

PRINT + PACK

News

DUSTIN WILLS TO LEAD CLEMSON UNIVERSITY'S SONOCO FRESH INITIATIVE

Dustin Wills has been named director of the [Sonoco FRESH](#) initiative in Clemson University's Sonoco Institute of Packaging Design and Graphics. Sonoco FRESH was established to address the global food waste problem through innovative packaging solutions, but will also look at opportunities throughout the supply chain, from harvesting to retail.



Dustin Wills, Sonoco FRESH Director

Wills brings a wealth of packaging experience to the university and is highly passionate about the reduction of food waste. Most recently, he was a luxury packaging consultant in the global spirits and beauty industries where he has developed numerous award-winning packaging programs.

"I've been in printing and packaging for over 20 years," said Wills. "I wanted to take everything I've learned in my career and apply it toward something where I can make a difference in the world, like Sonoco FRESH. We have a great opportunity to make a positive impact here, and that's my driving motivation."

Between 30% and 40% of all food in the U.S. is wasted annually, totaling around \$165 billion in waste. Ninety percent of that food is simply thrown away too soon. The overall impact of this issue is so great that in 2015, the EPA called for a 50% reduction in food waste by the year 2030.

"The volume and impact of food waste is one of the critical issues of our time," said Wills. "Packaging has a very important role to play in food waste reduction and food safety. With the various resources we have available at Clemson, I know we can move the needle on this topic."

"In recent years, we have seen a steady rise in global social consciousness related to the environment, and while much of the focus has been on packaging, specifically plastics, a major element being left out of the discussion is food waste," said Laura Buen Abad, director of technology at Sonoco Products Company. Buen Abad leads transformational research and development and sustainable packaging development in global consumer packaging at Sonoco, which is based in Hartsville.

[Click here](#) or visit SonocoInstitute.com/News to learn more! Follow @SonocoFRESH on social.

SONOCO INSTITUTE TO DEMO IMMERSIVE VIRTUAL PRESSROOM AT FTA'S INFOFLEX 2019



Are you headed to New Orleans for the FTA's FORUM 2019 and INFOFLEX trade show? Be sure to visit Clemson University's Sonoco Institute and Graphic Communications department at **booth 122** to experience a unique virtual pressroom and learn more about Clemson's contributions to print's future workforce! Sonoco Institute Assistant Director, Bobby Congdon, will also be co-chairing a session on Monday morning titled "[The Defectives.](#)"

[Click here](#) to learn more about the VR.



INFOFLEX 2018

CLEMSON TAGA TEAM WINS ATTENDEES' CHOICE AWARD

Written by James Weaver, GC class of 2020

Clemson's Student Chapter of the Technical Association of the Graphic Arts got to see the reward of their hard work the past year by attending the 2019 TAGA conference. Held in Minneapolis, Minnesota this year, students attending the conference heard a range of great speakers covering a wide variety of topics in the graphics industry like color and cutting-edge print technologies and research. The conference is a great way to get the latest insights from some of the brightest minds in the industry.

But being about the future of graphics, students hold an important role at the conference, too. Schools from all over the world compete for the Kipphan Cup. To get the cup, students must produce a book centered around research articles written at their respective institutions. Clemson's book this year featured a design centered around the history of Godfrey Hall and its many printing capabilities. Students produced the book entirely in house using a wide variety of the equipment they have at their disposal. One of the most exciting elements of this year's book was the augmented reality utilized in different sections of the book. Seeing some of Godfrey's many presses pop out of the book showed the endless possibilities that can be reached when digital and traditional print technologies are combined.



The Clemson TAGA Team in Minneapolis, MN last month

[Click here](#) to read more on the *ClemsonGC* blog and to watch a video of the AR!

