

CU PACKAGING NEWS



THE SONOCO INSTITUTE OF PACKAGING DESIGN & GRAPHICS at CLEMSON UNIVERSITY

The Sonoco FRESH Initiative

The Sonoco Institute of Packaging Design and Graphics officially celebrated its continued partnership with Sonoco Products Company on February 20, 2018 at a university luncheon. In attendance, were representatives from Sonoco Products Company, the Sonoco Institute, Clemson University President James Clements, South Carolina's Commissioner of Agriculture Hugh Weathers and many others from the Clemson family and local community.

The Sonoco FRESH initiative was founded to address the problem of

global food waste through new and innovative packaging technologies. "FRESH" stands for "Food Research Excellence for Safety and Health."

This initiative will allow the Sonoco Institute of Packaging Design and Graphics to partner with industry stakeholders, and collaborate with teams across the university campus, including Packaging Science, Food Science, Graphic Communications, Materials Science, Supply Chain and Transportation, Agricultural Mechanization, Horticulture, Public Service and Agriculture, and Consumer Behavior. It will take a truly collaborative effort to support the

EPA's (Environmental Protection Agency) plea in 2015, for the U.S. to reduce food waste by 50%, by the year 2030. No single institution has the depth or breadth of financial and intellectual resources to solve this problem.

In the U.S. alone, food waste is estimated at between 30-40% from farm, to fork, to landfill - with 31% loss at the retail and consumption levels. Only 60% of domestic food is actually eaten, while 52% of fruits and vegetables are tossed. This equates to \$165 billion in food waste cost in the U.S. (USDA Economic Research Service, 2010).

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**Partner with
the Sonoco Institute
& let us help you!**

Partner with the institute by joining our Corporate Membership Program!

Allow us to:

- Provide professionally staffed and equipped research, development and demonstration facilities
- Ensure top-quality seminars and workshops for your employees' continuing education
- Host interdisciplinary networking and business development events
- Stimulate cutting edge graduate student developments



GRAD SPOTLIGHT

Wayne Stevenson

BS in Packaging Science [2016]
MS in Packaging Science
[2018]

Wayne's World

Recently at the Sonoco Institute I have been doing a lot of rapid prototyping. Projects ranging everywhere from a simple print or plot to elaborate multi-piece packaging systems can pop up at a moments notice, so you always have to be on your toes! My thesis research under Dr. Hurley has revolved around creating a course that can modify and improve the way packaging sales are conducted, as well as the way sales development teams are trained. Many packaging students at the University go into sales, but there is little focus on it in the curriculum. The hope is to generate a great tool to minimize this gap in the industry.

The things I value most about my time at Clemson and the Sonoco Institute are all of the relationships that I have built during my time here. I've met some of my best friends here and have worked with really brilliant people. My time here and the people I've met have really allowed me to expand and improve myself as an individual.



Student Project: 48 Hour Repack

Wayne Stevenson

48 Hour Repack is an annual marketing and design competition hosted by the Institute of Packaging Professionals (IOPP). This year's competition began Friday, January 26 at 7:00PM EST and ended Sunday, January 28 at 7:00PM EST. Each team is required to design a structurally innovative and creative package for a prompted product, brand the design, develop graphics for the package and film a commercial advertising the product. I have competed the past 3 years. We won a People's Choice Award in 2016, took 3rd place in 2017, and are hoping for 1st place this year. The prompts we had to choose from this year were shelf-stable meats, soda pop or nuts. After just a few minutes of talking it out, Allie Ayers and I decided on nuts and developed the "Minute Break" concept after many hours of brainstorming and collaboration. We knew we wanted to include a dispensing mechanism of some kind that could measure out a certain portion of the product. We didn't want to create individually packaged portions, because that leads to excessive waste. We decided on a fun concept that allows you to shake the box to dispense one portion of nuts from the "Shake It" spout. However, we also added a "Share It" spout to share the nuts or refill the package. I value this competition, because it allows me to spend a good deal of time and effort with some brilliant peers of mine. You get to learn a lot about people and the way they work after 48-hours straight with them. Also, it's always great to see what other student groups can produce in the same amount of time. It is very rewarding to be able to take a simple product and turn it into an entire brand and package in just two days. This is an experience I will miss dearly once I graduate.

