

Press Release



China Packaging Federation hosts the 2009 WorldStar Award

Beijing (China), June 2010 The WorldStar Awards Ceremony, held at Beijing International Convention Centre, on June 1st, was hosted by the China Packaging Federation and 14 countries were in attendance to receive their awards. The evening comprised of the presenting of awards mixed with entertainment by dancers and musicians and was attended by over 100 guests, including winners from around the world, members of the World Packaging Organization (WPO) and representatives of the China Packaging Federation.

At the occasion, WPO presented the 3rd annual Sustainable Packaging Awards given to the best examples in this area; five winners were recognized in this category. Thomas Schneider, WPO Vice President and member through IoPP (Institute of Packaging Professional – US), presented the Gold Award to the China Mobile Communications Corporation & Huawei Technologies for the Green Packaging of Communications Equipment. An Honorable Mention was given to Ecobiz Co. Ltd., Japan, for the EcoBiz Belt. There were also recognized: Medtronic, US, for the New Stylet Kit Package (bronze) and Life Technologies, US, for the GIBCO Bottle (silver); a second gold went to Bunge Alimentos, Brazil, for the Biodegradable Margarine Package from a Renewable Source.

During the evening WPO President, Keith Pearson presented the awards and rounded off the evening with the three prestigious President's Awards.

- **The President's Gold Award** to Sadia S.A., Brazil, for the Microwavable Packaging for Pizza.
- **The President's Silver Award** to SCA Packaging, Finland, for the Campfire 2 Go.
- **The President's Bronze Award** to Nampak Bevcan, South Africa, for the Talking Shivering Promotional Can.

WPO – World Packaging Organisation is a non-profit, non-governmental, international federation of packaging institutes, associations, federations and other interested parties including corporations and trade associations. The WPO secretariat is located in Stockholm, Sweden, and is hosted by Innventia – one of the world's leading R&D companies in the fields of pulp, paper, graphic media, packaging and logistics (www.innventia.com).

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The WorldStar 2010 competition is open to any pack that has won a recognised domestic or international award related to the area in 2009 or 2010. The pack may not have been submitted for consideration in an earlier WorldStar Program.

The closing date for entries for the next edition, that will be judged September 15th, in Istanbul, Turkey, is August 20th 2010 with the exception of entries from qualifying competitions whose results are announced after the 30th July 2010. The deadline for these entries is October 15th 2010, and a second judging session with the same jury will take place at the end of October.

All the winners of the 2010 edition are listed at www.worldstar.org and for further information about the WorldStar Competition contact rachel.brooks@worldstar.org.

For general matters regarding the WPO please contact Dr Carl Olsmats, WPO General Secretary – carl.olsmats@worldpackaging.org

Press information and pictures request:
Liliam Benzi – ldbcom@uol.com.br - +55 11 9989-1597

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