

**WORLDSTAR
WINNER 2013**

Household

15 Entries

4 winners

Entry Name: 3M Automotive Car Care Products
Entry Number: 0022/HH
Company: TricorBraun
Country: USA
National Competition: United States of America, AmeriStar
Email: jbolin@tricorbraun.com
Website: www.tricorbraun.com

The new package design improves upon the previous package, both in eco-friendliness due to switch from PVC to PET and increased cost efficiencies in transport costs due to gram weight reduction and the package design also allows a switch to a more cost-effective closure. Switching from PVC to PET resulted in a 12.5% reduction in bottle weights. 63,063 lbs of PVC was eliminated (yearly at present sales volumes) from the waste stream. Total PCR material used is 14,273 lbs. (yearly at present sales volumes).



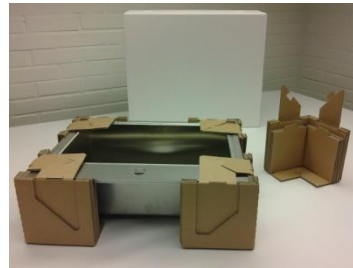
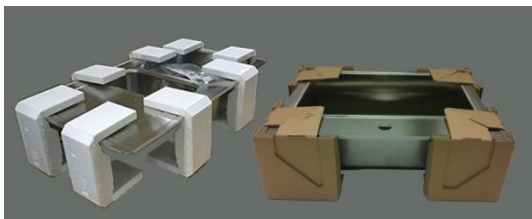
Entry Name: Henkel Vernel Fabric Softener/Fuji Seal
Entry Number: 0056/HH
Company: Fuji Seal Europe Ltd
Country: UK
National Competition: United Kingdom, Starpack
Email: susan.west@uk.fujiseal.com
Website: www.Fujiseal.com

Fuji Seal has developed a completely new system: shrink sleeves that can be laser cut, removing part of the sleeve after shrinking. Using our ground-breaking technology, a laser-cutting process removes part of the sleeve to allow for the recessed grip area exhibited here, or potentially, handled or uniquely shaped containers. Laser technology allows customers to sleeve uniquely shaped or handled products something that was, until now, impossible.



Entry Name: KITCHEN-SINK BOX
Entry Number: 0262/HH
Company: Stora Enso Packaging
Country: Finland
National Competition: Scandinavia, Scanstar
Email: aleksi.koskinen@storaenso.com
Website: www.storaenso.com

The new packaging concept provides cost-effective, easy to use and flexible packaging concept for product protection and transport. Additionally, the old EPS (expanded polystyrene) insert which was considered to be unfavorable from an environmental point of view, was replaced with an insert made of corrugated board. Other advantages: -higher productivity in the packing process, improved ergonomics and work safety on packing line - easier recycling for end user.



Entry Name: Rollbox Display Carton
Entry Number: 0296/HH
Company: ROLLBOX TRADE LTD
Country: Hungary
National Competition: Hungary, Hungaropack
Email: szantokrisztina@rollbox.hu
Website: www.rollbox.hu

Our display box is environmentally friendly, carries product specific information on both sides of the opening window face, easy product-identification, drawing attention with its graphics. Our construction is laminated only on window face - 20% of surface - compared to other manufacturers' totally printed products. Our display box is made of recycled corrugated paper. There is no waste during assembling, glued with natural based starches, its degradation is environmental-friendly.

