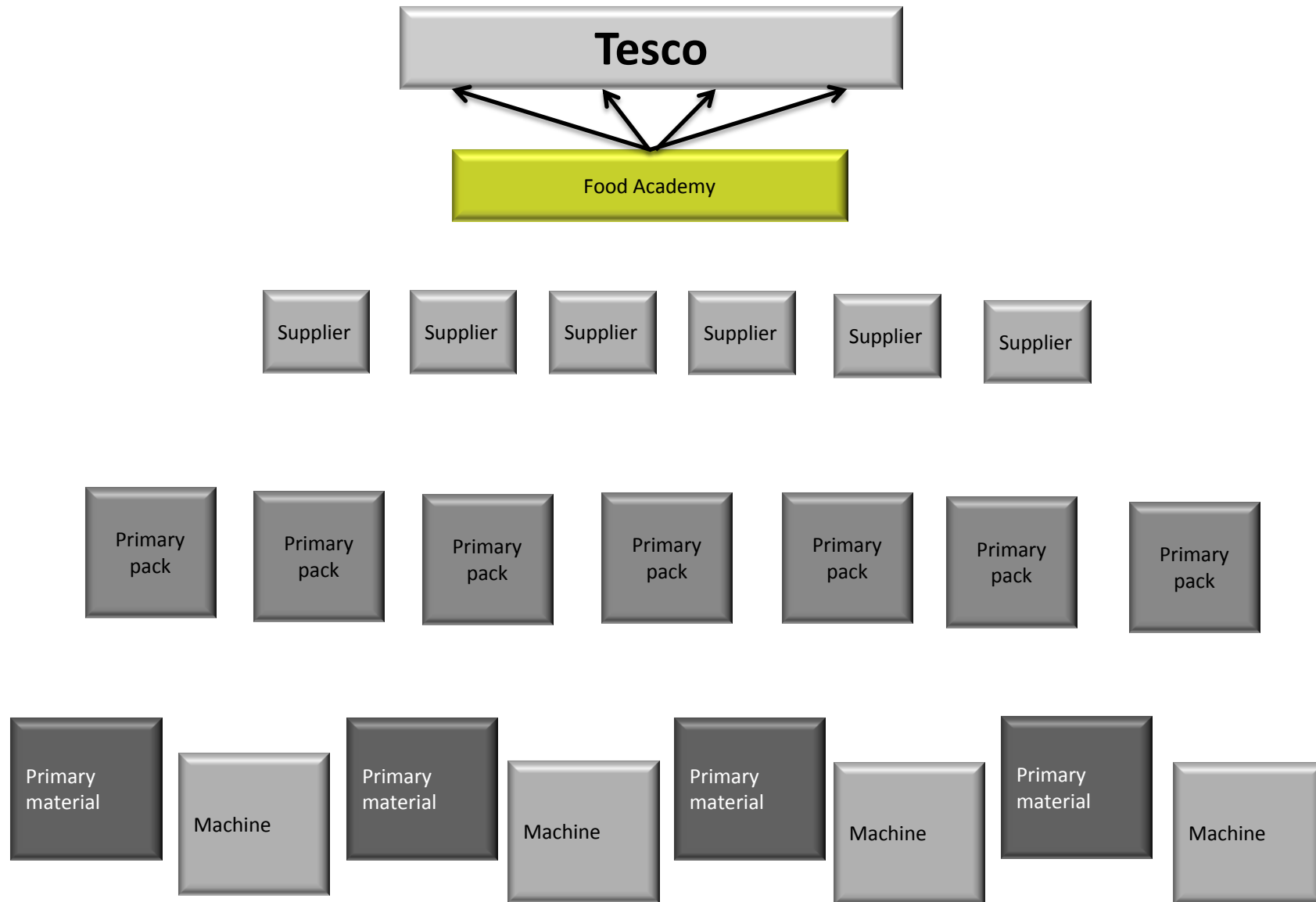
Primary pack Primary pack Primary pack Primary pack Primary pack Primary pack Primary pack