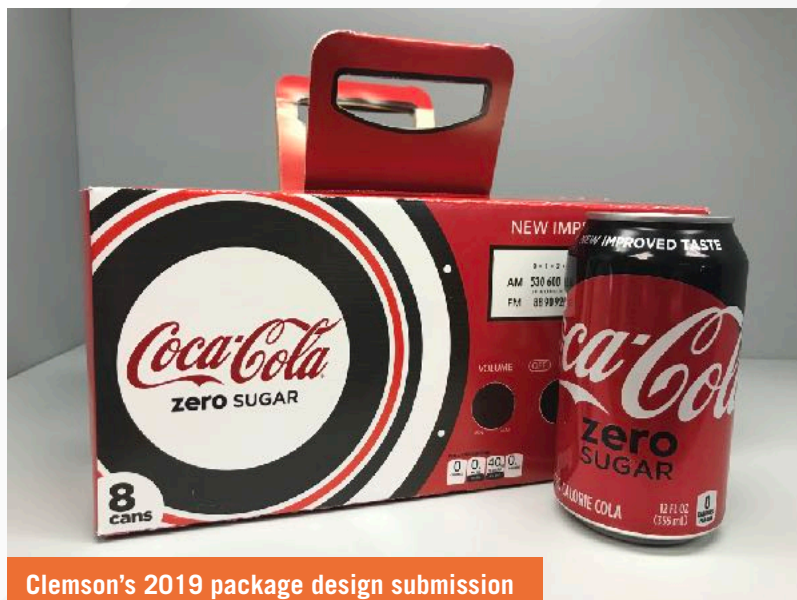
PACKAGING STUDENTS COMPLETE 48 HOUR REPACK COMPETITION

Every year, Clemson Packaging Science students compete in a [48 Hour Repack](#) presented by The Institute of Packaging Professionals (IoPP) Southeastern Chapter.

Students have 48 hours to design and prototype their unique package design, then film a short presentation for submission.

This year, the 10th annual competition was sponsored by The Coca Cola Company and Mondelēz International, who provided real-world design challenges for the students. Clemson opted for Coke's challenge.

[Click here to watch Clemson's video!](#)



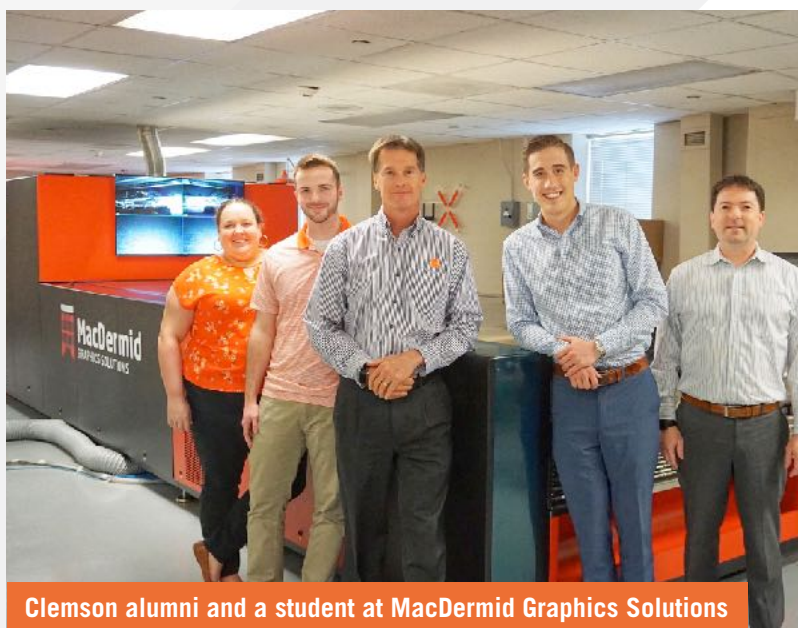
Clemson's 2019 package design submission

INSTITUTE PARTNERS ESTABLISH GC STUDENT SCHOLARSHIPS

Several partners of the Sonoco Institute and the [Graphic Communications](#) (GC) program at Clemson University have recently established need-based scholarships for GC students. [SGIA](#) (Specialty Graphic Imaging Association) and [NAPCO Media](#) have teamed up to provide the [PRINTING United](#) Scholarship, and [MacDermid Graphics Solutions](#), who is also a corporate member of the Institute, has established one as well. Each scholarship will provide \$4,000 to one student per year for the next five years, based on both academic success and financial need. Students will have the opportunity to apply on an annual basis through Clemson University.

“It’s critical that we encourage and engage the next generation of graphic communications professionals. This scholarship will support deserving students as they pursue their career goals,” said SGIA Executive Vice President James Martin, who chairs the Industry Advisory Board of Clemson’s Sonoco Institute of Packaging Design and Graphics.

[Click here to read more!](#)



Clemson alumni and a student at MacDermid Graphics Solutions

PARTNER EVENT: SGIA COLOR MANAGEMENT BOOT CAMP

Join Color Management Group, SGIA and GMG at Clemson's Sonoco Institute for an amazing learning experience on **May 21-23!** Learn from the pros how to implement best color management practices. This 2-1/2 day color management "Boot Camp" will prepare you for all of your color battles. You'll learn how to linearize, profile, optimize and verify color on all of your output devices using leading edge RIP technology, all while we're preparing you to take the [SGIA Digital Color Professional Certification Program](#) exam (fee included).

