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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 moved into it later in my career from another sector
- 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



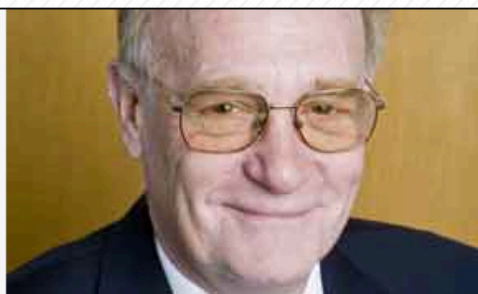
Dick Searle, chief executive, Packaging Federation

"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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In a world of corporate cookie cutter clones the packaging industry retains a good deal of bold, innovative individuals. In the last 10 years many sectors of the industry have been transformed out of all recognition, but the demand for the creative, the driven, the adaptable, those who can be relied upon to get the job done remains. We are proud to represent them and support their businesses in finding the very best talent and we are please to share this evening of celebration with our clients and candidates

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