Primary material Machine Primary material Machine Primary material Machine Primary material Machine

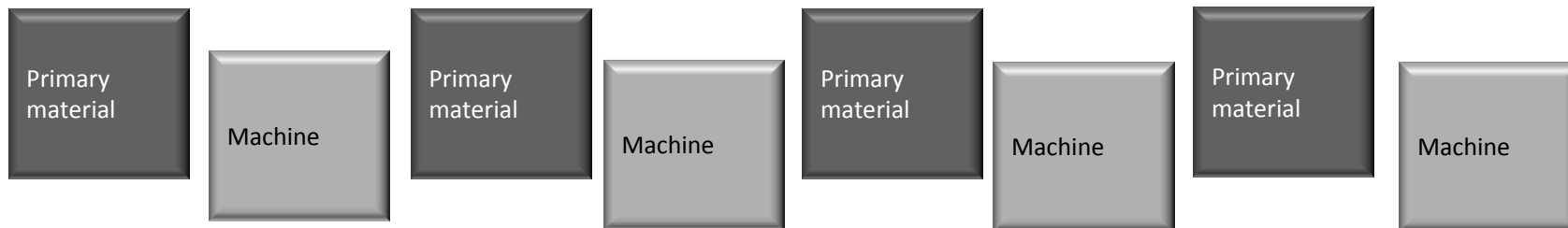
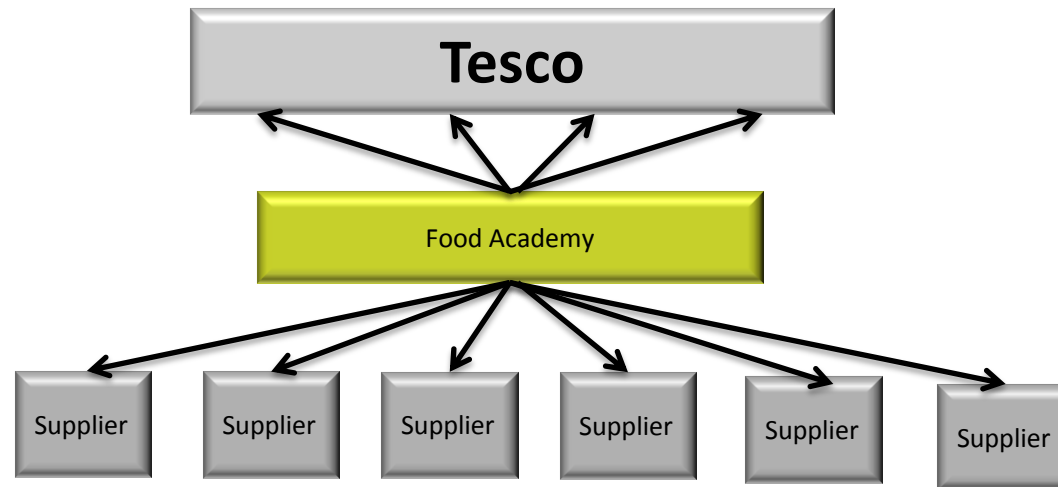
Solution



