

# BUILDING BETTER CONNECTIONS

A Message from PAC President & CEO

As the packaging industry's vital partner, **PAC Packaging Consortium** is proud and pleased to launch the inaugural issue of our **PAC Connect** magazine—created to showcase PAC and our industry thought-leaders with their insightful views on world-class package design, forward-looking trends, breakthrough innovations and packaging sustainability.

For someone who has dedicated 50 years of my working life to this dynamic industry—having made my first “cold call” in May of 1968 walking into the factory office of the **Continental Can Company**, at the time the largest packaging company in the world—this publication represents an important personal and professional milestone.

My initial introduction to the former **Packaging Association of Canada (PAC)** took place in the early 1970s when I attended my first PAC seminar at the former Skyline Hotel in Toronto. That's where I discovered the significant persuasive power of networking after hours in a bar, which is where a lot of sales and deals were made back in those days.

I became more closely involved with the PAC during the 1980s by becoming a PAC director and chair of the Ontario Chapter, followed by an invitation to join the group's Board of Directors.

After spending most of the 1990s living in the U.S., I eagerly rejoined the PAC board in 2004, relishing the opportunity to give back to the association and the industry that provided an excellent career for me and my family.

In May of 2006 I volunteered my services for a 90-day interim CEO term to pull the association back from the brink of bankruptcy and extinction—a position I have been honored to fill to the best of my abilities ever since.

I firmly believe that PAC is still the best place to connect with industry leaders, and the launch of **PAC Connect** is just the latest of many PAC initiatives designed to helping you advance your own personal and business agenda.

Having rebranded the PAC name and modernized its logo to serve the needs of the international marketplace, we have successfully initiated and delivered several important programs of truly global significance to our industry.

This includes the development of **IFS PACsecure**—a global packaging food safety protocol now covering over 160 certified plants, including those operated by some of the world's largest packaging companies such as **International Paper** and **Amcor**.

As the sustainable packaging movement became entrenched throughout the global packaging value chain, our formation of the **PAC NEXT** working group in 2011 addressed the urgent imperative for the industry to boost recycling rates and reduce recovery costs.

More recently, we were deeply involved in the formation of the **intelliPACK** partnership to advance the use and application of smart packaging technologies in the

mainstream consumer markets. In this light, the launch of **PAC Connect** is a logical extension of our ongoing global efforts to stay relevant and engaged.

This expression of sentiment would not be complete without the acknowledgment of three world-class organizations that have substantially influenced my career, including **Molson Coors**, **Procter & Gamble (P&G)** and **Walmart**. Today, two of these global enterprises have PAC board of director representation—one current chair and one past chair—with the third actively engaged across a broad range of PAC activities.

As a reflection of these activities, this issue of **PAC Connect** addresses several important themes that are close and dear to our heart, including:

**Marine Pollution.** Acknowledging the joint efforts by P&G and **TerraCycle** in the development of the world's first shampoo bottle made with recycled plastic collected from beaches around the world.

**Design Innovation.** While our own **PAC Canadian Packaging Awards** trace back to 1952, our relatively new **PAC Global Leadership Awards** competition now enters its third year, which we mark with an extensive article detailing how three international brand agencies have leveraged their design excellence to crate packaging for three recent **Best of Show Award** winners.

**Food Waste.** We look at how leading coffee producers are developing their unique environmentally-friendlier single-serve coffee capsule solutions that address the monumental global issue of food waste.

**Circular Economy.** We look at how leading beverage carton producers are working towards the shared goal of lowering the industry's global environmental footprint and conserving the planet's resources.

Having in some ways reached the pinnacle of my career with a 2014 induction into the Packaging Hall of Fame by the U.S.-based **PMMI-The Association for Packaging and Processing Technologies**—becoming the first Canadian to join this elite group of 160-plus packaging career professionals—I feel exceptionally honored today to be a part of PAC and the wonderful industry it serves.

My 50 years in the packaging business have been a wonderful chapter in my life's journey, and I am forever grateful to everyone who has helped me along the trail. Together, no wall is too tall.

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



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