

WPO announces 1st Corporate Partner - Labthink (China)



Labthink[®]

The new Partnership Category intends to connect brand owners, suppliers and other packaging related industries to the global packaging community

April 2019 – Labthink Instruments Co. (www.labthinkinternational.com) is the 1st Corporate Partner of **WPO (World Packaging Organisation – www.worldpackaging.org)**. The Chinese company, a worldwide-recognized provider of testing instruments and testing services for the packaging industry, is the first in the world to participate in the unique WPO Corporate Partnership program. “This is a huge honour for WPO. This collaboration shows the trust that companies like Labthink find in WPO and focuses on becoming part of the international network where, through WPO support, a common language can be developed for packaging innovation, sustainability and technology”, states **WPO** President, Pierre Pienaar.

And adds: “And it is significant that we start this new Corporate Partner category with a company like Labthink that is global and provides professional quality control solutions for packaging materials and products”. Labthink’s core business includes the R&D of laboratory testing instruments, packaging testing and test data processing services. The company is dedicated to providing integrated professional quality control solutions for packaging manufacturers, food and beverage producers, medical and pharmaceutical companies, and daily chemical and printing industries. One of their key differences is the online product demonstration platform where they exhibit testing instruments through videos, pictures and documents.

As a **WPO** Corporate Partner, Labthink will benefit from:

- **WPO’s** strong and wide global networking;
- attending **WPO** Working Groups Day in Education, Sustainability and Marketing twice a year;
- using **WPO** Corporate Partners’ logo on all companies’ communication tools;
- submitting news to the four editions of WPO News, **WPO** official electronic newsletter;

- enjoying a special discount to run for the WorldStar Packaging Awards;
- be listed at **WPO** website as a Corporate Partner.

“The application procedure is quite simple: companies need to complete the application form, available on the webpage (www.worldpackaging.org), and submit form for the approval of **WPO** Secretariat,” explains **WPO** Global Ambassador, Chakravarthi AVPS. According to him, companies eligible to become a **WPO** Corporate Partner are:

- manufacturers of machinery and packaging raw material, inks, adhesives, closures, labels;
- all packaging manufacturers;
- solution providers (logistics, testing, amongst others);
- users of packaging (brand owners from various sectors).

The World Packaging Organisation is a non-profit, non-governmental, international federation of over 55 National Packaging Institutes and Associations, four Regional Packaging Federations and other interested parties, including corporations and trade associations. Founded September 6, 1968, in Tokyo, the purposes of the Organisation aim to:

- encourage the development of packaging technology, science and engineering;
- contribute to the development of international trade;
- stimulate education and training in packaging.

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