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How did you get into packaging?

- ☐ I set out to work in packaging from the start of my career
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- ☐ I specialise in another area but packaging has become part of my job

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UK Packaging Awards 2011 winners: Outstanding Contribution to the Industry

Staff, 17 November 2011

Packaging News reveals the winner of the Outstanding Contribution to the Industry category of the UK Packaging Awards 2011.

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The winner of the Outstanding Contribution to the Industry award is chosen by the *Packaging News* editorial team and is announced at the Awards dinner.

PREVIOUS WINNERS

2010: John Monks, president, BPIF Cartons

2009: Robert Opie, founder, Museum of Brands, Packaging and Advertising

2008: Peter Williams, former chief executive, RPC Group and DS Smith

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WINNER



Dick Searle, chief executive, Packaging Federation

"You don't have to agree with him, but you can't ignore him" was how one close colleague summed up this year's winner of the Outstanding Contribution to the Industry award, Dick Searle. The Packaging Federation chief executive's sometimes combative and always forthright style has made him arguably the most prominent voice on packaging in the political sphere. In his current role, which he has held since 2007, he has consistently and forcefully pushed the cause of the packaging manufacturing sector, arguing for the positive role it plays in cutting food waste and carbon emissions, its contribution to the economy and its crucial role in making modern society function.

But Searle's current role is only the latest chapter in a career in packaging manufacturing spanning more than four decades and almost every material. A graduate of Metal Box, Searle's career has taken in stints heading up Blagden Industries, Johnsen & Jorgenson and, until 2004 when he first retired from the industry, Britton Group. Outside of work, he has been involved in a wide range of other organisations, including being a qualified football referee and spending four years managing a speedway team.

But packaging is never far from his thoughts. As one former colleague commented: "Dick is a great advocate for our industry – and there are few who can rival his knowledge or passion for packaging."

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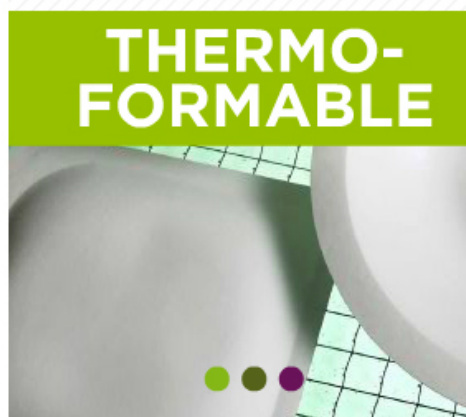
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