



Better quality of life, through  
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## PRESS RELEASE

# WPO celebrates 06 new Corporate Partners



## The companies that have benefited from this new category are BioLogiQ, Ecobliss, Firstline, Labthink and Pack-Smart.

**October 2019** – Additional companies related to the packaging industry have confirmed their participation in the **WPO (World Packaging Organisation – [www.worldpackaging.org](http://www.worldpackaging.org))** as a Corporate Partner. The first member in this category was the Chinese **Labthink ([www.labthink.com](http://www.labthink.com))**, a worldwide-recognized provider of testing instruments and testing services for the packaging industry. For the occasion of the launch of the Corporate Partner category in **WPO** structure, President Pierre Pienaar, stated: “It is an honour to **WPO** to open its structure to companies around the world that want to become part of this international network and that, through **WPO** support, can build a common language on packaging innovation, sustainability and technology”.

Recent additions to the **WPO** Corporate Partners are:

**BioLogiQ (USA – [www.biologiq.com](http://www.biologiq.com))** – Founded in 2011 with the intent of creating a useful plastic from the excess starch created during potato processing. The company offers the exclusive and innovative **NuPlastiQ® BioPolymers** where the main advantages to plastic packaging producers are: reduction of the resin-related Global Warming Potential and the increase of renewable content; keep cost and performance under control; no significant trade-offs and no disruption to recycling; no disruption to food supply or pricing; support to research on biodegradability.

**Ecobliss (Netherlands – [www.ecobliss.com](http://www.ecobliss.com))** - Through the success of cold seal blister packaging, Ecobliss has become a known name among international industrial and pharmaceutical customers. With many years of experience, the company is recognized to be the ‘smart source’ for the entire scope of blister and high-visibility packaging.

**Firstline (Moldova - [www.firstline.md](http://www.firstline.md))** – Firstline is specialized in creating packaging with high production requirements, such as retorts, with special characteristics, such as reclose and with the

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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. For more information, contact WPO at [www.worldpackaging.org](http://www.worldpackaging.org).

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newest ideas such as velvet-line capsules. The company manufactures and sells products in more than 30 countries around the world, basically packaging for alcoholic and non-alcoholic beverages (sleeve, heat-shrink capsules and poly laminate capsules for wines and sparkling wines) and packaging for food and drinks (flexible packaging, retort packaging, stand-up pouch, 3 sides and 4 sides seal pouches, sleeve label, wrap-around label, re-close lidding films).

**Labthink (China - [www.labthink.com](http://www.labthink.com))** - 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.

**Pack-Smart (Canada – [www.packsmartinc.com](http://www.packsmartinc.com))** - Pack-Smart Inc. is an innovative, performance-driven company that designs, engineers and manufactures high-performance, fully-automated, modular solutions for industrial and digital automation, printing, converting, personalization and packaging. The company's success lies in its ability to develop hardware and software technologies that solve complex engineering, manufacturing and distribution challenges while achieving highest speeds, accuracy and World-Class OEE.

**Shubham Flexible (India – [www.shubhampack.com](http://www.shubhampack.com))** – The company is part of Shubham Pack, leader in manufacturing of multi-track, collar type and lined carton packing machines. Shubham not only boasts of some big names in its client list within India; it also has an enviable list of customers worldwide. The repeated sales to existing clients and continuous addition of new customers is proof of the company's capability to supply machines of international standards and also the continued effort towards upgradation and development. Shubham continuous endeavour towards attainment of excellence and seeking of new technologies and quality-centric processes.

As a **WPO** Corporate Partner, all these companies benefit from:

- the strong effective and wide global networking;
- attending **WPO** Working Groups Day in Education, Sustainability and Marketing which happens twice a year;
- using **WPO** Corporate Partners logo on all companies' communication tools;
- submitting news to the four editions of WPO News, the **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 in the webpage ([www.worldpackaging.org](http://www.worldpackaging.org)), and submit 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).

World Packaging Organisation is a non-profit, nongovernmental, international federation of over 60 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:

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- 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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