

# BRIAN LODGE

## Sustainable Design Leader

### Contact

20 Blackthorn Grove  
Woburn Sands  
Milton Keynes  
Bucks MK17 8PZ

07485 598650

brian@lodge-consulting.com

### Qualifications

BA Hons in Industrial Design  
- Central School of Art &  
Design

Diploma in Packaging  
Technology – IOM3

ISO:9001 Auditor – BSI

Secondary Education –  
St Peters High School,  
Burnham on Crouch (final  
year as Head Boy)

### Interests

Family, Painting, Printing,  
Reading, Gardening, Formula  
One, Sustainable futures.

### References

On request

### Profile

A highly experienced professional with over 40 years working in the plastics industry on product design and development, sustainability and external affairs.

### Key Skills

- Extensive experience leading product design and development teams and projects.
- Working across functional boundaries with teams in a variety of different countries and cultures.
- In depth knowledge of sustainable design for plastics packaging and associated issues.
- Focus on sustainability, recyclability, and the circular economy.
- Advocacy and working with industry bodies.

### Current Role

#### Consultant – Sustainable Plastic Packaging

November 2022 to present (Full time)  
Previously consulting for 3 years part time

Currently using the extensive skills and knowledge gained during my career to help companies, individuals and organisations move towards a more sustainable future for plastics packaging. This includes design, training, advising, product line reviews, and advocacy.

A major part of my work is as a retained consultant for the British Plastics Federation where I have taken the role of Director of Flexible and Plastics packaging. This entails working with government and the civil service on the current raft of legislation, ensuring the plastics industry has its voice heard, leading initiatives for members, and leading the activities of the Packaging group within the BPF.

Current projects include a legislation tracker, developing an on-line training course for incorporating recycled content, upgrading the on-line packaging recyclability calculator (PackScore), Reuse and Refill, Improving design productivity, as well as keeping abreast of the latest industry developments.

#### Other activities –

- RECOUP: Chair of Design for Recyclability Committee.
- WRAP: Chair Jazz Polyolefins committee.
- OPRL: Member of Technical Advisory Committee.
- Packaging Federation – Active member.
- BSI – Member of Design for Recyclability Committee (PKW/0/-/10).
- Birmingham Policy Commission on Sustainable Plastics – Commissioner
- EuPC – Member of Packaging Executive Committee.

## Previous Experience

---

### UK Design Director - Berry Global

Manager April 2012 to Dec 2020, Director Jan 2021 to present

**Design** – Leading a team of eleven, providing design services to the CPI division across product categories and manufacturing techniques, in the UK and Europe.

**Sustainability** – Championing initiatives and activities that lead to Berry becoming more sustainable. Leading projects on creating recyclable products, driving Berry's Impact 2025 initiative and meeting pact targets.

**Innovation** – Chairman of cross business innovation group aimed at ensuring new developments within the company meet consumer, customer, market and business needs.

#### External Affairs –

- RecyClass: Steering Board, Co-chair Advisory Board, Technical committees for PP and PE, Decorations working group, Claims working group.
- PCEP: Chair Design and Innovation group. Data working group.
- CPA: Chair of Flexible PO working group, member of PO working group.
- RECOUP: Chair Design for recycling group, Coms group.
- WRAP: Chair Jazz committee, member Reuse & refill.
- INCPEN: Member of board.
- BPF: Member of Advisory board, Sustainability group,
- OPRL: PREP advisory committee.
- AEPW: Member of Creating Value for Recyclates workgroup.
- SPICE: Member of the design for recycling workgroup
- Advisory committee for Many Happy Returns project at Sheffield University.
- Member of Trace project leading the Design workstream.

#### Other activities

- Training on sustainability and design subjects across the business.
- Writing magazine articles and speaking at events.
- Mentoring and tutoring for the Product Design course at Northampton Uni.
- Completed a six month part time placement at BPF (2019/20) working on design for the circular economy projects, creating training courses and launching industry initiatives.

### Avon Cosmetics – Various roles

Sept 2004 to Apr 2012

#### Supplier Technical Assistance Manager – Jan 2010 to Apr 2012

Created, recruited and developed a team of six to manage quality for tier one, third party manufacturers. The team managed packaging and finished products contracted out to external manufacturers with responsibility for quality of products made, production standards and auditing of quality and hygiene standards.

#### Manager - Avon European Testing & Evaluation Laboratory - April 2007 to April 2012

Rebuilt the testing facility to GLP standards to carry out testing on new packaging introductions to Avon and European standards. Responsible for testing all new packaging introduced within the EMEA region for function and to ensure compatibility of formulations.

#### New Product Development Projects Manager - Avon South Africa - Jul 2008 to Dec 2009

Developed and improved the New Product Development team in Avon Justine by implementing best practice from Europe, creating PERT planning schedule, reviewing supplier base and recruiting/training new staff. Major responsibility for a project to introduce more suitable products for the ethnic customers into the Avon range for South Africa.

**Project & New Product Development Manager - Avon Egypt** - Apr 2007 to Jun 2008  
Designed and developed a new product implementation process, reviewed supplier base and supported Head of Country with alignment of processes and procedures. Responsible for developing staff and creating links for local functions with their regional counterparts.

**Senior Pack Development Engineer - Avon Cosmetics** - Sep 2004 to Apr 2007  
Managed the implementation of all pack formats into the Skincare and latterly the Personal Care categories. Oversaw the development of novel pack formats from concept generation through design, development and implementation. Participated in the creation of a new project management system and implementation of the global data management system.

### **FutureBrand – Technical Manager**

October 1995 to July 2004

Designed packaging for a wide range of multi-national and local companies. Led the technical development and implementation of innovative design projects for a team of up to forty industrial and graphic designers. Completed a six month placement at Flex design in the Netherlands as a job swap to learn advanced implementation of CAD and prototype manufacturing.

### **Plysu – Product Designer**

May 1985 to October 1995

Designing plastic packaging and housewares items. Packaging items were mainly extrusion blow moulded bottles and jars as well as injection moulded closures. With the main markets being industrial chemicals, automotive, agrochem, food and milk. Plysu also produced a wide range of housewares in blow moulding and injection moulding.

### **Cannon Rubber – Product Designer**

July 1983 to May 1985

Designing products for the automotive and baby feeding markets. Cannon were a major manufacturer of compression moulded rubber components for the automotive industry including floor mats, mud flaps and specialist components. They were also owners of the Cannon Babysafe and Avent ranges of baby feeding equipment in injection moulding and injection blow moulding. The main products were feeding bottles, drinking beakers etc.

### **Freelance Designer**

June 1981 to July 1983

Commissions in product and graphic design.