



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

PRESS RELEASE

## WPO announces its 1<sup>st</sup> Corporate Partner, the Chinese Labthink



# Labthink<sup>®</sup>

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

**April 2019** – Labthink Instruments Co. ([www.labthinkinternational.com](http://www.labthinkinternational.com)) is the 1<sup>st</sup> Corporate Partner of **WPO (World Packaging Organisation – [www.worldpackaging.org](http://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 in being part of the unique WPO Corporate Partnership program. “This is a huge honor to WPO and shows the trust that companies like Labthink sees in WPO in becoming part of this international network and, through WPO support, build a common language on packaging innovation, sustainability and technology”, states **WPO** President, Pierre Pienaar.

And adds: “And 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 businesses 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, in which they exhibit testing instruments through videos, pictures and documents.

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

- the 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;

---

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).

---

Headquarter: Mollardgasse 2/12 • 1060 Wien • AUSTRIA • Tel.: +43 676 5711388



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

- 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 just need to complete the application form, available 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 50 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.

#### **Press information:**

**Lilium Benzi**

WPO Press & Communication Officer

[ldbcom@uol.com.br](mailto:ldbcom@uol.com.br)

 (+ 55 11) 99989-1597

 liliambenzi

 WPO – World Packaging Organization

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

 @WorldPackOrg1