

# Press Release



## WPO announces candidates for the President's Award 2014

This special category will also be awarded during Interpack, in May, in Düsseldorf

**Chicago (US), January 2014** The President of **WPO (World Packaging Organization)**, Thomas Schneider, has just announced the four candidates for the special category of WorldStar Awards 2014, the President's Award. Among them, one will be Gold winner to be announced during a special ceremony on May 13<sup>th</sup>, in Düsseldorf (Germany), for the occasion of Interpack.

"In general terms, the purpose in this Special Category is to select a packaging that, through its design, contributes to protecting the product, offers the product an unusual way of being used or marketed or guarantees a better use, including product safety", explains Schneider. According to the criteria, the 2014 candidates for the **WPO** President's Award are:

### **BALGO HONEY SPOON**

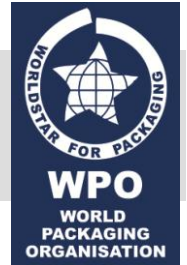
Company: Dervolit Met. Plastic San. Tic. Ltd. Sti. **(Turkey)**

Inspired by the many natural benefits of honey, the Balgo Honey Spoon was designed to streamline the process of adding honey to your drink. No more messy packets or sticky fingers- simply peel back the spoon's cover and drop it in your drink. The spoon doubles as a stirrer so there's also less waste! Balgo offers; an easy, portable and practical solution; it is the first product that pioneers the benefits of honey usage into hot drinks. Unique, innovative design of Balgo is 100% recyclable material.



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](http://www.worldpackaging.org).

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## **GENTLE LOCK® CAP**

Company: **Hearheart.Corp (Japan)**

This is a screw cap system of a new generation which prevents leaking on impact and is highly child-resistant. The cap is locked and unlocked by turning the ring under it in the same direction as to “close” the cap. Opening the locked cap requires two actions in opposite directions. The system will largely help prevent possible seismic fires caused by overturning of plastic tanks of oil and contamination of solutions at the medical front, as well as leakage of beverage or cosmetics whilst carrying.



## **Clorox SmartTube® Technology**

Company: **The Clorox Company (USA)**

Clorox has launched the largest innovation in spray technology in the last 20 years with the introduction of Smart Tube® technology. This new package features a bottle with a blown-in dip tube that couples with a bayonet style trigger, enabling the consumer to spray every usable drop of liquid.

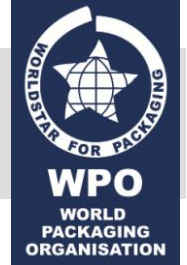


## **ATA 300 Category 1 Case**

Company: **XPAC Technologies Pte Ltd (Singapore)**

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In the aviation industry, aircraft components need the best packaging methods during transportation, particularly Air Transport Association 300 Category 1 standards. To meet the requirements, an innovation of incorporating a unique locking feature interlocks the top and bottom case via the tongue and trough, helps the case to stay in place when impacted.



The complete list of winners of WorldStar Awards 2014 is available at [www.worldstar.org](http://www.worldstar.org) and **WPO's** new website [www.worldpackaging.org](http://www.worldpackaging.org).

Requests for high resolution pictures of the winners contact Rachel Brooks at [rachel.brooks@iom3.org](mailto:rachel.brooks@iom3.org).

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