

# Pressrelease



July 2009

## **The World Packaging Organisation presented the WorldStar Sustainable Packaging Award and President's Award winners in Mexico City**

The World Packaging Organisation believes that efficient and effective use of resources in packaging is essential to Society's aim to become more sustainable. With that in mind, WPO introduced a Sustainable Packaging Award as a section of its well-recognized WorldStar Awards program last year. WPO's aim in this regard is to raise awareness of the importance of sustainable packaging and is consistent with WPO's purpose, "Better Quality Of Life Through Better Packaging For More People".

WPO Board Member Thomas Schneider, IoPP, USA explains: "As both a social and practical matter, sustainability is an important part of the future of packaging. We believe it is important to recognize those who share our commitment. WPO is enthusiastic about encouraging responsibility and common sense in packaging by offering its Sustainable Packaging Award on an annual basis. WPO will continue to refine its criteria as needed to promote advancements on the path towards sustainability. As packaging professionals, members of WPO are delighted to be part of this important business and social endeavor."

The WPO decided this year to recognize two highly regarded package designs with Sustainable Packaging Awards at a special Awards Ceremony in Mexico City, Mexico on July 1<sup>st</sup>:

- Promens Farum A/S, Denmark, "Shellfish tank"
- IPN India Packaging Pvt. Ltd., India, "Pure water pouch"

In the context of Sustainable Packaging, a Special Mention was also granted to Antilhas – Solucoes Integradas para Embalagens, "100 % Recycled PET shopping bag" from Brazil.

WorldStar Awards are presented on an annual basis to recognize world class excellence in packaging designs. The WorldStar winners from the competition 2008 were honoured at an Award ceremony in Mexico City, Mexico on July 1<sup>st</sup>, 2009. In total, the WorldStar 2008 competition attracted 224 entries from 32 countries. Out of these, 134 were selected as WorldStar 2008 winners during the jury meeting held in Cape Town, South Africa in October 2008, which also coincided with the celebration of WPO's 40<sup>th</sup> anniversary.

The WorldStar Ceremony and Banquet held at Hotel Nikko in Mexico City were hosted by the Mexican Packaging Association, AMEE. The banquet was attended by around 100 guests including winners, members of the World Packaging Organisation (WPO), representatives of the Mexican and international packaging industry and associations as well as representatives of the press. The winners received the prestigious WorldStar trophy from the President of WPO, Mr Keith A. Pearson, South Africa. Pictures from the evening are available at [www.worldpackaging.org/worldstar-packaging-awards/default.asp](http://www.worldpackaging.org/worldstar-packaging-awards/default.asp).

The three “best-of-the-best” President’s Awards Year 2008 were also announced during the evening:

The **President’s Award Gold** was given to:

ConAgra Foods, United States - Healthy Choice Café Steamer’s Microwave Cooking Package

The **President’s Award Silver** was given to:

Crown Food Europe, United Kingdom – Easylift

The **President’s Award Bronze** was given to:

Josef Blazek, Czech Republic - T-STIX

Deadline for entry to WorldStar 2009 is October 10<sup>th</sup>, 2009. The entry form and brochure are available at [www.worldpackaging.org/worldstar-packaging-awards/default.asp](http://www.worldpackaging.org/worldstar-packaging-awards/default.asp). The Jury meeting will be held in Colombo, Sri Lanka, November 17-20, 2009. The prize award ceremony for the winners of WorldStar 2009 will be held in Beijing, China in June 2010 and will be hosted by the China Packaging Federation - CPF.

For more information about the WorldStar competition and for ordering a CD (free of charge) containing the description of all the WorldStar winners, pictures and entry form for WorldStar 2009 please turn to Mrs Barbro Jandér ([barbro.jander@innventia.com](mailto:barbro.jander@innventia.com)).

For general matters regarding the WPO please contact WPO General Secretary Carl Olsmats ([carl.olsmats@innventia.com](mailto:carl.olsmats@innventia.com)).

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 hosted by Innventia – one of the world’s leading R&D companies in the fields of pulp, paper, graphic media, packaging and logistics. Innventia is located in Stockholm, Sweden ([www.innventia.com](http://www.innventia.com)).