



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

# **WPO launches today an unique campaign that allows Corporate Partnership**



**The purpose is to connect brand owners, suppliers and all other packaging related industries to the global packaging community**

**March 2019** – For the first time in its history, **WPO (World Packaging Organisation – [www.worldpackaging.org](http://www.worldpackaging.org))** is opening its unique structure to accept Corporate Partners. “This is an invitation to companies that want to be part of this international network and, through WPO support, want to build a common language on packaging innovation, sustainability and technology”, states **WPO** President, Pierre Pienaar.

As a **WPO** Corporate Partner, companies 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;
- 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.
- 

**WPO** secretariat is based in Vienna, Austria, and **WPO** activities happen at an international level through two meetings per year hosted by its National Packaging Institutes and Association members. **WPO** also attends different trade shows and packaging conferences, congresses and seminars around the world.

Primary activities of **WPO** today are:

- Education – to promote packaging education through international programs, including some with UNIDO’s support;
- Innovation – to support packaging innovation, internationally, through the WorldStar Packaging Awards;
- Knowledge & Information – through White Papers, WPO News, Social Media, Conferences and by attending trade shows around the world;
- Saving Food – supporting the Save Food Initiative from FAO I Messe Düsseldorf;
- Sustainability – addressing sustainability and building knowledge and references;
- Networking – bringing together the worldwide packaging community through members and international activities during trade shows and congresses.

**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**