

## 7<sup>th</sup> International Packaging Conclave – A Report

### SAFE PACKAGING – NEW REGULATORY LANDSCAPE

*The Seventh International Packaging Conclave held concurrently with PackPlus 2018 marked a new record for participation. An overwhelming turnout of delegates from brand owner companies and packaging convertors and printers demonstrated the concern of the industry towards packaging safety to protect consumer health and wellness. The challenges for the industry that are arising out of the recent announcements by FSSAI and BIS regarding Food Contact Safety were highlighted. The response to the Conclave showed the packaging supply chain is ready to integrate and upgrade to support the new regulatory initiatives. The Conclave was partnered by Siegwirk.*



The seventh edition of the International Packaging Conclave was held concurrently with PackPlus 2018, in New Delhi on July 27, 2018. The subject of the conclave was “**Safe Packaging – New Regulatory Landscape**”. It aimed to address the challenges for the food and packaging industry arising out of the new Food Safety & Standards (Packaging) Regulations about to be notified by FSSAI. The announcement of the proposed move by BIS to ban the use of Toulene based inks for food contact packaging was also highlighted. The Conclave was co-hosted by Siegwirk to demonstrate their commitment to the cause of delivering food safe inks.



small brand owner companies among the audience.

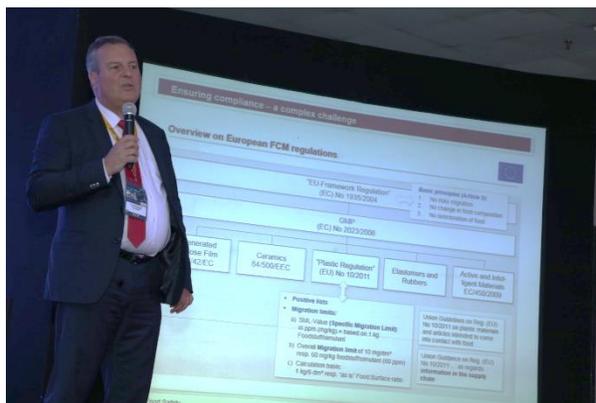
The Conclave saw a record turnout of over 225 delegates and invitees consisting of a distinguished list of brand owner companies, major convertors and printers, raw material suppliers as well as delegates from FSSAI and other statutory authorities, scientists, media, business owners and packaging industry veterans. Among the brand owner companies participating in the Conclave were Nestle, GSK, General Mills and as many as 30 other big and

### Inaugural session

Mr Ashish Pradhan, MD, Siegwirk welcomed the delegates by highlighting the global concerns for consumer safety.

The Keynote Address was delivered on behalf of Mr Pawan Agrawal, CEO, FSSAI by Mr Kumar Anil, Adviser (Standards) FSSAI. Speaking on the **Evolution of Regulatory Framework for Food Safety in India**, Mr Kumar traced the history of FSSAI, which was set up under the Food Safety and Standards Act 2006. The primary objective of FSSAI was to frame regulations and lay down standards and guidelines for articles of food and food service, and to specify appropriate systems of enforcing the various standards thus notified. The only regulatory system in existence prior to this was the Prevention of Food Adulteration Act which focused on food adulteration and not on comprehensive food safety. Mr Kumar also announced that FSSAI was in the process of notifying a comprehensive set of regulations on food safety in the course of the next one month. The “draft” of those regulatory guidelines is already open for study and recommendations from industry and is soon expected to be converted into regulatory rules based on the feedback received. He said this is the first time a comprehensive set of standards would be formulated and enforced across the board for all food packaging.

EU Expert, Dr Jorg-Peter Langhammer then spoke on **Role of Regulations for Safe Packaging**. He described the evolution of packaging safety regulations around the world and the consequent enforcement of laws relating to food packaging safety. He traced the history of these developments in printing inks used for food packaging in Europe and the rest of the world – first in Switzerland in 2010 and then in other countries like Germany, other EU nations, the USA, China, Australia, Japan and India. Consumers, he emphasized, are not just guided by regulated safety but must also be satisfied in terms of “perceived safety”. Dangers arising out of unintentionally added impurities in perceived safe, pure materials were also highlighted as potential sources of safety hazard.



### Regulatory Update Session

Dr. AC Mishra, Joint Director (Standards), introduced the FSSAI to members of the packaging supply chain present at the Conclave, by giving a brief about the organizational structure of the FSSAI and the standard process followed for the development of various regulations. He emphasized that while packaging has been always considered as a protection for food it is mostly overlooked as a source of potential contaminants.

Dr. Mishra went on to announce that FSSAI has undertaken a revision of the existing Packaging and Labelling Regulations, 2011 and for this purpose, split them into three separate draft regulations termed as:

- Packaging Regulations.
- Labelling Regulations.
- Advertisement and Claims Regulations.

Dr Mishra added that the new draft regulations make it mandatory for Food Business Operators to be responsible to ensure that the packaging material shall be of food grade quality and should not endanger human health or affect the organoleptic properties of the foodstuff. According to the new Draft Standards, printing inks, glass, metal and metal alloys, paper and plastics are to be regulated from a food safety perspective. Key points emphasized by Dr Mishra were:



- The packaging industry needs to follow an integrated approach towards packaging safety. For this purpose, information and knowledge needs to be shared by all partners of the supply chain to ensure consumer safety.

- Food Business Operators need to ensure that packaging material used by them does not endanger consumer health in any way by the migration of toxic elements into the foodstuff.
- FSSAI expects 100% compliance to the proposed regulations.

