

Pressrelease



May 2008

World Packaging Organisation presented a new Sustainability Award and announced WorldStar President's Award winners in Accra, Ghana

The World Packaging Organisation believes that efficient and effective use of resources in packaging is essential to Society's aim to become more sustainable. With that in mind, WPO has taken the decision to offer a Sustainable Packaging Award as a section of its well-recognized WorldStar Awards program. WPO's aim in this regard is to raise awareness of the importance of sustainable packaging and is consistent with WPO's purpose, "Better Quality Of Life Through Better Packaging For More People".

During Interpack 2008 in Düsseldorf, members of WPO's Sustainable Packaging Committee met to discuss a selection criteria for future WorldStar Sustainable Packaging awards. The committee recognizes that selecting the most sustainable package is a complex task and that, in fact, it is unlikely that any one package could ever be considered the most "sustainable." As a result, it will be possible for more than one package to receive this award on an annual basis. WPO's Sustainable Packaging Award will be determined through a set of qualitative criteria, which will be finalized in the coming months.

In the meantime, WPO have decided to recognize two highly regarded package designs, among the 2007 WorldStar Awards winners, with Sustainable Packaging awards at the WorldStar Awards Ceremony in Accra, Ghana on May 21:

- Dairy Crest Ltd, United Kingdom, "HDPE Milk Bottle"
- Dynapac Co., Ltd., Japan, "Assembly packaging of a Gas Meter".

WorldStar awards are presented on an annual basis to recognize world class excellence in packaging designs. The WorldStar winners from the competition 2007 were honoured at an award ceremony in Accra, Ghana May 21st, 2008. In total, the WorldStar 2007 competition attracted 291 entries from 32 countries. Out of these 166 were selected as WorldStar 2007 winners during the jury meeting held in Athens, Greece in October 2007.

The ceremony and banquet held at La Palm Royal Beach Hotel in Accra were hosted by the Institute of Packaging, Ghana, IOPG. The banquet was attended by some 200 guests including winners, members of the World Packaging Organisation (WPO), representatives of the African and international packaging industry and associations as well as representatives of the press. Special guests of honour were His Royal Highness - King Tackie Tawiah III, King of Accra, and his Chiefs. The winners received the prestigious WorldStar trophy from the President of WPO, Mr Keith A. Pearson, South Africa.

The three "best-of-the-best" President's Awards Year 2007 were announced during the evening by Mr Keith A. Pearson:

The President's Award Gold was given to:
Impress Metal Packaging, France, "Heineken 10 L - Beer Keg".

President's Award Silver was given to: Gerresheimer
Plastic Packaging, Denmark, "Duma Desiccant Cap".

President's Award Bronze, was given to:
Usefulmodels, Spain, "Vaso Desechable con Cuchara Rotatoria"

Deadline for entry to WorldStar 2008 is September 10th, 2008. The entry form and brochure are available at www.worldpackaging.org. The Jury meeting will be held in Cape Town, South Africa, October 14-16, 2008. The prize award ceremony for the winners of WorldStar 2008 will be held in Mexico in May 2009 and will be hosted by AMEE.

For more information about the WorldStar competition and for ordering a CD (free of charge) containing the description of all the WorldStar winners, pictures and entry form for WorldStar 2008 please turn to Mrs Barbro Jandér (barbro.jander@stfi.se).

For general matters regarding the WPO please contact WPO General Secretary Carl Olsmats (carl.olsmats@stfi.se).

WPO – World Packaging Organisation is a non-profit, non-governmental, international federation of packaging inst associations, federations and other interested parties including corporations and trade associations. The WPO secreta hosted by STFI-Packforsk – one of the world's leading R&D companies in the fields of pulp, paper, graphic media, pack and logistics. STFI-Packforsk is located in Stockholm, Sweden (www.stfi-packforsk.se).