



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

## PRESS RELEASE

# Pack-Smart, from Canada, is the new WPO Corporate Partner



### **WPO welcomes Pack-Smart and companies that want to be part of its international network focused on fostering ‘Better quality of life, through better packaging, for more people’.**

**August 2019** – The North-American company, Pack-Smart ([www.packsmartinc.com](http://www.packsmartinc.com)) is the new Corporate Partner of **WPO (World Packaging Organisation – [www.worldpackaging.org](http://www.worldpackaging.org))**. Based in Canada, Pack-Smart Inc. is an innovative, performance-driven North American company that provides modular solutions and support services for industrial and digital automation, printing, converting and packaging, notably in the pharmaceutical, financial and e-commerce markets. Solutions range from hardware and software technologies to fully-automated, end-to-end production lines, known for top speed, accuracy and efficiency.

With over 1500 installations worldwide and two decades of experience, Pack-Smart built trust with well-known brands and industry leaders by playing a key role in over 80 new product launches. Design, development, and manufacturing are headquartered in Toronto with strategic subsidiaries in Mumbai and Singapore focused on customer support and business development. Innovation and use of advanced technologies, ability to successfully blend expertise in mechanical engineering, machine learning, AI and motion controls to customize solutions automatically, set Pack-Smart equipment apart from conventional packaging solutions and played a key role in over 80 new product launches of well-known brands.

“It is really an honour for **WPO** to have Pack-Smart as our new Corporate Partner. This collaboration shows the trust that companies like Pack-Smart finds 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.

As a **WPO** Corporate Partner, Pack-Smart 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](http://www.worldpackaging.org)), and submit form for the approval of **WPO** Secretariat,”

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).



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

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.

#### **Press information:**

##### **Liliam 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](https://www.linkedin.com/in/WPO) World Packaging Organization

 WorldPackOrg1