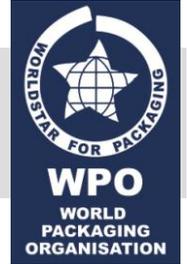


Press Release



WorldStar Packaging Awards 2014 open for entries

The deadline is September 27, 2013

Chicago (US), April 2013 WPO (World Packaging Organization) announced that the entries for **WorldStar Packaging Awards 2014** are open and will end on September 27, 2013. Considered the most important global packaging award, the **WorldStar** is based on the judges' consensus that a pack is superior in its own right and better in its class, in execution, or innovation by comparison. The judges consider the following criteria: protection and preservation of contents; ease of handling, filling, opening and closing; adequacy of information; sales appeal; graphic design; quality of production; economy of material and cost reduction; environment; ingenuity of construction; and adaption to local conditions (production, materials, market etc).

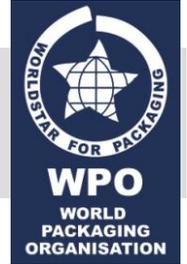
Winners of a **Worldstar** are also eligible to participate in three special categories: Sustainable Packaging Award, Marketing Award and President's Award. According to Thomas Schneider, President of **WPO**, the award "illustrates the continuous advance of the state of packaging and creates a living standard of international packaging excellence from which others may learn".

WorldStar Awards are presented only for packages that have already won recognition in either a regional or national competition in 2012 – 2013, normally organized by an Association, member of **WPO**. Details about qualifying competitions to enter can be found at www.worldstar.org.

The entry fee is €650 for the first entry; the fee for any additional packs is €500 each. The judging process of **WorldStar Packaging Awards 2014** will be held on November 4, 2013, in Barcelona (Spain), during the second annual **WPO** Board meeting. "The expert panel of judges will compare all the projects and will select the ones that show to be superior in their category and market", adds Schneider. The **2014 WorldStar**

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. The WPO secretariat is located in Stockholm, Sweden, and is hosted by Innventia – one of the world's leading R&D companies in the fields of pulp, paper, graphic media, packaging and logistics (www.innventia.com).

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Awards ceremony will be held in May 2014, during Interpack, in Düsseldorf (Germany).

For further information on entries and rules contact Rachel Brooks at rachel.brooks@iom3.org.

Press information, pictures and interviews request:
Liliam Benzi – ldbcom@uol.com.br - +55 11 99989-1597

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