



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

PRESS RELEASE

WPO announces 'WorldStar Special Award' winners

April, 2020 - WPO (World Packaging Organisation – www.worldpackaging.org) announced Bronze, Silver and Gold Special Award Winners in categories Marketing, Sustainability, Packaging that Saves Food and President's Award.

President's Award Winners

GOLD (pictured left) Magna International Pte Ltd, Singapore for the Vapro VBCI 826 Soluplast

SILVER – Cafès Novell, Spain for the Compostable Barrier Organic Coffee Capsules compatible with Nespresso Coffee Makers

BRONZE - Plantic Technologies, Australia for the PLANTIC™ RV Skin Packaging Materials

BRONZE - Coca-Cola Brazil for the Universal Returnable Bottle



Pierre Pienaar, WPO President, explains why he chose the Gold for the President's Award: "This revolutionary biodegradable non-toxic water-soluble plastic packaging film is a world first solving corrosion problems of the industry clearly with the environment in mind. It exceeds the 3R's of packaging philosophy: Reduce, Reuse and Recycle. It was developed to replace conventional polyethylene non-biodegradable anti-corrosion films, without the need for environmentally harmful rust preventives. It is to be noted that it aligns with my objectives of eliminating the plastics pollution of the oceans as it's completely dissolvable in water. It can be used in conjunction with any packaging materials such as paper, paperboard, wood crates or plastic films. My personal and heartiest congratulations as a standout clear winner".

Sustainability Award Winners

GOLD (pictured left) Pact, New Zealand for the Lewis Road 100% rPET Milk Bottle

SILVER - Woolworths, Australia for the Woolworths Bakery Plant Fibre Tray

BRONZE - JASA Packaging Solutions B.V., Netherlands for the Bag-2-Paper™



WPO – World Packaging Organisation is a non-profit, non-governmental, international packaging institutes, associations, federations and other interested parties including corporations and trade associations. For more information, contact WPO at www.worldpackaging.org.



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

Packaging that Saves Food Award Winners



GOLD (pictured left) Sealed Air, Australia for Hazeldene's Chicken Farm and Sealed Air for Cryovac® (Darfresh® on Tray)

SILVER - Beijing Easite Packaging Design Co. Ltd for the Npop DEQINGYUAN Recyclable Egg-box

BRONZE - PLACON®, USA for HomeFresh® Entrée

Marketing Award Winners



GOLD (pictured left) PepsiCo Inc., USA for the PEPSI NFL Laces Can

SILVER - LG Household & Health Care, South Korea for the O Hui Day Shield Smart Pumping Foundation Cushion

BRONZE - Placon®, USA for the Paclock Bi-Fold Clamshell

Regarding the WorldStar Award ceremony, Pierre Pienaar explains: "During Interpack 2021, on 26 February, there will be a special ceremony to present only the Special Awards to the respective recipients. I apologise for this change from our usual annual presentations, but do assure you that all will be back to normal for the May 2021 award presentations in Buenos Aires, Argentina."

Full details of the winners can be found at <http://www.worldstar.org/worldstar-winners-2020>

For more information:

Liliam Benzi

WPO Press & Communication Officer

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

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