

WorldStar Awards



Every year, WPO organises the internationally acclaimed WorldStar Awards, which illustrate the continual advancement of the state of the packaging art, thereby creating a standard of international packaging excellence from which others may learn. The program offers the opportunity for companies to be recognized and rewarded for outstanding design and innovation achievements. The judges' criteria include functional innovation in protection, handling, information, design, appeal, quality, economy and environmental compatibility. All packages which have already won recognition in a national and/or regional competition are eligible to enter WorldStar. The winners are awarded annually at a ceremonial dinner.

Sustainability

Moving toward a more Sustainable society is an important worldwide initiative and Packaging has an important place in this endeavour. It is true that packaging impacts virtually every culture in the world, every day. So it follows that practicing Sustainable Packaging methods has the unique potential to educate people about how a sustainable society can function.

Recognizing Packaging Professionals and companies who strive to address Sustainability issues in a positive way is the primary purpose of WPO's Sustainable Packaging Award. Winners of WorldStar Awards are eligible for consideration to win this important, prestigious honor. Criteria for eligibility for the Sustainable Packaging Award can be found on the WPO website. WPO's position paper on Packaging Sustainability can also be found there.

WorldStar Student Awards

The objective of the WorldStar Student Competition is to provide a global forum for the world's student population, to contribute its creativity in new package design, towards meeting new global challenges in product preservation, presentation and transportation.



With this competition it is aimed to encourage the young talents from all countries of the world, who are receiving education in design, to develop projects in the field of packaging design; to promote a keen interest to packaging design among designers and designer candidates; to create a base for an

interface between the industry and the designers; to create or enhance the relations between the industry and universities.

Winning a WorldStar Student Award will bring International recognition, professional dignity and a good entrance to her/his professional life.

Membership

A Membership in WPO means a unique opportunity for networking and joint projects amongst its members and partners.



Full Membership is granted to the Regional Packaging Federations and to the National Packaging Institutes or other bodies which represent a multitude of packaging materials and the packaging interests in their respective countries / regions. Annual dues are €300 and may be offset in whole or part by promotion of WorldStar.



Affiliate Membership (non-voting) is granted to any other national or international body, commercial or not for profit, interested in or concerned with packaging. Annual dues are €300.

Become a sponsor

Help us to develop and promote packaging around the globe. Emerging markets provide a vast potential for the industry. Help us to develop these new markets. Be visible, where it happens, through the WPO website or printed material. Corporate sponsorships are invited to support training, workshops, conferences, publications, WorldStar Awards and other activities by WPO. Please contact General Secretary, Carl Olsmats to discuss possibilities and details.



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WPO
WORLD
PACKAGING
ORGANISATION

A global federation of national and regional packaging institutes and associations with affiliate corporate members

*Our mission is:
Better quality of life through better packaging
for more people*



2008 – celebrating 40 years
commitment serving the global
packaging sector.

www.worldpackaging.org



WPO vision

As the World Packaging Organisation enters its 40th year in 2008, it portrays a story of success as the organisation remains relevant and useful in an ever changing environment. The vision of WPO is "Better quality of life, through better packaging for more people". This vision fully covers the global initiative of sustainable development and supports the realities associated with the "Packaging revolution" that is sweeping many of the developing countries around the world.

The World Packaging Organisation's mission is to encourage the development of packaging technology, science and engineering; To contribute to the development of international trade and stimulate and implement education and training in packaging. Supporting the establishment of packaging organisations, and together with our partners, offer ongoing support to these new entities.

WPO operates a dynamic website and an electronic newsletter which provide up to date news, market and technical information. Positional papers are published to communicate WPO perspectives on subjects such as, Market Development, International Trade, Food Security, Traceability, Health and Sustainability. It is the intention of WPO to be a reference regarding matters related to packaging.

WPO work is carried out jointly by members and other partners. Strategic partners of WPO include ITC, the International Trade Centre and IPPO, the International Packaging Press Organisation.

Keith Pearson, South Africa President

WPO activities

WPO engages in training, promotion, innovation, development and networking in packaging, with a special emphasis on developing countries. Through these efforts, WPO strives to assist in the development of the global packaging community, and its recognition. WPO activities support globalisation and the opportunities to export packaging and packaged products to the global market.

WPO assists national institutes with training programmes designed to assist developing countries acquire up to date information required to modernize their economies and elevate their own level of packaging expertise to global standards and provide the necessary packaging knowledge and support to ensure sustainable global standards are achieved.

The WPO Education working group are continually looking for and working on providing packaging education, a recent initiative is a four-week multicultural packaging innovation course run both in England and in India. The students will spend half of their time in each country. This course will provide insights into developed and developing world packaging requirements and solutions.

Packaging is vital to the success of products and services, industry and trade, and society as a whole. The nature of packaging is such that it is intertwined with almost all industries throughout the globe. Up-to-date market information is essential to make the right decisions, but often hard to find. WPO is contributing to improved knowledge and availability of global packaging statistics and future outlooks through different projects and publications.

Conferences and exhibitions are important hubs and venues for knowledge transfer and networking. WPO and its members organise and participate actively in numerous conferences and exhibitions throughout the World.

Supporting and encouraging the organisers of packaging trade shows and exhibitions, as well as providing expert speakers for conferences, forms an important part of the WPO activities.

WPO history

WPO had its inaugural meeting on September 6th, 1968, on the occasion of the 2nd Japanese International Packaging Exhibition. It was founded by the European Packaging federation, the Asian Packaging Federation and representatives from Australia, Canada, Mexico and the USA. John Briggs, UK, the first elected President of WPO made the following statement at that time: "WPO has been created because of the belief that the worldwide industry of packaging requires a central body through which it can operate for mutual benefit of all". Mr B.W. Eames was the first Secretary General.

In April 20-21st, 1970 in Utrecht, the Netherlands, the first World Packaging Congress was opened by H.R.H. Prince Bernhard. The farsighted main theme was "Packaging and Marketing - The Role of Top Management", still relevant today in a globalised World with even fiercer competition. The first World Stars for excellence in packaging were also awarded here in a special ceremony.

Building on its core objectives, to promote the development of packaging technology, science and engineering and stimulate the development of packaging skills and expertise, WPO has made substantial progress. Over the years, WPO has developed into a truly global organisation with some 40 national members from all parts of the World including also Latin America, Africa and the Middle East. Both meeting venues, the Secretariat and Presidency have rotated around the World mirroring the character of the organisation.

The Grand Old Man of Packaging in Argentina, Latin America and the World, Past President (1979-1982) and Honorary member of WPO, Dr Enrique Schcolnik, has always been a strong, enthusiastic supporter of this organization that as he says



"paved the way to facilitate meetings of packaging men and women from all over the world in venues that helped them know each other, exchange ideas, analyze business and technology opportunities and developments in this major industry that brings together more workers and technicians than any other one in the world".