



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

## PRESS RELEASE

# World Packaging Organisation joins forces with members to create 'WPO Packaging Database'

**April 2021** – **WPO (World Packaging Organisation – [www.worldpackaging.org](http://www.worldpackaging.org))** recently announced the creation of a 'WPO Packaging Database' that will contain global data such as regulations, safety, technology, sustainability, etc, all related to the packaging industry. "We have decided to take a step-by-step approach to collect important global packaging information. This is a project we have had in our agenda for a number of years but always lacked the resources", states **WPO** President, Pierre Pienaar.

"But thanks to **WPO** longstanding Chinese Board members, CPF (China Packaging Federation – [www.cpf.org.cn](http://www.cpf.org.cn)) and CEPI (China National Export Commodities Packaging Research Institute - [www.pack-envi.com](http://www.pack-envi.com)), we decided to join forces and offered to undertake such a venture along with the guidance of the **WPO** Executive team."

Pierre adds: "Due to this being in an infant stage and both parties in a learning phase, the intention is to commence 'slowly and small'. We have discussed how this will possibly look initially and what we foresee over the next 3-5 years. Although we discussed global data such as regulations, safety, technology, sustainability, etc, we have decided to begin with simple but important global packaging market information."

The first topic to be explored in 'WPO Packaging Database' is the size of the packaging industry in WPO members' countries. All the collected information will be displayed in the **WPO** platform database administered by CPF/CEPI where virtual address will be announced soon.

### **About WPO**


*World Packaging Organisation (WPO) is a non-profit, non-governmental, international federation of packaging institutes, associations, federations and other interested parties including corporations and trade associations. Its mission is "Better quality of life through better packaging for more people". WPO joins 58 different countries.*

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

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