

New technology on show at Propak Cape reflecting latest industry trends

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Packaging design and innovation forms the cutting edge of modern product marketing and 2023 has seen a host of new packaging trends emerge that are revolutionising product packaging. The latest trends in packaging and design will be on show at this year's Propak Cape 2023 exhibition taking place at the Cape Town International Conference Centre (CTICC) from 24-26 October.



Visitors attend Propak Cape to stay informed about what's happening in the industry.

Technology-enabled or smart packaging solutions are one of the new trends to look out for. Integration of technology, such as QR codes, augmented reality, or temperature-sensitive sensors, can enhance consumer experience, share information, or track product freshness. Technology-enabled solutions that can be accessed using smartphone gadgets, leverage the experience of the end-user with the product and provide customers with more information about the product and connect them online.

Another trend in packaging is the increased focus on using eco-friendly materials to reduce waste and environmental impact, such as biodegradable, recyclable, or compostable materials. The use of plant-based materials for packaging, such as fibres or biopolymers, as well as encouraging consumers to reduce waste with packaging that can be reused or refilled multiple times all reduce society's reliance on disposable materials.

There are a number of packaging trends focused on trust and authenticity in the market such as transparent packaging materials which allow customers to see the product inside, increasing trust and showcasing product quality. Portion control and single-serving packaging is another trend on the rise, especially in southern Africa with the growing urban population. Consumer preferences for portion-controlled servings and on-the-go consumption has led to an increase in packaging designed for single servings or smaller portions. New gourmet frozen meals offer customer convenient ready-to-eat meals without sacrificing on quality and also a growing demand for vegetarian and plant-based food alternatives has led to packaging designed specifically for these food items, offering better protection and extended shelf-life for these growing

markets.

Packaging specifically designed for easy storage, stacking and transportation are also growing in popularity. This is because manufacturers and retailers want to make efficient use of space and reduce material waste, and smaller households want to effectively store products in smaller spaces.

Many of these packaging trends will be evident at the Propak Cape exhibition.

Thousands of new and innovative products

Visitors to this year's event can expect to see thousands of new and innovative products including the introduction of the latest AI-powered machine vision products and technologies from Westplex. The new Cognex In-Sight 2800 and 3800 machine vision system integrates advanced AI algorithms with high-resolution cameras to enhance packaging processes. It offers real-time quality control, identifying defects, inconsistencies, and errors in packaging materials with remarkable accuracy. The system optimises production lines by triggering events or detecting and alerting operators about any potential issues, minimising downtime and resource wastage. Westplex will also display the RDI Motion Amplification Cameras for representation of movement that was previously invisible to the naked eye; as well as the FLIR Online Thermography Cameras which identify hidden defects through precise thermal imaging at this year's show.

USS Pactech will be showcasing a Wipotec OCS track & trace solution for 2D bar code printing and verifying at Propak Cape 2023. The company believes that the new track and trace solution will become the new standard for retail packs to trace products through the value chain as 2D-code technology becomes the universally accepted standard. The company will also display a range of machines for the food sector, such as the SN pouch machine for stand-up pouches with zipper running recyclable mono material, a Multiweigh 14 head scale, a PFM MBP RX 800 continuous intermittent bagger, a Variovac Optimus thermoformer and a Supervac belt type vacuum packing machine. For the beverage sector, USS Pactech will exhibit a Comac 10/2 can filler/seamer for carbonated products up to 6,000 cans per hour, which is of particular interest for craft breweries and wineries.

Ishida South Africa will launch the new Ishida IX-EN Series at Propak Cape. The new versatile X-ray inspection machine protects product contents and guarantees product security. The X-ray inspection machine can be used in a wide range of packed products, making use of the patented Ishida Genetic Algorithm (GA) technology which enables any operator to optimise the X-ray system for greater sensitivity to specific foreign bodies. Contaminants can be detected in steel, aluminium, tin, glass, stones, dense rubber, bones and shells, providing unrivalled food safety and brand protection. The IX-EN Series also offers many important quality control applications such as counting components, weight estimation, missing or broken items, product voids or deformations, Ishida will also have many live demonstrations on their stand.

PMD Packaging Systems will display their recently developed, locally manufactured Taurus sachet machine. The company also recently signed an exclusive agency agreement with Czech company Velteko and will be exhibiting the Velteko 360 Doy Pack machine at Propak Cape 2023, for the production of stand-up pouch packaging.

Astratek will launch the new Hygienic Conveyor which redefines conveyor solutions in the food industry. The new design reduces food safety risks while slashing cleaning time, boosting overall efficiency.

Tramper Technology SA, based in Somerset West, is able to locally design, manufacture and assemble packaging machines for the local market. They will showcase the company's Denester, Tramper D-360 infeed conveyor and Tray Sealing machine, Tramper S-360 at Propak Cape 2023. Visitors will also be able to see the new CAN4 Controller Suite in action on the D-360 Denester.

Plastrading will be showcasing HEUFT's innovative packaging technology at the exhibition. This technology is designed to improve the quality and safety of packaging processes, ensuring that products are packaged accurately and securely. Ensuring the highest product quality with maximum filler and closer efficiency is simply easy with the HEUFT *SPECTRUM // VX*. Proven functions for checking and inspecting full containers safeguard the quality of the products. The system

uncovers losses in filler and closer performance before this can impair the efficiency of the complete line using an integrated quantifying system, serial fault detection and continuous monitoring. The high degree of automation of the HEUFT *SPECTRUM II* platform and the self-explanatory HEUFT *NaVi* user guidance take fill management to a new level.

Connect with just under 200 exhibitors at the show

With just under 200 exhibitors at the show, Propak Cape will provide visitors with the opportunity to see the latest in primary and secondary packaging, cutting-edge equipment in the food processing industry, and the newest production techniques and materials in plastics. Modern trends in packaging printing and the vital role of labelling will be in the spotlight, and visitors will also gain insight into state-of-the-art production machinery, equipment, and services.

Content-rich free-to-attend seminars will take place each day of the show, presented by industry experts.

Propak Cape is supported by the Institute of Packaging SA (IPSA), Packaging SA, Plastics SA, Printing SA, and the Aerosol Manufacturers Association (AMA). IPSA will be running a one-day high-level Responsible Packaging conference alongside the show on the Wednesday, 25 October. Booking and cost details can be accessed on the Propak Cape website.

Visitors can register online for free access to Propak Cape at www.propakcape.co.za.

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