SNAXPO18

The 81st annual SNAXPO exhibition and conference is taking place in Atlanta, Georgia on March 12- 14 this year. It is an event where brands, innovators, etc. join together to see what's new in the industry and share ideas. "We're eager to demonstrate our interactive virtual store to attendees at SNAXPO, and discuss new and interesting possibilities to leverage our platform for meaningful consumer behavior research," said Bobby Congdon, Assistant Director of the institute. "We'll be sharing upcoming research on simulating color vision deficiencies in our virtual store, and how this impacts consumer attention of a package in context on the store shelf."

Mark your calendars!

UPCOMING EVENTS at the SONOCO INSTITUTE

- Orientation to the Flexographic Workflow: March 19-22
- *Limited seats available!*
- Proofing & Visualization Seminar: April 1-4 *NEW*
- Flexo Foundations: April 4-5
- Expanded Color Gamut: April 17-19

Learn more at sonocoinstitute.com/events

ALL-NEW Proofing and Visualization Seminar

The Sonoco Institute is launching a brand-new, two-and-a-half day seminar for industry professionals and brand owners on March 27, 2018. The Proofing and Visualization Seminar will explore the current state of proofing and prototyping capabilities while attendees get hands-on with the latest hardware and software technologies available. Prepare to discuss the requirements to successfully create accurate simulations of a final product, and be exposed to current and upcoming solutions to bring design concepts to life for your customers. Discussions will also entail how developing technologies such as Virtual Reality (VR) and Augmented Reality (AR) fit into the design workflow.

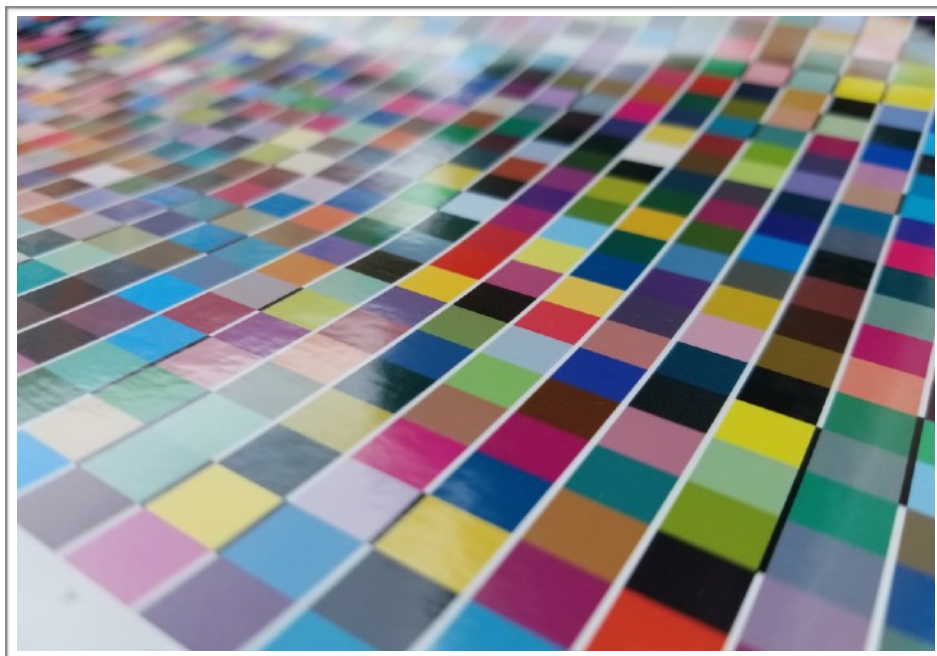
“This seminar will explore existing and upcoming technologies for communicating packaging and graphic ideas between the supplier and the customer,” said Bobby Congdon, Assistant Director. “We’ll take a look at the growing demands for fast turnaround, lower cost and e-commerce compatibility, and what that means for proofing and prototyping as we know it. Brand owners will share their

perspective, and attendees will go hands-on with some of the latest technologies to meet these needs.”