It was announced that the Food Safety & Standards (Packaging) Regulations – Final Draft is currently available for feedback comments from industry and will soon be Gazette notified.

BIS Convener - (Alert Panel on printing Inks) and Industry Consultant, Mr PP Sanyal explained the BIS standard (IS 15495) on food packaging inks for the members of the packaging supply chain at the Conclave. He briefly described the requirements listed in the BIS Standards for external packaging, immediate food wrappers, direct food contact and disposable packaging materials. He outlined the responsibilities shared by the ink manufacturer, converter and brand owner which can – via an integrated approach - deliver the final compliant packaging material.



He also announced that BIS has initiated a move on revamping IS 15495 and even recommended a complete ban on use of Toluene, in an internal meeting. This recommendation will follow a process of reviews by different committees before getting officially notified. He also gave useful inputs on the practical aspects of use of Toluene free ink and its machine-ability for packaging production.

## Panel Discussion

The Conclave included a lively Panel discussion on the Role of Regulations for Safe Packaging, with Mr Ashish Pradhan, MD, Siegwark as Session Chairman. The panel consisted of representatives from well-known brand owners and the packaging industry. The panelists were Mr. Barun Banerjee of Nestle, Mr. Saikat Acharya of GSK, Mr. Sunil Bhagwat of Huhtamaki PPL, Mr. Ranjan Sinha of



Parksons Packaging and Dr. Jasvir Singh of DuPont Nutrition & Health. All the panelists welcomed the need for more traceability and regulation of safety in food packaging and expressed their intention to co-operate with this initiative. However, as pointed out by Dr Jasvir Singh, there is an implied increase in cost due to needs of the process of compliance but the cost of non-compliance would be an important consideration.

The Panel Discussion was followed by an interactive 20 min Q & A session during which the audience members were able to express their views and seek clarifications from the panelists.

## Case Study – Transition to Safe Packaging

Customer led experience of transition to Toluene Free safe Packaging was presented as Case Studies by Mr Sukhdev Saini of General Mills (Pillsbury) and Mr Barun Banerji of Nestle.

Mr Sukhdev Saini described the challenges faced by them in their journey to Safe Food Packaging. By means of a set of check-lists he described the process by which their company had enlisted the support of stake holders in the supply chain to transition to food safe packaging. He listed a set of lessons learnt and reiterated the paramount importance of guarding consumer health and safety by responsible actions.

Mr. Barun Banerjee of Nestle then presented a case-study on how Team Nestle took up the challenge of eliminating Toluene-based ink systems in their packaging and made significant progress on this front. He stated that Nestle recognized, more than anything else that Toluene posed a serious health hazard to operators handling ink systems at convertors' premises and to operators running end-of-line packaging machines (from retained solvent levels) and, therefore its use needs to be stopped. Although the process of change from Toluene inks to other alternatives meant incurring an additional cost between 5% to 15% in some cases, there were benefits to be derived in terms of lower ink lay-down and improved print quality. This additional cost was also expected to come down over time with wide-scale adoption and commercialization of alternative ink systems.

## Stakeholder Sessions - Understanding Chemical Contaminants

At the end of the Panel Discussion and Case Study presentation, a series of presentations were made by technical experts from Henkel and Siegwirk to highlight the issues around Food Contact Safety of inks and adhesives used for flexible and sheet-fed packaging.

Mr Ashish Pradhan, MD, Siegwirk opened the session by reminding delegates that increasing health and safety concerns as well as consumer activism around the world has added complexity to the packaged food business. He spoke about the need for moving from Risk Mitigation to Risk Elimination. He announced that Siegwirk was proud to be the first company in the world to be completely Toulene free in some of its operations.



Mr Nayan Bezbaruah, Product Development Manager, PU Adhesives (India, ME & A) of Henkel Adhesive Technologies, described the process of ensuring food contact safety of Henkel adhesives. He presented an overview of the various regulatory norms in this regard that are in place across different countries.

Dr Evert Delbanco of Siegwirk presented the problems of non-intentionally added contaminants found in inks and steps taken by Siegwirk to ensure compliance to strict norms in this regard.

Mr Andrew Ng of Siegwirk then went on to describe the portfolio of Siegwirk's series of Migration Optimised liquid inks and presented a few case studies in this regard.

This was followed up by a concluding presentation from Mr Rituparna Chakraborty about Siegwirk's range of "safe inks" for sheet-fed printing processes.

To enable delegates to see for themselves the success of various ranges of Siegwirk Food Safe inks, an Ink Clinic had also been set up at the venue. Printed samples were on display and consultants were on hand to discuss specific needs of customers on a case-to-case basis.



### Concluding Remarks

At the end of a lively and informative Conclave Mr AVPS Chakravarthi, roving Global Ambassador of the World Packaging Organisation succinctly summed up the proceedings. He warmly thanked all the

knowledge experts who had made thought provoking presentations. He also thanked all delegates for participating in this event which was critical for all around health and safety.

A networking cocktail and dinner followed the closing session of the Conclave. Participants got an opportunity to mingle with peers of the industry and freely discuss common concerns.

In this way the Seventh International Packaging Conclave overwhelmingly succeeded in creating awareness among all sections of the packaging industry about the soon-to-be-notified FSSAI Packaging Regulations as well as the BIS recommendations on use of Toulene Free inks.

The tremendous success of the Conclave coincided with an equally successful PackPlus 2018 exhibition which saw a never-before footfall of quality visitors numbering around 20,000 over 4 days. The exhibition participation itself had over 400 stall holders across six halls with an area around 20,000 sqmts.

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