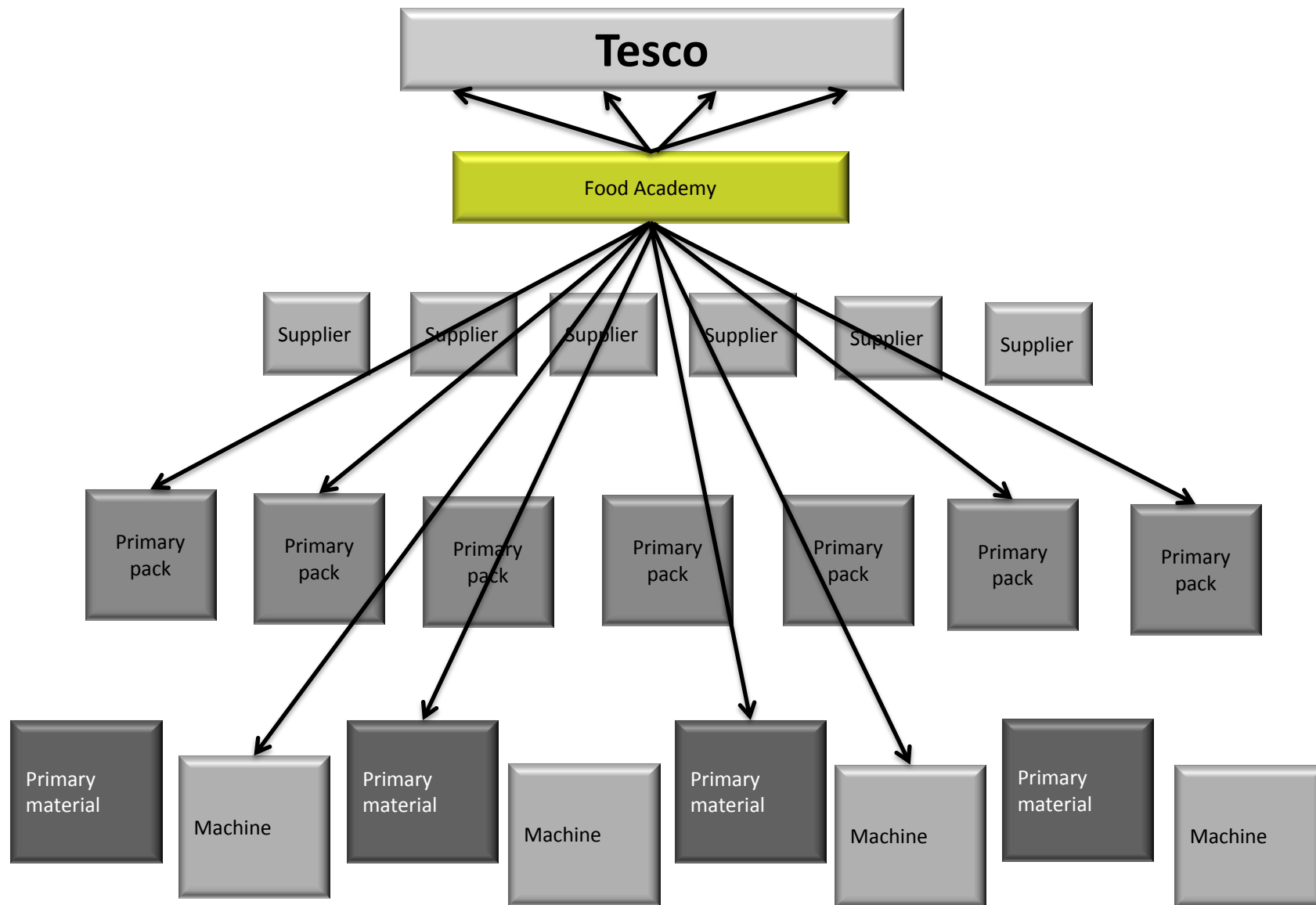
Solution: Linking



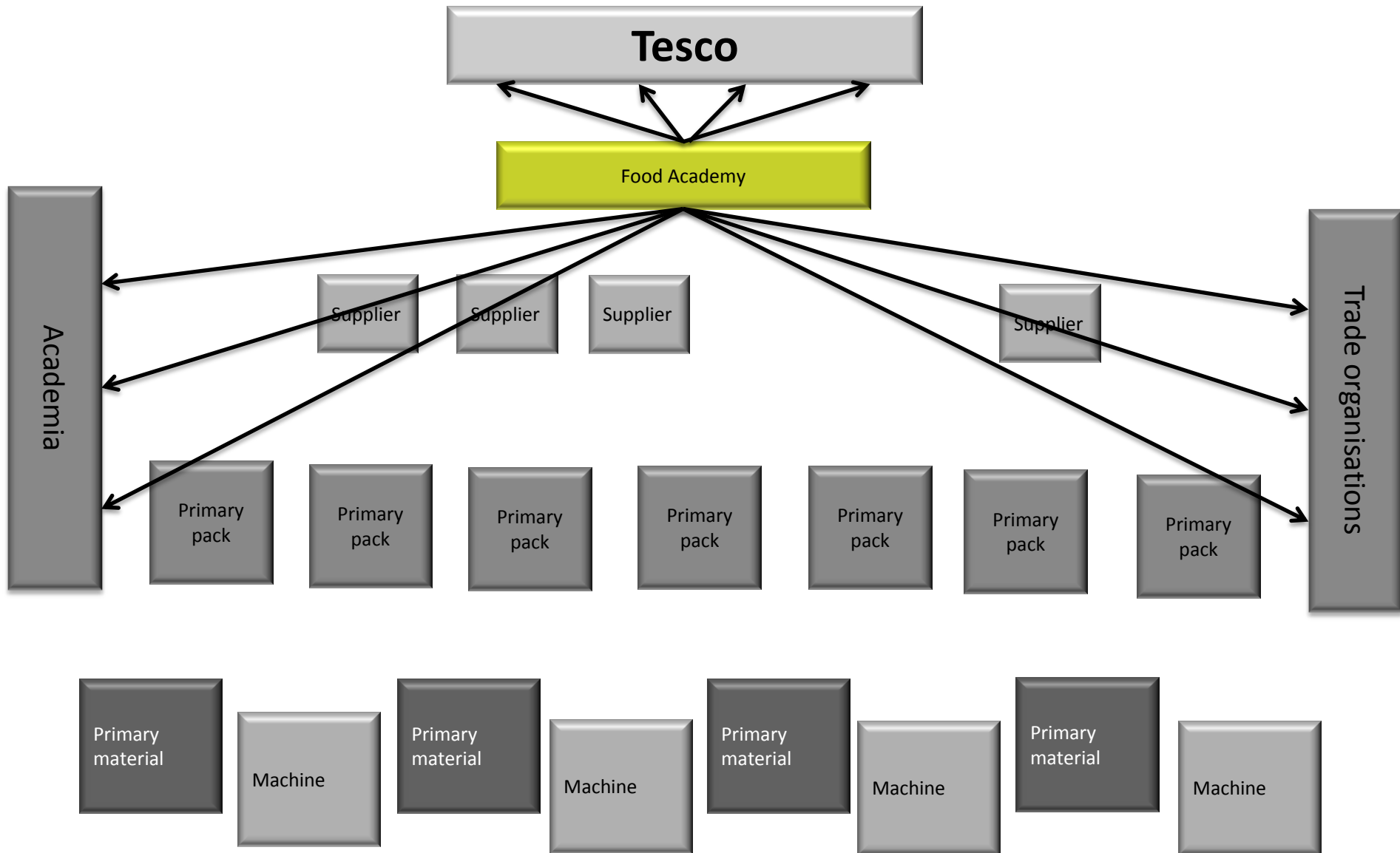
Solution: Linking



Solution: Linking



Solution: Linking



Packaging is important



Packaging safety is a huge issue



NUTRITION FACTS:		
Serv. Size 10g or about 20 tablets		
No. Serv. per kg about 100		
Amount Per Serving		
Calories 42		
	Amount/Serv.	%DV
Total Fat	0g	0%
Sat. Fat	0g	0%
Trans Fat	0g	0%
Cholest.	0mg	0%
Sodium	0mg	0%
Total Carb.	10g	3%
Fiber	0g	0%
Sugars	10g	0%
Protein	0g	0%
Vitamin A 0% • Vitamin B • 0% •		
Vitamin C 0% • Calcium 0% • Iron 0%		
Percent Daily Values (DV) are based on a 2000 calorie diet.		



