

PRESS RELEASE



Better quality of life, through
better packaging, for more people

**WPO confirms 1st Board meeting of 2019
in Prague, next May**





The Executive team and members from all over the world will join in Czech Republic in the week of May 13-17

February 2019 – WPO (World Packaging Organisation – www.worldpackaging.org) will be holding their 1st Board Meeting of 2019 on May 15, as part of **WPO week in Prague, Czech Republic. The program is being organized by **WPO** local member, OBALOVÝ INSTITUT SYBA**

s.r.o. (www.syba.cz). “It’s being planned an intense week of work for **WPO** members in Prague which includes Working Groups meetings – Education, Marketing and Sustainability + Food Safety), a Press Conference and the WorldStar Award ceremony. The intention is also to interact, as much as possible, with local industries and members of SYBA, to spread the **WPO** message and show them all the programs we have been carrying out over the past year, especially the educational ones”, states **WPO** President, Pierre Pienaar.

As part of the program, **WPO** members will also have the chance of visiting the facilities of Thimm Vsetaty, part of Thimm The Highpack Group, one of the leading solutions provider for the packaging and distribution of goods. Its portfolio includes corrugated cardboard transportation and sales packaging, high-quality promotional displays, packaging systems combining a range of materials and print products for further industrial processing. The company’s product offerings are further enhanced by a wide range of associated packaging services covering the entire supply chain. Its customers include prestigious branded product groups from across all sectors. Founded in 1949, the family-owned business has more than 3,000 employees at 19 sites in Germany, Czech Republic, Romania, Poland and Mexico and generates annual revenues of around € 601 million.

A local brewery, Pilsner Urquell, will also be visited by **WPO** members. The brewery is worldwide known for producing the first golden ‘pilsner’ lager beer, in the world, in 1842. As the company states in its webpage: “This changed beer forever and the invention of the brewer Josef Groll became the most popular style of beer on the planet”.

On the night of May 15, the 190 winners of WorldStar Packaging Award, the most important global packaging recognition, will be announced in a gala ceremony. There were 319 packaging projects judged from 35 countries. The number of winners, by category, was: Beverages 45 (out of 74 entries); Electronics 5 (7 entries); Food 38 (56 entries); Health & Personal Care 11 (32 entries); Household 9 (13 entries); Labelling & Decoration 3 (5 entries); Luxury 5 (out of 10), Medical & Pharmaceutical 11 (out of 13 entries); Other 22 (29 entries), Packaging Materials & Components 14 (31 entries); Point of Sale 9 (out of 14) and Transit 18 (out of 35).

Well done to Japan for taking the highest number of WorldStars – 26; closely followed by Turkey taking 22 and China, 21. The ceremony will also award the winners in the Special Categories – Sustainability, Marketing, Packaging that Saves Food, President’s Award and Lifetime Achievement. To check the full list of WorldStar Award winners visit <http://www.worldstar.org/worldstar-winners-2019>.

For more information about **WPO** activities in Czech Republic visit <http://wpoprague2019.org/>.

Press information:

Liliam Benzi

WPO Press & Communication Officer

ldbcom@uol.com.br



(+ 55 11) 99989-1597



liliambenzi



WPO – World Packaging Organization



[linkedin.com/in/WPO](https://www.linkedin.com/in/WPO) World Packaging Organization