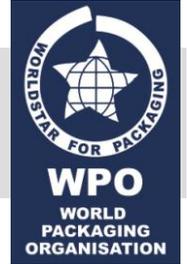


# Press Release



## WorldStar Packaging Awards 2015 open for entries

Entries date goes from 1 July to 10 October, 2014

**Chicago, June 2014 - WPO** (World Packaging Organization) announced that the entries for **WorldStar Packaging Awards 2015** will be open from 1 July to 10 October 2014. 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).

There is a new category this year, the Point of Sale Category that recognizes the best packaging in the end of aisle display in store units/counter display. Winners of a **WorldStar** are also eligible to participate in three other special categories: Sustainable Packaging Award, Marketing Award and President's Award.

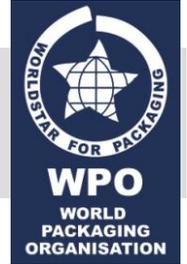
**WorldStar Awards** are presented only for packages that have already won recognition in either a regional or national competition in 2013 – 2014, normally organized by an Association, member of **WPO**. Details about qualifying competitions to enter can be found at [www.worldstar.org](http://www.worldstar.org).

The entry fee is €650 for the first entry; the fee for any additional packs is €500 each. The judging process will be held in Sri Lanka, during the week commencing 17 November, 2014 during the **WPO** Board meeting. The expert panel of judges will compare all the entries and will select the ones that show to be superior in their category and market. The **2015 WorldStar Awards** ceremony will be held in May 2015, during Ipack-Ima, in Milan (Italy).

Enter online as from 1 July 2014 at [www.worldstar.org](http://www.worldstar.org). For further information on entries and rules contact Rachel Brooks at [rachel.brooks@iom3.org](mailto:rachel.brooks@iom3.org). +44 1476 513885

Press information, pictures and interviews request:

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