Food contact

Chemicals
Taint and odour
Foreign bodies

Injuries

Cuts and lacerations
Burns and scolds
Allergens

Child safety

EN71
Physical properties
Flammability
Heavy metals

Packaging safety is a huge issue: Accessibility



- A four-year-old child and a 74-year-old senior have similar grip strengths
- A typical male loses 25% of his maximum grip strength by the time he reaches his mid-50s.
- Seniors have trouble focusing their vision and distinguishing different colors.
- If you have to use a tool to open a pack, it is a bad pack

Packaging safety is a huge issue: Accessibility



- A poll of 2000 Yours magazine readers found 99% thought packaging had got harder to open in the past ten years
- 71% of readers of Yours magazine (aimed at the over 50s) said they had been injured as they struggled to open packaging at some time in their life
- Most common packaging injuries are cut fingers, cut hands, sprained wrists, bruised hands, strained shoulders
- Six out of ten had bought a gadget to help open packaging
- Hard to open packaging isn't just a dangerous nuisance, it discriminates against the weak

Packaging safety is a huge issue: Accessibility



- Increase print size to 14-point type with good contrast.
- Square packaging instead of round so things don't tend to roll.
- Include instructions on how to open the package.
- Adjust package size to contents.
- Use some method to differentiate pharmaceutical bottles -- they all look the same.
- Products should include the price.
- Use a pull-tab for boxes such as rice and pancake mix to make them easier to open.
- Always include an 800-number for consumer information.
- Put important information in red type and large print so it can be found quickly.
- Flip-top caps are preferred to twist tops because the product and cap stay together.

Source: primelife advisory network

Packaging safety is a huge issue

Percentage of people who reported occasional or regular problems with packaging								
	Tinned Goods	Tinned Goods with Ring Pull	Cans	Plastic Bottles/Jars	Glass Bottles/Jars	Cartons/boxes	Flexible packaging	Tray Goods
Not Strong Enough to open	19	36	12	36	55	21	21	8
Not obvious how to open it	8	3	4	8	5	24	30	17
Cannot see where or how to open it	8	24	12	13	11	33	36	26
Too fiddly to open easily	20	24	12	13	11	39	46	26
Worried about hurting one self	43	30	16	7	11	9	9	6
Worried about spilling or wasting product	17	22	15	24	21	38	16	10
Always open it wrongly	9	5	4	7	5	42	14	6
Confusing Instructions	5	2	2	4	3	12	11	7
Tamper mechanism makes opening difficult	5	3	2	31	16	4	4	3

Source: Sourcedirect.com

Packaging safety is a huge issue

Accidents in the home involving packaging



Year	Victims
2000	320,562
2001	315,534
2002	328,738

Source: ROSPA Accident Database

Packaging safety is a huge issue



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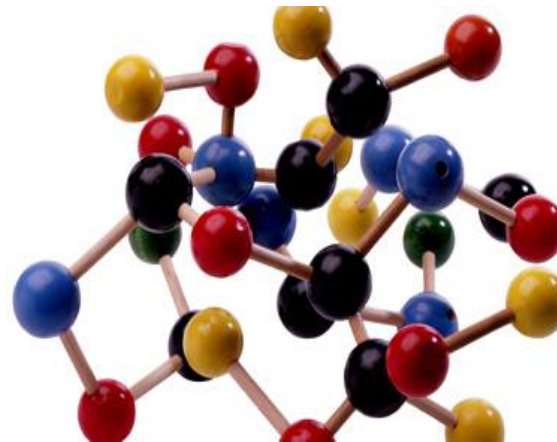
Cuts and lacerations
Burns and scolds
Allergens

