



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

PRESS RELEASE

WPO confirms the physical ceremony of WorldStar 2022 and announces the finalists for the 'Special Categories'



WORLDSTAR
GLOBAL
PACKAGING
AWARDS



ISTITUTO ITALIANO IMBALLAGGIO
The ITALIAN INSTITUTE of PACKAGING



WORLDSTAR Award Ceremony 4 MAY 2022 - Fiera Milano



The ceremony is scheduled to May 4th in conjunction with IPACK-IMA 2022.

For more information visit www.worldstar.org.

February 2022 – Following the slowdown of COVID-19 pandemic on the global level, **WPO (World Packaging Organisation – www.worldpackaging.org)** is happy to confirm that the upcoming WorldStar Award Ceremony for 2022 will take place, physically, on 4th May, in Milan (Italy), during IPACK-IMA 2022 (www.ipackima.com), (May 3-6). The program is being coordinated in cooperation with **WPO** local member, the Italian Institute of Packaging (www.institutoimballaggio.org).

“On behalf of the World Packaging Organisation (WPO), I wish to congratulate all those who have received WorldStar recognition. To be shortlisted is indeed a huge achievement. To get global recognition is outstanding! In a way this is the Olympics of packaging. A massive congratulations to the finalists for the Special Awards namely, the Sustainability Award, the Marketing Award, and the Save Food Award”, celebrates **WPO** President, Pierre Pienaar.

Valerio Soli, President of IPACK-IMA, adds: “We are honoured by this prestigious partnership with **WPO** and with an event of such importance for the whole packaging world. IPACK-IMA will be the most important processing & packaging exhibition to be held in attendance in 2022, a truly long-awaited and necessary return for the industry. Our exhibition represents an unmissable event for a company that wants to show in advance its technological innovations to an industry that is eager to discover, learn and develop new business relationships. I can proudly say that to date, with over 1,000 exhibitors, IPACK-IMA offers a very attractive and complete technological panorama, with innovations and previews of future production trends for all industries involved: from pasta, bakery and milling to convenience and liquid food, from sweets and

confectionery to the non-food segments including pharmaceutical, nutraceutical, cosmeceutical and durable goods industries.”

“After two years of lockdown and getting used to attend hybrid and virtual events, we are thrilled to be able to finally organize WorldStar Award Ceremony physically and to be able greet and recognize the WorldStar winners on a stage! That’s why we really encourage all the winners and the packaging community to attend this prestigious award ceremony and to celebrate packaging excellence from around the globe”, celebrates Soha Atallah, WorldStar Coordinator and **WPO** VP of Events.

According to Alessandra Alessi, Communication Manager of the Italian Institute of Packaging: “Packaging is a hugely innovative industry, committed to the development of new materials and technologies, engaged in extending the shelf life of products and in reducing waste, attentively involved in environmental, economic and social sustainability. As the national industry representative and member of the **WPO**, the Italian Institute of Packaging is greatly proud to support the WorldStar global competition, which represents a comprehensive outlook on global innovation”.

The announcement of the ‘Special Categories’

The winners for the WorldStar Special Categories - President’s Award, Sustainability, Marketing and Packaging that Saves Food - will be also announced during the WorldStar Ceremony, in addition to the winners of the Lifetime Packaging Achievement Award and the WorldStar Student Awards.

The finalists for the Special Awards are:

Marketing

- CoolCAN – web2print solution for personalised can printing, (Colognia press - **Czech Republic**)
- Asahi Suoer Dry Nama Jokki Can, (Asahi Breweries - **Japan**)
- Greyder V (Tasarist - **Turkey**)

Packaging that Saves Food

- hvb HiPack (hvb Innova AG - **Switzerland**)
- Junee Prime Lamb and Sealed Air for CRYOVAC brand Total Bone Guard (Sealed Air - **Australia and New Zealand**)
- IceCoat – Mini Fridfe without Electricity (STREIFFGruppe - Sven Holger Streiff and Maik Bermeitinger - **Germany**)

Sustainability

- Flexible and sustainable packaging concept for fruit and vegetables (Bama Packaging - **Norway**)
- PaPacks Refill Caps (PaPacks Sales - **Germany**)
- rPET school milk cup (Pet-Man, Starlinger viscotec, Greiner Packaging, Schulmilchbauern Oberösterreich - **Austria**)
- PaPacks Fiber Bottle (PaPacks Sales - **Germany**)
- Woolworths PaperSeal® Meat Tray, (Woolworths Group - **Australia & New Zealand**)

Access the complete list of 2022 WorldStar winners: <https://www.worldstar.org/winners/worldstar/2022/>.

WorldStar is the largest and most prestigious global packaging competition and the 2022 edition registered 240 winners and attracted over 440 entries from 37 countries around the globe. The countries most awarded are Germany, with 28 awards, followed by ANZ (Australia & New Zealand) taking 27, Japan taking 23, and China taking 15 awards each.

Packaging eligible to apply for WorldStar are those that have already received a national or regional award recognized by **WPO**. Entries for the 2023 edition are open starting 15 June 2022 until 15 October 2022.

More information and registration for the ceremony will be available at this [link](#).

Further questions regarding the next edition of WorldStar 2023, please contact the Coordinator, Soha Atallah, by e-mail s.atallah@worldpackaging.org.

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 63 members from different countries around the globe.

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