



Country of origin labelling is back on the agenda after calls from NZPork and HortNZ to initiate the labelling regime to create greater transparency of food origins to satisfy consumer choice.

Country of origin labelling back on the table

New Zealand consumers want to know where their food comes from and NZPork believes they have a right to that information, chief executive of NZPork, Owen Symmans told the Primary Production Select Committee last month. "Many New Zealanders believe that as a food producing

country the food they buy is grown here. They want to support local produce. Most will be surprised this is not actually the case, 49 percent of the pork and pork products consumed here is imported, for example. Our research tells us that people generally believe the bacon, ham or

pork they are buying is local. And often the labelling, while legal, is misleading."

Mr Symmans says that with some products, such as ham

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Introduction to corrugated boxes

By Ron Mines FAIP, Australian Institute of Packaging

Ask a non-packaging person about their concept of corrugated boxes and a common response is "I haven't thought that much about it but when I buy anything bulky, it comes in a big, heavy box with fancy print to advertise the product. Come to think of it, when I buy a carton on beer or other smaller goods, they come in a box with a fancy print as well".

Most consumers rarely see, or are even interested in the vast array of corrugated boxes used to pack, store, transport and display fast moving consumer goods (FMCG). Ask a packaging person about their concept of corrugated boxes and while these people are vastly more informed about the function and form of corrugated boxes, they frequently have only a very basic understanding of the manufacturing and dynamics of corrugated boxes.

Corrugated boxes are made from paper which is generally, originally sourced from plantation-grown pine trees.

In its pure form, liner paper made from virgin pine fibre is known as Kraft Liner. Other liner paper varieties include those made with a combination of virgin pine fibre and recycled fibre, known by several different names, but Kraft Top describes this material adequately. Other liner varieties are made using totally recycled fibre.

Liner paper forms the surface of the corru-

gated board, separated by the corrugating medium.

The corrugated medium in its purest form, is also made from virgin pine fibre and is known as Semi-chem Medium. By far, the greatest amount of corrugating medium made in Australia, is from totally recycled fibre.

All paper grades are defined by their grammage, which is the nominal basis weight of a square metre of the paper (gsm).

The most commonly used grades range between 100gsm to 200gsm, with lighter and heavier grades used less extensively.

The corrugating medium is formed into sinusoidal arches of a variety of profiles, called flutes. These flutes are specified in 2 main ways, flute height and flutes per metre.

The flute type is a major contributing factor in box performance and application. In Australia, the most common flute types are B and C flutes. Generally, B flute is used for products where containability (perimeter

strength) is the most important strength characteristic. C flute's main strength characteristic is stacking strength.

The board is made on a machine called, surprisingly enough, a corrugator. The required paper grades and flute are combined with a starch-based adhesive, then cut into specified sheet sizes, ready for further processing

into the box form or style required for the application.

Logistical and marketing information is printed onto the board as it is processed on machinery designed to cut, fold and seal, or just to cut the board, before unitising the finished product, prior to delivery to the customer.



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