



3 November 2016

2016 Post Forum wrap

The energetic response from the 2015 Forum generated actions to be taken up by glass suppliers, paper manufacturers/label printers and ourselves, the WPA for reporting at the next Forum.

The 2016 Forum staged supplier presentations on glass (O-I and Orora), paper and label printers (FLMPA), designers (Australian Designers Association), contract packaging (Vinpac International /Portavin), and us, the WPA.

We had a fantastic turnout with over 110 guests and presenters attending on the day. To our sponsors – we would not have a Forum without your support. On behalf of the WPA, I thank everyone for their commitment. We all play an equally important role in bringing our collective knowledge and expertise to the table to forge a collaborative way forward for our industry.

The WPA's major project during the year was the label application pressure case study. This was presented to the Forum by Paul Grafton. The data from the initial study shows great potential to harness and share valuable information on application pressures achievable on automated bottling lines.

In addition, members of the WPA decided to take the label size charts, agreed as an industry guide at the 2015 Forum, and go digital. SizeMeUp.com.au was launched with good feedback from the audience. Our aim is for this to be a valuable and free wine industry tool and we will continue to add resource information and include more glass SKUs over the year ahead. We've put a link to SizeMeUp on the WPA website - and I should add that it's mobile phone and tablet friendly.

All presentations have been matched to the audio recording made on the day and these are available for download from www.wpa.org.au All videos embedded in the presentations use QuickTime software which is a free download at Apple Quicktime

There will be actions arising out of the information provided in the presentations as well as from the upwards of 50 txt and email questions received. There wasn't enough time to answer them all during the Q&A Session, but we've collated them into a spreadsheet for response by supplier/association. The resulting document will be published on our website and circulated to sponsors and attendees .

A handwritten signature in black ink, appearing to read "David Hutton", with a long, sweeping horizontal line extending to the right.

David Hutton
Chair