[Click here to learn more and register.](#)

You Need A
COLOR
Management
Boot Camp!



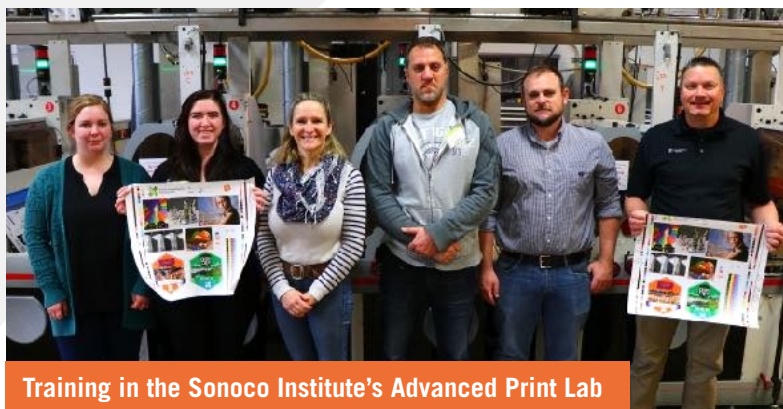
Training in the Sonoco Institute Auditorium

POPULAR COURSE: INTRO TO FLEXO WORKSHOP

One of the Sonoco Institute's most popular courses, the Intro to Flexography Workshop on **June 4-7** is geared toward individuals in need of a fundamental knowledge of the flexographic printing process. The class is taught mixing hands-on training and formal instruction in a flexo printing environment. Leave the class understanding the function of flexography in the printing industry and all elements required for your company to produce a finished product including layout, trapping and distortion, plate-making, proofing, ink station set up, ink maintenance, press operation and quality control.

[Click here to learn more and register.](#)

Register three or more people for any seminar or workshop to receive \$100-off per person!



Training in the Sonoco Institute's Advanced Print Lab

INDUSTRY TRAINING SCHEDULE

Click the dates below for each event or visit SonocoInstitute.com/Events for the full calendar!

INTRODUCTORY COURSES

CORRUGATED PACKAGING SEMINAR
[June 5-6, 2019](#)

FLEXO FOUNDATIONS SEMINAR
[August 13-14, 2019](#)

PAPERBOARD PACKAGING SEMINAR
[September 11-12, 2019](#)

INTERMEDIATE COURSES

INTRO TO PREPRESS WORKSHOP
[April 30 - May 2, 2019](#)

INTRO TO FLEXO WORKSHOP
[June 4-7, 2019](#)

ADVANCED / SPECIALTY COURSES

ADVANCED FLEXO TECHNIQUES WORKSHOP
[August 6-9, 2019](#)

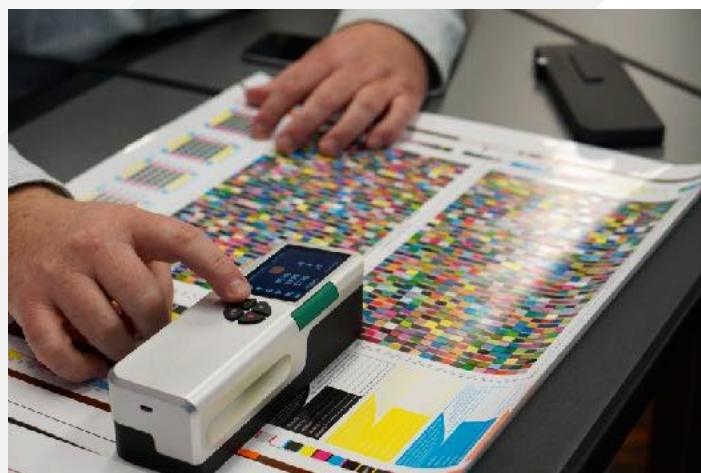
PROCESS COLOR MANAGEMENT SEMINAR
[November 19-21, 2019](#)

PARTNER EVENTS

SGIA COLOR MANAGEMENT BOOT CAMP
[May 21-23, 2019](#)

AICC FLEXOGRAPHIC PRINTING: RAISING THE STANDARD
[May 22-23, 2019](#)

NPIRI PRINTING INK TECHNOLOGY COURSE
[July 14-19, 2019](#)



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