



WorldStar judging 2011-2012 shows the best-of-the-best in packaging

Delegates from all over the world gathered in the UK for World Packaging Organization meetings and WorldStar Judging.

Stockholm (Sweden), November 2011 Judging has just finished for the **WorldStar Awards 2011-2012**, the most important packaging competition in the world, organized by **WPO (World Packaging Organization)**. Once more the process identified the best-of-the-best in the world of packaging. 23 judges from 22 countries comprised the jury and they came together as part of the World Packaging Organisation's series of meetings in the UK held in between 14 and 18 November. Judges represented **WPO** member bodies; IPPO (International Packaging Press Organization) was also represented in the jury.

The jury considered 243 entries from 33 countries; in total there were 137 winners. "It's good to remind that all entries had won an award in a recognized packaging award in their own countries and represent "the cream" of global packaging design and technology", explains Thomas Schneider, incoming President of **WPO** for the years 2012/2014. He will assume the position by January 1st 2012. And completes: "I was highly impressed with both the quantity and quality of the entries which again emphasized the continuing innovation in packaging across the globe".

WorldStar winners clearly stand out from others in the packaging market place, as companies that are ahead of the game producing packs that go that little bit further for their customers. "The opportunity to display a **WorldStar** trophy is a public statement of excellence and achievement", reinforces Keith Pearson, actual President of **WPO**. "And it can make all the difference in securing customers in today's highly competitive business climate".

In addition to the **WorldStar** awards themselves, there has again been an increasing number of entries for the Sustainability Awards category demonstrating the seriousness with which packaging companies take this issue. With over 50 entries, these entries go on to a second and separate judging round overseen by the **WPO's** Sustainability Committee.

Finally, from amongst the winners the very top few that really impressed the judges have been short listed for the highly prestigious President's Award. These will all go on to be judged by the President himself.

WorldStar 2011/2012 winners will be presented with their trophies at the next **WPO** meeting in Croatia in June 2012. At the same time, the winners of both the Sustainability and President's Awards will also be announced. A complete list of the winners can be found at <http://www.worldpackaging.org/worldstar-packaging-awards/default.asp>.

The next **WorldStar** judging is due to take place in November 2012 in Singapore. Details about qualifying competitions to enter can be found at <http://www.worldpackaging.org/worldstar-packaging-awards/recognisedawards-2011.asp>. For further information on **WorldStar** contact Rachel Books at rachel.brooks@iom3.org

About WPO

Founded in 1968 on the occasion of the second Japanese International Packaging Exhibition, the World Packaging Organization is made up today of member organizations from 42 countries. Many members are packaging institutes; other significant members are national or regional trade organizations that promote their countries' packaging products. In recent years, WPO has focused on packaging in developing nations.

With headquarters in Stockholm (Sweden) the entity promotes projects and actions aligned to its main slogan "Better Quality of Life Through Better Packaging for More People." With that mission in mind, WPO encourages the development of packaging technology, science and engineering; stimulation of international trade; and the advancement of packaging education and training. The President, Keith Pearson, is based in South Africa.

Press information and request of pictures and interviews:
Liliam Benzi – ldbcom@uol.com.br - +55 11 9989-1597