

CELEBRATING PAST, PRESENT AND FUTURE

This year PAC Packaging Consortium (PAC) celebrates the momentous occasion of our 70th anniversary. In 1950, PAC was formed as the Packaging Association of Canada to foster a community where companies from across the value chain could safely come together to collaborate, innovate, and educate.

In this special PAC Connect issue we celebrate eleven of our founding members. They are pioneers, disruptors and innovators who have made PAC their home for the last 70 years. In these pages you will find some of their stories about their continued dedication to innovation, technology and a more circular economy.

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At PAC our strength is in the breadth, skill, knowledge and influence of our membership base and these eleven founding members are a daily reminder that the PAC community continues to stand the test of time. We are incredibly grateful for their support through the years.

As we transcend on the future, themes of innovation, technology and the circular economy are woven into the fabric of who we are and how we move forward. Over the last 20 years, significant changes have impacted our industry. To support our members' international expansion, we rebranded as PAC Packaging Consortium. We continue to grow in the US and our products can be found throughout the world.

The game changed in the mid 2000's when government implemented Extended Producer Responsibility (EPR) regulations holding retailers and brand owners accountable for the recovery costs of discarded packages. We created our PAC NEXT program in 2010, in response to these dynamic market shifts. Our vision remains clear and we are focused on A World Without Packaging Waste. At PAC, we feel like we have become garbage experts overnight – which you will note in this November 2019 photograph of PAC Chairman Brent Heist of P&G and Jim Downham PAC CEO – spending time in a plastic waste recovery and reprocessing facility in Vancouver. Today this is what PAC leaders do to support our members.

PAC has demonstrated sustainable packaging leadership in Canada since 2006, where over a six-year period we produced and managed six Walmart Sustainable Packaging Conferences, to which 4,500 professionals attended. In 2007



PAC developed the first sustainable packaging course in the world and held the first sustainable packaging competition.

In the past, packaging design concepts and material choices were made during the consumption era of make, consume, and dispose. Design and innovation are more important than ever to ensure all products and packaging have a next life. Disposal into landfill is no longer a suitable option, as we shift focus from packaging to package circularity.

Along with package design we must reinvent recovery processes and reprocessing infrastructure to accommodate rapidly emerging circular packages. As we enter the circular economy era PAC is collaborating in the development of a tool to measure the circularity of a package. Watch for it to launch in 2020.

As we charge forward into the future, we hope that those of you who are not members will join our growing PAC community. Our vision and mandates are clear.

Grow your business. Develop your career. Preserve our planet.

PAC is a safe place for packaging professionals to gather, learn, collaborate and celebrate as one.

We pride ourselves on offering our members maximum value and remaining the conduit for conversations about relevant current and future industry trends. We challenge ourselves daily to provide valuable opportunities for learning, professional growth, and creating resources to help companies make impactful strategic choices to preserve our planet.

*James D. Downham,
President & CEO,
PAC Packaging Consortium*



Thank you to our loyal member Anthem for their hard work in creating our 70th anniversary logo and the cover artwork for this issue.



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