Child safety

EN71
Physical properties
Flammability
Heavy metals

Packaging safety is a huge issue

Chemistry: some chemicals of concern



Metals and lacquers

Aluminium
Tin
Heavy metals
BFDGE
Bisphenol-A
NOGE
BADGE

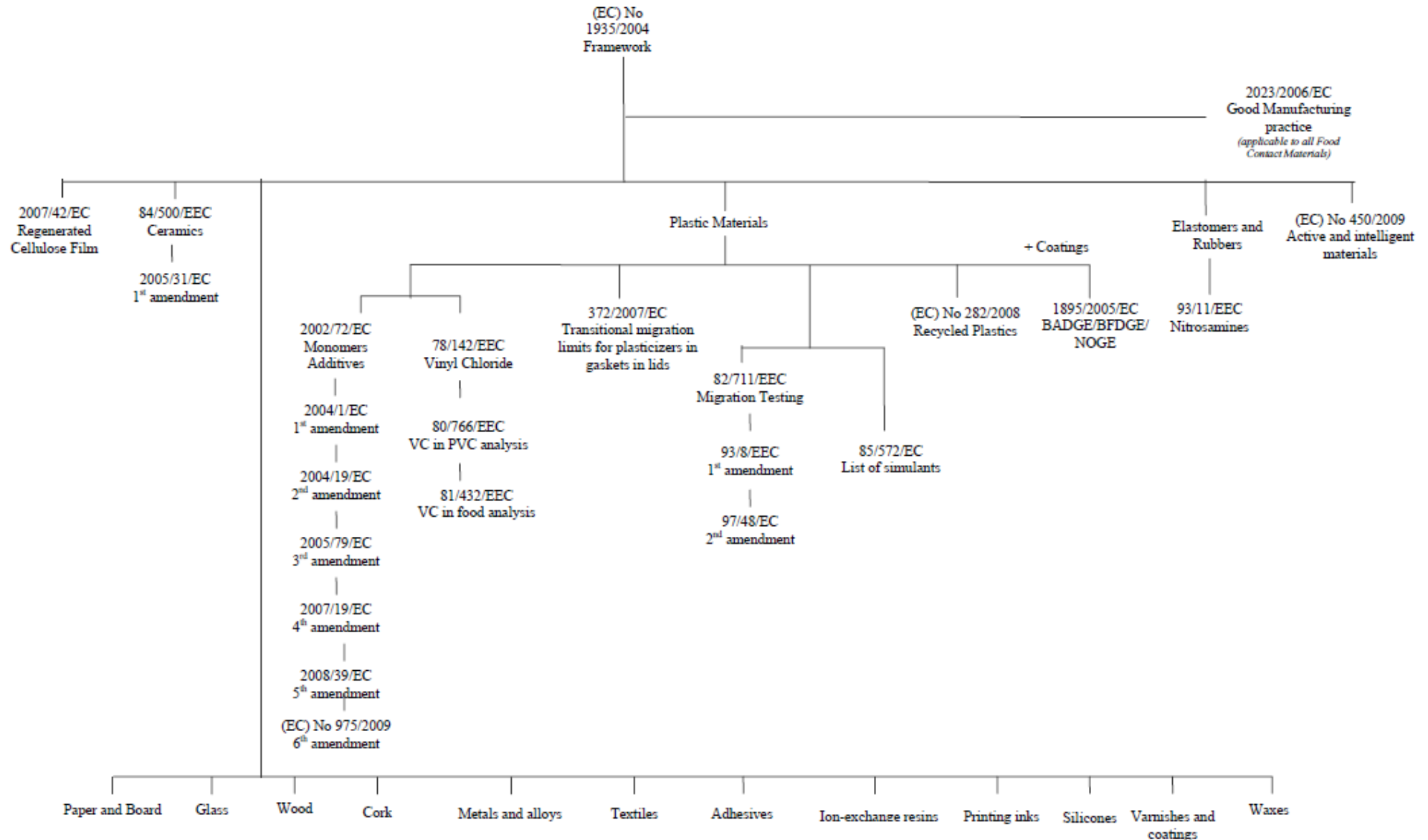
Inks and varnish

Benzophenones
Heavy metals
ITX

Plastics

Formaldehyde
Melamine
PAAs
ESBO
1- Methyl-2-Propanol
Phallates

Packaging safety is a huge issue: Legislation



Packaging is important



- Packaging has to perform many functions
- Safety of our consumers is of critical importance to us
- As a minimum we will comply with all legislation
- We are keen to engage with the packaging supply chain and other organisations to understand more and be ahead



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