

**PACKAGING IN THE NEW WORLD:
SUSTAINABILITY AND INTELLECTUAL PROPERTY**

By
Raheel Daureawo

Introduction - Nothing in the business world remains stagnant; the only thing which remains a constant is the focus to exceed customer expectation, keeping in mind the current state of technology. The packaging industry is no exception to that rule. In this article, I intend to discuss those changes to the packaging world which are now driving the consumer focus. Intellectual property and Sustainability are two terms which have become synonymous with the industry. The discussion will focus towards the needs of the packaging industry and with it the reasons why the current focus is the solution.

Discussing the history of packaging needs of a company goes much beyond the scope of this article, but it would be safe to say that packaging functions from development to I.P to Sustainability are presently being done individually and the need has arisen to consolidate those aspects to streamline the process. Therefore the need for a consolidated solution exists which caters to packaging, intellectual property and sustainability. For the purposes of this article we shall call it – I.P.P.S.

IPPS

In simple words IPPS is just bringing together the different functions which were done in the past; and consolidate the efforts and excel in the end result and be cost effective to the client. However, it is next to impossible to explain all aspects of

packaging but my focus is to give a basic introduction to the reader of the things offered and where is packaging heading in the near future. The IPPS process if over simplified could be explain in broad categories mentioned below.

Strategizing aspects – Strategizing of package design's to its development keeping sustainability in mind and its intellectual property quotient the key aspect. Keeping in mind the final product the time line is implemented for the process.

Formulation – On approval of the designs each stage of the time-line is monitored & authorized. The design is then worked upon by industry experts in sustainability and intellectual property, right at stage of development to the stage of its release. Intellectual property team along with the engineer's works on the design from the start that is why, time taken for a single design is much faster. The formulation process itself is a treat to watch, as industry expert take pride in each and every design creation which takes place. All teams come together to follow the timeline so that, all eventualities can be handled productively and effectively.

Implementation – At each different stage the time line is assessed in order to provide prompt and cost effective service to the clients. On approval of those designs now the design is worked on by sustainability team to assess and implement the design plan along with the development teams to bring in the final product.

Patent Process – Entire process of patentability of a design is assessed from prior art to its filing stage is worked upon. The only difference between what was currently happening and IPPS was that individual functions of intellectual property were being performed and therefore would take more time with less quality and be more expensive for the client. IPPS process would prove to reduce time and be more cost effective.

Jurisdictional Protection – The business world has become a smaller place. No longer is the world divided into countries but exist as different market which are so dependant to each other. IPPS offers jurisdictional protection and would be able to protect the efforts in different markets.

IP monitoring - Once the product is launched into the market, the brand is protected and so is its packaging by monitoring teams who survey different markets and assess and report infringement. Intellectual property is another source of return on investment. On one hand it will protect the client as they only would be able to enjoy the profits of their product and brand building and if there is infringement the IPPS teams monitors it and effectively work with the approved law agencies to enforce those rights. Arbitration nowadays has become as effective tool in markets having faster judicial process so that intended results are achieved.

IPPS: Insurance- This is the future of the Packaging World. Millions of dollars are spent in research and millions more on protecting and enforcing the product. Intellectual property insurance will be the next evolutionary chain of events. After the IPPS process it is the only means to confirm cost effectiveness in the later stages.

CONCLUSION

Intellectual Property and sustainability are the present and the future and have increased in importance at the very least 80% in the last 5 years. IPPS is just a means to an end which means greater productivity and return on investment for companies.

Millions are being spent by responsible companies, who know that this is the future and the initiatives which have been brought by some, have been spectacular. Companies like J&J, Unilever are simply ahead of their time.

Responsibility to make a better future in term of sustainability and packaging design has paved the way for new thinking. It is the social responsibility of corporations who use sustainability along with intellectual property; which make a good company into a great one.

It is the means which make it difficult for each and every company to protect themselves and our future and it would be wise for policy makers to incentivize IP and sustainability even further, if they are to see a radical change.