



Windsor Yang, sales manager for NCI with PACNZ executive director Sharon Humphreys

NCI gets behind the PIDAs

SPECIALISING in product partnership in the field of packaging, Trans-Tasman packaging company NCI sees its sponsorship of the new PIDA (Packaging & Processing Innovation and Design Awards) as a natural fit.

Windsor Yang, sales manager for NCI New Zealand, says, "We believe packaging should not be an afterthought. It should be a key consideration for all our customers and we believe strongly in product partnership. We heavily support the packaging council for that reason."

Sharon Humphreys, executive director of the Packaging Council of New Zealand (PAC.NZ), says, "The PIDAs are about celebrating what is good about packaging and about peer recognition for creative design, innovative processes and the outstanding people who work in our industry. We want industry to be excited about this and we see our role as central to communicating the very best this industry has to offer."

NCI is a member of PAC.NZ and the PAC.NZ executive board, and has been involved with the PIDAs since

The new PIDA awards have found a champion in NCI

their inception. Both see the awards as a vital component for the ongoing focus on advocacy and packaging promotion of the packaging industry in New Zealand.

She sees advantages for Kiwi packaging companies and designers in the Trans-Tasman aspect of the PIDAs.

She says, "We can have exposure across the board. Plus, as we have registered the PIDAs with World Star, so our packaging goes to a global stage. That is great news for our companies and for our designers."

She says, "The PIDAs are all about highlighting the role packaging play in today's society, how packaging is meeting those wants and demands and how packaging responds when those wants and demands change. The packaging industry operates under a social licence. When consumers decide they don't like something, they are the ultimate arbitrators of how a product is packaged."

Amidst this conversation, the PIDA awards raise the profile of the dynamic businesses in the packaging industry. Wang says, "At NCI, our

primary intention is to deliver the product safely and with style."

Humphreys agrees. She adds, "Style is about packaging creativity and PIDA and the packaging council are passionate about this. Style is where the packaging is elevated beyond simply containing a product into evoking the sensory delight of a packaged product. For example, we don't expect a Tiffany ring to come in a brown paper bag! All of this plays to what we are as human beings and that is to be celebrated."

The PIDA awards not only cover packaging design creativity but also the packaging process innovations. She says, "Process innovation is a bit of an unseen hero. Improvements in the areas of energy, water, materials, waste may not seem as sexy or exciting as design changes but are every bit as essential to the industry as whole."

PIDA has already become a talking point in the industry and it will continue to grow. Humphreys concludes, "The PIDA platform is all set to become the gold standard of awards programmes offered to the Australasian region."

NCI makes packaging a long-term partner

NCI has been a member of the packaging council from its early days.

The company see its PIDA sponsorship as part of its ongoing support for PAC.NZ and for packaging in general. Humphreys says, "In the early days of the packaging council, NCI was instrumental in setting up steel can recycling. It has always been at the forefront of recycling."

Yang adds that NCI sees this as part of being a good corporate citizen. "As a

company that has been around for a while, we are always mindful about the long term relationships with society and with customers. NCI recognises that our success comes from the people and the PIDAs support that as well.

The company keeps a keen eye on looming issues for packaging and reacts accordingly. For example, it has developed a raft of anti-counterfeiting features, responding to consumer anxiety around authenticity of

products and food safety.

Another initiative involves traceability. NCI has been innovative in developing track-and-trace technology. Soon, one of its track and trace innovations will be launched through a major New Zealand company. Yang says, "We are investing heavily in our plants to support these initiatives. Another benefit is that it helps to meet all the regulatory compliances of all the countries we export to such as China and the USA."