

## **WPO Packaging Competition WorldStar : an international recognition**

Organising the Packaging **Competition** WorldStar is one of the key activities by WPO – the World Packaging Organisation, to help promoting packaging worldwide. This year, the Packaging Worldstar jury has deliberated in Athen, the 24<sup>th</sup> of October, in connection with the WPO Board meeting. The meeting was hosted by AGMPM, the Greek Packaging Manufacturers Association.

WorldStars reward only packages having already won recognition in a national competition. WorldStar 2007 attracted 291 entries from 32 countries around the world. Out of this 166 were selected as WorldStar winners 2007. Six of the entries were also nominated for the “best-of-the best” President’s Award. The jury consisted of 25 representatives from the World Packaging Organisation (WPO) and one representative from the International Packaging Press Organisation (IPPO).

### **Winners by category**

There were 73 entries in the beverage category, 21 in the electronic, 73 in the food, 46 in health and beauty, 13 in household, 19 in pharmaceuticals and medical, and 46 entries in the Other category. Among those, 43 packagings have been awarded in the beverage category, 14 in electronic, 43 in the food category, 23 in health and beauty, 7 in household, 14 in pharmaceuticals and medical and 19 in the Other category.

### **Winners by countries**

Countries the most rewarded are China, Japan and South Africa, with 14 WPO awards each, followed by Germany and the United States with 13 awards each, and Brazil (12 awards). Japan is also the first country in terms of entries, with 34 in 2007, followed by South Africa (28 entries), Turkey (23) and the United States (20). China presented 18 entries, and 14 of them have been awarded.

Attention has to be thrown on Japan, that won 6 awards in the electronics category. As for the packaging presented by Chinese companies, most of them were rewarded for their ancient looking design, combining efficiently materials and “spirits”.

### **Winners by company**

126 companies won 166 World Packaging Organisation Awards. A lot of them won “only” one WPO Award, and a few won several. The most prolific companies are the DS Smith Group, who received five awards (three with DS Smith Speciality in UK, two with DS Smith Kaysersberg in France), Peterson Emballasje in Norway with 5 awards, SCA Packaging Group with 5 awards (3 in Denmark, 1 in Finland, 1 in UK), STI Petofi Printing House in Hungary (4 awards), The Estee Lauder Companies in USA with 4 awards, Vitro in Mexico with 4 awards, Arty Design in China, who received three awards, Huhtamaki in Germany and South Africa (three awards), Mondipack in South Africa (3 awards, with two in Western Cape and one in Pinetown facility), Prent Corporation in USA (3 awards), Sleever International in Brazil(3 awards).

### **President’s Award 2007 nominees**

The following WorldStar winners were also selected as nominees for the President's Award 2007:

- Gerresheimer Plastic Packaging, Denmark, "Duma Desiccant Cap"
- Greiner packaging, s.r.o. Slušovice, Czech Republic, "Bonté"
- Impress Metal Packaging - Centre De Recherche , France, "Heineken 10 L - Beer Keg"
- Panther Packaging GmbH & Co. KG , Germany, "TransPanther"
- Sigpack Systems AG , Switzerland, "BURGOPAK"
- Usefulmodels, Spain, "Vaso Desechable con Cuchara Rotatoria"

Three President's Awards will be presented: one Gold, one Silver and one Bronze version.

The winners of the President's Awards will be announced and awarded by Keith Pearson, WPO President, in Accra, Ghana, May 21st, 2008.

**2008 WorldStar entries have to be submitted before the 10th of September, 2008, to the WPO office.**

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Description of the nominees :

**WORLDSTAR WINNERS 2007 - Category: Nominated for Presidents Award 2007**

**Vaso Desechable con Cuchara Rotatoria**

The "Disposable recipient with rotatory spoon" has been specially designed for the "take Hawal drinks" business. With the new design, the spoon goes through the central groove of the lid and is permitted to turn 360° in both directions, thus the liquid in the cup is completely stirred. The simple device saves the disadvantages that presents its precedent, like the fact that the users must take off the lid every time they want to remove the liquid with the constant loss of temperature and annoyance for the user.



**Entry#:** 1647  
**National competition:** Premios Liderpack, 2006, Spain

Usefulmodels

Spain

Phone: +34 637 169 047

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Email: info@usefulmodels.com

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**Heineken 10 L - Beer Keg**

10L beer keg with integrated pressure system (Heineken Patent), beer stays fresh for 30 days after opening. This Keg is co-developed by Impress and Heineken. The TenCan can be used in a Draught Beer installation, called Xtreme Draught that was developed by Heineken. The special task for this keg, is a pressure resistance with at min. 5 bar. This is reached by a special shaping of Top and Bottom and a shaped body with an extreme expanding rate.



**Entry#:** 1914

**National competition:** Deutscher Verpackungspreis, 2007, Germany

Impress Metal Packaging - Centre De Recherche  
France

Phone: +33243485103

Fax: +33243485151

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### Bonté

PP Packaging is designed for high marketing value and customer convenience. The pot resists a hot filling temperature 65°C and is labelled by IML label made from PP for an easier recycling. The special lid, made from PP material, contains an integrated spoon-knife. Self-adhesive PP label with deactivated stick enables even after an exception of tool full keeping of function of clip-over lid also when the product has not been consumed completely.



**Entry#:** 1815  
**National competition:** OBAL ROKU, 2007, Czech Republic

Greiner packaging, s.r.o. Slušovice  
Czech Republic  
Phone: 00420 577 083 119  
Fax: 00420 577 981 310  
Email: p.simek@greiner-gpi.com

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### BURGOPAK

BURGOPAK packaging design employs a patented operating system, which presents the product in a sliding tray. It can be used for a wide range of products, including mobile phones, SIM cards and other electronic goods. The BURGOPAK offers particular advantages for pills and capsules in blister packs as it is easier to access and the user leaflet is conveniently packed with the pills. Due to the sliding mechanism, the packages are difficult to counterfeit.



**Entry#:** 1872  
**National competition:** Swiss Star, 2007, Switzerland

Sigpack Systems AG  
Switzerland  
Phone: +41 52 674 6357  
Fax: +41 52 687 5226  
Email: andreas.graf@sigpacksystems.com

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### Duma Desiccant Cap

The Duma® Desiccant cap for pharma tablet containers is seen as a pioneering innovation in terms of safety and economy. Up till now, the desiccant which absorbs moisture was produced separately from the closure and incorporated later as an outsourced component. Now the multi-function plastic products are produced in one single process – with the integrated desiccant. This implies exclusion of external influences and facilitates registration for the pharma industry.



**Entry#:** 1916  
**National competition:** Deutscher Verpackungspreis, 2007, Germany

Gerresheimer Plastic Packaging  
 Denmark  
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 Email: v.jacobsen@gerresheimer.com

**TransPanther**

Corrugated-board sheets are produced with one or more transponders and the boards are then printed, die-cut, folded and glued to finished packaging with built-in information carriers, which are always located under a closed surface and therefore are protected against manipulation or theft; packaging design also remains unaffected. The transponder cannot be removed without damaging the packaging and it is safe from external influences such as dirt.



**Entry#:** 1922  
**National competition:** Deutscher Verpackungspreis, 2007, Germany

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