

The World Packaging Organisation
cordially invites you to enter the 2008 WorldStar for
Packaging Awards Competition



Win the world-wide recognition your package deserves by entering the WorldStar Competition 2008

The winners of WorldStar 2008 will be honoured
at an award presentation ceremony in Mexico
in May 2009.

Closing date for entries: 10 September, 2008.

www.worldpackaging.org

WPO, World Packaging Organisation is a non-profit, non-governmental, international federation of national and regional packaging institutes, associations, federations and other interested parties including corporations and trade associations.

The WPO is on the roster of the United Nations Economic and Social Council.

The aim of the WPO is to improve quality of life through better packaging to more people and to assist in the development and recognition of the global packaging community.

The WorldStar Competition is one of the major events of the WPO.

The Secretariat of the WPO is hosted by STFI-Packforsk AB, a Swedish research centre for pulp, paper, printing and packaging.

The WorldStar is the paramount international award for packages

Since 1970, the World Packaging Organisation has awarded new packages from all around the world with a WorldStar. In the 2007 WorldStar Competition, 291 packages from 32 countries were entered – 166 were awarded a prize. Six of these were nominated for being honoured with the prestigious title of President's Award.

The WorldStar Awards illustrate the continual advancement of the state of the packaging art, thereby creating a standard of international packaging excellence from which others may learn. WorldStar is presented to packages which have already won recognition in a national and/or regional competition.

When entering WorldStar, packages are compared by an expert panel of judges to other, similar packages submitted from all around the world. Award decisions are based on the judges' consensus that a package is superior to other packages in its category, when it comes to performance and the best in innovative design.

The judges consider the following features in each package:

- Protection and preservation of contents
- Ease of handling, filling, closing, opening, reclosing
- Adequacy of information
- Sales appeal
- Graphic Design
- Quality of production
- Economy of material, cost reduction
- Environment compatibility, recyclability
- Ingenuity of construction
- Suitability for local conditions (production, materials, market etc.)

All WorldStar winners are honoured at an award ceremony. The winners of WorldStar 2008 will be honoured in May, 2009 in Mexico. The winning packages are featured and published on www.worldpackaging.org. Once the competition results are announced, winning companies are free to use the WorldStar logo in marketing of their winning package.

2008 WorldStar President's Award

All winning entries are automatically reviewed by the judges in order to select the package(s) for the title of "President's Award of the Year". The judges select the entries to be nominated for a President's Award. The winner(s) will be announced and honoured at the award giving ceremony. They will receive special mention in a press release and be displayed on the WPO website, www.worldpackaging.org.

Conditions of Entry

1. Eligibility

The WorldStar competition is open to any package or packaging material that has won a recognised domestic or international award related to packaging in 2007 or 2008 (see www.worldpackaging.org for list of recognised competitions). Please contact the secretariate for advice. The package or packaging material may not have been submitted for consideration in an earlier WorldStar Program.

2. Final date for entries

Entry forms, statements, pictures and payment must reach the WPO Secretariat by 10 September, 2008 at the latest. Entries will not be accepted after this date.

3. Entry fee

The entry fee is Euro 650 for the first entry. The fee for any additional package is Euro 500 each. Alternatives for payment are bank transfer, cheque or credit card.

4. Entry procedure

Entry form – complete and sign the entry form, including payment details.

Pictures – two options

- digital images (max. 2) in JPG-format (300 dpi, width 6 cm, height 5 cm) showing a good representation of the features of the package and labelled with the name of the packaging or
- 35 mm color slides, max.2 (no glass slides), framed, clearly marked as to direction in which the slide should be presented and labelled with the name of the packaging.

Overhead transparency or power point pictures will not be accepted.

Mailing procedure – three options

- e-mail entry form and pictures, while faxing copy of entry form with signature
- send entry form and slides by air mail or courier
- send both sides of entry form by fax and electronic pictures by e-mail

N.B. Do not send your entry by any method requiring a customs declaration as this will cause delay and additional expenses for you. Do not send packaging samples. Slides and documents will not be returned.

5. Judging

The jury will meet 14-16 October, 2008, in Cape Town, South Africa. The jury's decision is firm. The jury has the right to exclude entries not compatible to conditions of entry. The jury is entitled to re-assign a package to a different product category.

6. Announcement of results

All participants will be notified during October / November, 2008. Winning packages will be announced in a press release and presented on www.worldpackaging.org.

7. WorldStar Awards Ceremony

The ceremony and banquet will take place in Mexico in May 2009.

8. Further Information

Detailed information about the WorldStar Award 2008 or any matters regarding the World Packaging Organisation, WPO can be obtained from

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- Barbro Jandér, assistant, WPO/WorldStar, phone: +46-8-676 70 60
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Further information about WorldStar can be found on www.worldpackaging.org.



E-mail, fax or airmail your completed entry to:
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att: Barbro Jandér
Box 5604, SE-114 86 Stockholm, Sweden
Fax: +46-8-411 55 18

e-mail: barbro.jander@stfi.se

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