



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

PRESS RELEASE

WPO announces winners of WorldStar Packaging Awards 2023



The complete list is available at www.worldstar.org.

January 09, 2023 – WPO (World Packaging Organisation – www.worldpackaging.org) announced today the **228** winners of the WorldStar 2023. In a record edition, the Award registered 488 entries, from 41 countries. In the previous edition (2022) there were 440 competitors from 37 countries. “These numbers confirm that **WorldStar** is the most prestigious and important packaging award in the globe”, celebrates Soha Atallah, **WorldStar** Coordinator and **WPO** Vice President of Events.

The enthusiasm with the **WorldStar 2023** edition is completed with the 27 entries from the Arab region. “This participation of countries like Lebanon (13 entries), Jordan (05), Tunisia (04), Egypt (03), UAE (01) and Saudi Arabia (01), sends a clear message to the world: **WPO** is a unique organization which mission is to contribute to the development of a sustainable global packaging community. With the **WorldStar**

recognition, we go beyond our vision: 'Better quality of life, through better packaging, for more people'", says **WPO** President, Pierre Pienaar.

The Top 5 most awarded countries of the **WorldStar 2023** edition are:

1. Japan - 26 awards;
2. Australia & New Zealand - 19 awards;
3. India & Germany - 18 awards;
4. Turkey - 14 awards;
5. Austria - 13 awards.

The 2023 edition is also special due to the introduction of two new main Categories - Gift Packaging and Digital Packaging - and one new Special Category - Accessible Packaging. About this, **WPO** Senior Vice President Marketing, Luciana Pellegrino, completes: "With these and all the other categories, **WorldStar** echoes the importance of packaging innovation on a global level, fostering science, technology and innovation, recognizing and encouraging packaging professionals to go beyond and engaging brands, packaging companies and design offices for greater possibilities."

The complete list of winners are available both in **WorldStar** or **WPO** webpages – www.worldstar.org or www.worldpackaging.org – and they will be awarded in a Gala Ceremony on May 06, during Interpack 2023, in Düsseldorf (Germany). At the same occasion, **WPO** will announce the winners for the special categories - President's Award, Sustainability Award, Marketing Award and Packaging that Saves Food Award.

Packages eligible for **WorldStar Awards** are those that have already received a national or regional packaging award from a packaging competition that is recognized by **WPO**, during the last 2 years. "As always, our aim is to promote packaging innovation in various sectors, proving that a good package can be an essential solution to many of the modern problems, especially sustainability, food waste and extending shelf life of food and agricultural products. That's why we encourage all the companies from around the world to benefit from this global opportunity to promote their packaging by competing with the best of the best packaging innovation on a global scale", explains Soha Atallah.

For general enquiries on **WorldStar** contact Soha Atallah by e-mail s.atallah@worldpackaging.org or visit www.worldstar.org. Follow WorldStar Awards on [LinkedIn @WorldStar Awards](https://www.linkedin.com/company/worldstarawards)

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 76 members from around the globe, which also includes Honorary Members (12), Affiliate Members (7) and a Regional Federation (1) as well.

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