Learn from expert industry speakers from The Kraft Heinz Company, CSW, Clemson University, Esko, EPSON and Creative Edge Software (more to be announced). Presentation topics include Designing and Communicating in 3D, E-Commerce Demands, Color Managed Proofing, Specialty Proofing, Virtual and Augmented Reality Applications, Communicating Brand Colors and Measuring Non-Color Attributes.

Experience interactive, hands-on sessions that include topics such as: Interactive 3D Packaging Models, CUshop VR: Consumer Behavior in a Virtual Store, Softproofing, Inkjet Proofer Profiling, Specialty Effect Printing and Sample Making.

The institute hosts seminars, workshops and trainings every month at the university. To register online for the Proofing and Visualization Seminar, visit SonocoInstitute.com/Events, or contact Bobby Congdon at Rcongdo@Clemson.edu.



THANK YOU!

We want to welcome our
newest members to the
Sonoco Institute:

WIKOFF COLOR

UPM RAFLATAC

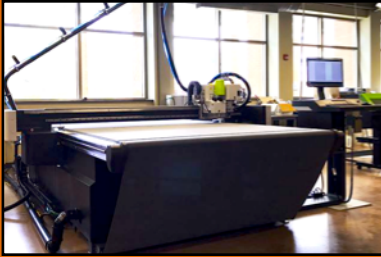
GRAPHIC PACKAGING
INTERNATIONAL

We are excited for you to
join our growing team!

TECH CORNER

Check out what's new at
The Sonoco Institute!

ESKO KONGSBERG C



The new Kongsberg C table is designed to keep up with the faster, wider printers of today and tomorrow. It is the very first multifunction super-wide digital finisher for signage, display and packaging applications.

ESKO XPS CRYSTAL

COMING SOON!

The innovative XPS Crystal optimally combines UV main and back exposure. Unlike UV frames using lightbulbs fluctuating in output the XPS Crystal uses UV LEDs which don't need warm-up time and always emit consistent radiation. A simultaneous and optimally controlled UV main and back exposure produces highly consistent digital flexo plates.

STAY CONNECTED

We're always working on
something new!



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"Modifying packaging design to extend shelf life by even one day can recover \$1.8 billion of that loss — while feeding more people and reducing waste to landfills," said Sonoco President and CEO, Jack Sanders.

Food waste is a mounting global problem presenting challenges to society, the environment, and industry to create innovative solutions and capture market share. A collaboration between industry and academia can improve harvest yields through innovative packaging and automation, improve freshness and shelf-life of fresh foods through breakthrough packaging technologies, develop supply chain environments and technologies that create efficiencies for retail and e-commerce, and create package designs that address changing consumer needs and usage occasions.

Through a gift from Sonoco Products Company, Clemson University has established the Sonoco FRESH

initiative which is a platform for industry-funded research targeted at specific problems related to food waste. Any company has the opportunity to propose specific problems through the initiative, which will engage multi-disciplinary faculty teams across campus. Research findings can be retained by the sponsoring company as intellectual property, or shared for the common good.

This year, a research lab will be established and a Director hired for the program. Connect with the Sonoco Institute online for upcoming information related to the Sonoco FRESH initiative. If you are interested in partnering with Clemson University and the Sonoco Institute of Packaging Design and Graphics to help solve the global food waste problem, begin by contacting E. Jeffery Rhodehamel, Ph.D. (Department Chair and Professor of the Department of Food, Nutrition and Packaging Sciences) at 864-656-1211 or Jrhode@Clemson.edu.

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