

The World Packaging Organisation  
cordially invites you to enter the 2009 WorldStar for  
Packaging Awards Competition

N.B. New category  
PoP - Point of Purchase Display



**WPO**  
**WORLD**  
**PACKAGING**  
**ORGANISATION**

# Win the world-wide recognition your package deserves by entering the WorldStar Competition 2009

The winners of WorldStar 2009 will be honoured  
at an award presentation ceremony in Beijing, China  
in May/June 2010.

**Closing date for entries: 10 October, 2009.**

**[www.worldpackaging.org](http://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 2008 WorldStar Competition, 224 packages from 32 countries were entered – 134 were awarded a prize. Three of these were honoured with the prestigious title of President's Award and two were recognised with a special Sustainable Packaging 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 geographical market and 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 2009 will be honoured in May/June, 2010 in Beijing, China. The winning packages are featured and published on [www.worldpackaging.org](http://www.worldpackaging.org). Once the competition results are announced, winning companies are free to use the WorldStar logo in marketing of their winning package.

## President's and Sustainable Packaging Award

All winning entries are automatically reviewed by the judges in order to nominate candidates for the WorldStar President's Award and Sustainable Packaging Award. Candidates may be requested to submit additional material in the further evaluation process. The winners will be announced and honoured with special prizes at the award giving ceremony. They will receive special mention in a press release and be displayed on the WPO website, [www.worldpackaging.org](http://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 2008 or 2009 (see [www.worldpackaging.org](http://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 October, 2009 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

- 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

### Mailing procedure – four options

- e-mail entry form and pictures, while faxing copy of entry form with signature
- send entry form by air mail or courier and pictures by e-mail
- 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. Documents will not be returned.

## 5. Judging

The jury will meet 16-20 November, 2009, in Colombo, Sri Lanka. 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 November / December, 2009. Winning packages will be announced in a press release and presented on [www.worldpackaging.org](http://www.worldpackaging.org).

## 7. WorldStar Awards Ceremony

The ceremony and banquet will take place in Beijing, China in May/June 2010.

## 8. Further Information

Detailed information about the WorldStar Award 2009 or any matters regarding the World Packaging Organisation, WPO can be obtained from

- Carl Olsmats, General Secretary, WPO, phone: +46-8-676 70 78  
e-mail: [carl.olsmats@stfi.se](mailto:carl.olsmats@stfi.se)
- Barbro Jandér, assistant, WPO/WorldStar, phone: +46-8-676 70 60  
e-mail: [barbro.jander@stfi.se](mailto:barbro.jander@stfi.se)

Further information about WorldStar can be found on [www.worldpackaging.org](http://www.worldpackaging.org).



E-mail, fax or airmail your completed entry to:  
World Packaging Organisation  
c/o STFI-Packforsk AB  
att: Barbro Jandér  
Box 5604, SE-114 86 Stockholm, Sweden  
Fax: +46-8-411 55 18

e-mail: [barbro.jander@stfi.se](mailto:barbro.jander@stfi.se)

**Closing date for entries: 10 October, 2009.**