



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

PRESS RELEASE

WPO launches 'Packaging Trends Report'



May 2020 – The document 'Packaging Trends Report', based on the entries and winners of WorldStar Packaging Award 2020, the major global packaging competition organized by **WPO (World Packaging Organisation)**, is already available for download at **WPO** webpage www.worldpackaging.org. It can be easily found in the section Resources – WPO Brochures of the webpage.

Produced by Liliam Benzi, WPO Press & Communication Officer, 'Packaging Trends Report' gives an overview of common trends that guided packaging projects all over the world in 2019 and that were submitted to WorldStar Award 2020.

The research was done before Covid-19, but no doubt the trends are still valid.

Attached is the complete document. Feel free to use any information; just mention **WPO** as the source.

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



@WorldPackOrg1

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.

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