

## The first anniversary of LibanPack

**The first anniversary of the launching of LibanPack, the Lebanese Packaging Center, was held under the patronage of the Minister of Economy and Trade H.E. Mr. Mohamed Safadi and with the participation of the Swiss Ambassador H.E. Mr. Francois Barras, on the 15<sup>th</sup> of April at the Moevenpick Hotel in Beirut-Lebanon.**

It took 7 years to establish LibanPack, which first began with 40 members providing services to 55 companies. As part of their program, providing Lebanon with technical support and special funds for the industry through Federal Department of Economic Affairs (FDEA) and State Secretariat for Economic Affairs (SECO), the Swiss Embassy funded 2.2 Million Dollars and now extended their support for two more years considering the achievements. Also the United Nations Industrial Development Organization (UNIDO), represented by Mr. Khaled El Mekwad, is supporting LibanPack by providing the first packaging association in the Arab world.

Dr. Fady Gemayel, the president of LibanPack informed the attendees about the Lebanese Packaging Center's aim, being to develop the packaging industry by opening the doors of medium and small size Lebanese packaging companies to other markets, such as the African market, and so improving the sales of Lebanese products. LibanPack provides also services and laboratories, technical support, upgraded quality advices and support, onsite support, structural design of packaging, label design, advices concerning packaging and labeling standards through LIBNOR, website and catalog design assistance and equipments to enroll packaging tests against strength and different factors of materials used such as migration, permeability, tearing, ink testing, ... It organizes student contests; and also training, workshops and study tours in different countries of the world. LibanPack also supports in terms of traceability of packaged products.

Another important aspect Mr. Naamat Frem, president of ALI, pointed out was the environment, insisting on the use of environmentally friendly products and recyclable for consequently less waste.

**The packaging conference was divided into two parts focusing on 'Packaging as Money Maker' and 'The Technical Side of Packaging'.**

The president of the French Packaging Design Institute discussed the 'Packaging trend expectations over the next decade' and the features to concentrate on would be the design, the visual, the transmitted information,

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Dynagraph for Printing Industry Ilc, Dubai serves as a regional hub, operating from the commercial capital of the United Arab Emirates to coordinate all activity in the Gulf.

Dynagraph for Printing Industry Sal (Offshore) and Dynagraph Lebanon sal cover the near eastern markets.

Dynagraph is a small to medium size business with 90 employees.

Dynagraph aims for a balanced product mix between supplies, prepress, press, after press, converting, consumables and services

In prepress with both standard and bespoke hard and software solutions from DTP to high-end systems Dynagraph deals with manufacturers such as Fuji Film Graphic Arts or DuPont.

In press, sheet and webfed manroland is Dynagraph's partner provides a wide range of highly developed presses and services, whether in commercial, packaging or publishing printing.

In after press, our partners in this sector are leading manufacturers like Kolbus, MBO, Schneider\_Senator, Theisen & Bonitz, and others.

Kolbus offers the most extensive machine range in the industry. Hardcover as well as adhesive bound products such as catalogues, magazines, schoolbooks, paperbacks, and a variety of other products.

For special types of projects for the packaging and converting industry, Dynagraph works together with world leading manufacturers and foremost suppliers of products for solid board, corrugated board and flexible packaging industries e.g. Mark Andy, Winkler+Dünnebier,

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the communicated message and emotions. To achieve this, packaging companies should simplify their message, be it clear and simple, amplify the message, present a history and seduce the customer with the design.

manroland's Vice President Performance Consulting, Mr. Matthias Holder raised the aspects of 'Ecology and Performance for Success in Packaging'. The packaging industry is facing challenges, such as competition on price, increase of quality... due to changes in the market, included is the customers' drive for ecological packaging, which pushes them to ask for performance: "We will not buy presses in the future, we are going to buy performance."

Studies show that printers use only half to 2/3 of their time for production, so make-ready time and printing, the rest time is not used efficiently. Here plays 'performance' its role, which is defined by the combination of technology, and even more the presence of organization and people.

manroland's approach to performance, leads the customer to save up to 50% production time with its inline processing technology and 80% of make ready time through its innovative technologies.

The ecology factor is achieved by saving and re-using energy, same by reducing waste paper, which leads to reducing costs.

Coming to Organization, manroland is the market-leader in networked press-rooms and also in Logistics-installations like AUPASYS, Automatic pallet transport Systems.

Finally, manroland developed the People Competence Profile, PCP to help production managers evaluate their employees and support them to reach the target performance.

The example of a customer who used manroland's planning experience was given. manroland was asked to help optimize the processes and strengthen the printers skills to achieve a higher performance level. An increase in efficiency was apparent after 3 months and the customer could integrate the production of another plant into his plant without investing into any new machinery.

The Lebanese American University being the only university that has a minor major in packaging as part of the industrial program, Dr. Jebran Karam from LAU presented the educational approach to the packaging sector and how it contributes to providing scientific and academic contributions to this field.

Ms. Sayda Belgaied from Packtec in Tunisia, informed about the importance of regulation and traceability of food packaging safety and Mr. Fadi Fayyad from LibanPack reminded the attendees about the packaging and labeling regulations in Lebanon, the ISO standards and CODEX.

A not less important part in the process of packaging and realization of the whole product was brought up by Mr. Nell Abou Ghazale from LibanPack. The product design plan, its specifications and process are of major importance, it starts with general descriptions, continues with the design and process development, the marketing, technical and financial aspects. The

sensory evaluation, the ergonomic suitability and the shelf life are to be defined.

For more information on LibanPack, kindly contact your local Dynagraph partner.



Dynagraph did not miss to participate



Mr. Matthias Holder, manroland's Vice President Performance Consulting holding his presentation on optimization, training & proper production planning