



The NVC Netherlands Packaging Centre is the only association in The Netherlands that addresses packaging in an integral manner.

Member companies can range from raw material manufacturer up to retailer and from branded goods manufacturer to packaging equipment supplier. The NVC is leading in education and training, proactive information services and in promoting the innovative and sustainable (people, planet, profit) packaging of products.

NVC Position Paper, June 2010

NVC stimulates accessible design in packaging

Accessible design in packaging is designing packaged products and their packages in such a way that the product is as accessible as possible for as many users as possible. The NVC Netherlands Packaging Centre is leading in accessible design by supporting packaging innovation, setting up the international research project INCLUDE and developing world standards. How important will accessible design become, why is the NVC so active in this area, what can I do as an NVC-member and how can my company benefit from accessible packaging design?

Why accessible design in packaging?

The accessible design of packages is a worldwide matter of importance because it allows everybody to use products safely, easily and with satisfaction, irrespective of age, perceptual and cognitive ability, level of physical functioning, language, and culture. Basically accessible design is close to the core of packaging as an activity. Packaging is temporarily integrating an external function and a product **to enable the use of the product**. Accessible design translates this into technical specifications and different user groups in the broadest sense.

Stimulating packaging innovation

In 2010 the NVC fully supported the Vilans Innovation Award. The winner of the student Award was a new sugar stickpack with a widened neck, making it easier to pour out the sugar. The Milner cheese packaging was nominated for the product award. This way accessible packaging design was promoted at the Support Expo – just like it will be during the Dutch packaging exhibition Macropak. It is our intention to continue to give this subject attention and to stimulate and reward innovations that increase the accessibility of packaged products.

World Standards

Standardisation is the process in which agreements between interested parties are made and established (in a standard) in order to advance economic development. For accessible design of packaged products **standardisation is very important**. Standards provide companies with the opportunity to show all the stakeholders that certain demands are met, for example in combination with a quality management system based on the well known ISO 9000 standard. The **accessible packaging design standard** that is being developed is a reference document that gives direction to the joint efforts in improved packaged products and their packages. The NVC is active as co-editor in the responsible standardisation working group, ISO TC122 WG9.

Research project INCLUDE

'INCLUDE' is a research project on a worldwide scale with the prime research institutes in accessible design for packaging involved. In The Netherlands, the NVC Chair Packaging Design and Management takes part. Other institutes of relevance are the Michigan State University School of Packaging (USA), the Japan Packaging Institute (Japan) and the Institute of Humane Technology (Sweden). Within this project, research will be done on i.e. information and markings on packages and the different aspects of the use of packaged products.



What is it that NVC wants to achieve?

NVC Netherlands Packaging Centre is the only association in the Netherlands addressing the activity of packaging in all aspects. Recycling, retail, manufacturing of packaged goods, packaging manufacturing and all other sectors relevant to the activity of packaging are part of the NVC membership base. The NVC was founded in 1953 and strives to be an inspiring, not-for-profit association for companies with an interest in the activity of packaging. All NVC member companies are internationally oriented and this also applies to the wide range of NVC activities. Communication with the contact persons within the member companies takes place in Dutch and in English. We want to contribute to the further implementation of accessible design insights into packaging products. In this way, we **support the development of packaging for the prosperity and the well being of humanity**. At the same time we stimulate healthy economic development in the different links of the supply chain of packaged products.

What is it that my company can do and where is the advantage for us?

NVC-members are continuously involved in the developments, individually as a contact person by newsletters like the bilingual NVC E-News and more collectively in dedicated joint sessions. Of course, also personal contact by phone or by meeting us in the field is highly appreciated. You are the first to know of new developments and will spot the chances and threats to your company as early as possible if packaging is involved. You may also pose your (confidential) questions and requirements to the highly skilled personnel at the NVC association office in Gouda, the Netherlands. In this way, you lower the risk of running into problems in defining and executing your packaging strategy and increase your chance of success. Specifically, the NVC-network is very capable of translating highly abstract standardisation issues to concrete packaging solutions and vice versa.

Already NVC-member and interested?

Call (phone +31-182-512411) or e-mail Ger Standhardt (g.standhardt@nvc.nl) or Helen Crowe (h.crowe@nvc.nl) and join in!

Not yet an NVC-member?

Call (phone +31-182-512411) or e-mail Saskia Cooman (s.cooman@nvc.nl) or Charissa Koolen (c.koolen@nvc.nl) and apply for membership!

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