



# WORLDSTAR GLOBAL PACKAGING AWARDS

## 2025 Official Winners Guide

WORLDSTAR  
2025  
WINNERS

30 MAY 2025

**Milan - Italy**



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President's Award

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## WorldStar Awards 2026

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Deadline **15 October 2025**  
Judging **November 2025**

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 @WorldStar Awards



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The WorldStar Awards are organized by LibanPack, Lebanon, on behalf of the WPO.



# 2025 OFFICIAL WINNERS GUIDE

## WELCOME MESSAGE, PRESIDENT



*L. Pellegrino*

LUCIANA PELLEGRINO

PRESIDENT  
WORLD PACKAGING  
ORGANISATION

Greetings and welcome to the Prestigious WorldStar Awards Ceremony 2025 and to the Winners' Guide, a special tribute by the World Packaging Organisation (WPO), celebrating the world's most innovative and impactful packaging achievements!

As President of WPO, it is my great pleasure to welcome the global packaging community to a memorable celebration held this year in the vibrant city of Milan, during IPACK-IMA 2025, one of the most important international exhibitions dedicated to the processing and packaging industries.

Today, we gather to honour packaging solutions that are not only breaking new ground in design, functionality, and sustainability, but are also reshaping the future of how we interact with products across industrial, retail, and consumer levels. These winning entries demonstrate the power of packaging to protect, inform, engage, and enhance user experience, while supporting our global pursuit of innovation and circularity.

The WorldStar Awards remain a unique global platform where excellence in packaging is recognized, shared, and celebrated. This year's winners inspire a vision of packaging that is sustainable, smart, responsible, and future-ready.

It was both an honor and a responsibility to select the President's Award winners, an inspiring challenge due to the outstanding level of creativity and technological advancement displayed by all submissions. These winners showcase how packaging can be a catalyst for positive change, driving forward-thinking solutions in a complex and ever-evolving world.

I extend my heartfelt congratulations to all the passionate professionals behind these packaging innovations that will be celebrated tonight (the designers, converters, and brands) who continue to invest in innovation, prioritize sustainability, and lead the way with purpose and impact.

Welcome to the WorldStar stage! Together, we are building the global voice for packaging. And what a privilege to celebrate with all of you so many global success stories in a memorable ceremony at IPACK-IMA, Milan. Enjoy the celebration!

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# ABOUT WPO

**“Better Quality of Life through Better Packaging for More People.”**

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.

Founded in 1968 on the occasion of the second Japanese International Packaging Exhibition, the World Packaging Organisation is made up today of member organisations from over 64 countries. Many members are packaging institutes; other significant members are national or regional trade Organisations that promote their countries' packaging products.

In recent years, WPO has focused on packaging in developing nations.

With headquarters in Vienna (Austria), the entity promotes projects and actions aligned to its main slogan “Better Quality of Life through Better Packaging for More People.” With that mission in mind, WPO encourages the development of packaging technology, science, sustainability, packaging that saves food, food security and smart packaging solutions: stimulation of international trade, and the advancement of packaging education and training.

Visit [www.worldpackaging.org](http://www.worldpackaging.org) for further information about WPO.





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# ABOUT WORLDSTAR



**WORLDSTAR  
GLOBAL  
PACKAGING  
AWARDS**

Since 1970, the World Packaging Organisation has been organizing WorldStar awards and providing awards to numerous packs from all around the world. The WorldStar Competition is one of the major events of the World Packaging Organisation (WPO) and is the pre-eminent global award in packaging. WordStar illustrates the continual advancement of the state of packaging design and technology and creates a living standard of international packaging excellence from which others may learn. Each year WPO is recognizing the best of the best in packaging innovations from across the globe. The objective of WPO in organising WorldStar is to increase awareness on the importance of packaging in having a better life and to recognize the innovation and efforts of brand owners, designers, students and branding agencies for creating packaging solutions of the future and in responding to new challenges and global trends such as sustainability, hygiene and other trends.



## GET YOUR GLOBAL RECOGNITION

by applying to the pre-eminent international award in packaging.

[www.worldstar.org](http://www.worldstar.org)

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# ENTRIES & WINNERS BY COUNTRY FOR WORLDSTAR 2025

No.	Country	2025 Entries (550)	Winners 2025 (260)
1	India	56	19
2	Austria	53	22
3	Japan	47	23
4	Germany	46	22
5	Türkiye	37	17
6	Australia and New Zealand	36	18
7	China	31	15
8	Brazil	28	14
9	Spain	20	10
10	Czech Republic and Slovakia	19	9
11	USA	18	10
12	South Korea	16	11
13	Hungary	16	5
14	Thailand	11	7
15	Israel	11	5
16	Greece	10	6
17	Poland	10	5
18	Sweden	10	5
19	Italy	9	5
20	Finland	8	6
21	Sri Lanka	7	3

No.	Country	2025 Entries (550)	Winners 2025 (260)
22	South Africa	6	3
23	Denmark	5	3
24	Norway	5	2
25	Ukraine	5	2
26	Singapore	5	2
27	Chile	4	2
28	United Arab Emirates	4	1
29	Switzerland	3	2
30	United Kingdom	3	1
31	Mexico	3	0
32	France	2	1
33	Canada	1	1
34	Latvia	1	1
35	Ireland	1	1
36	Indonesia	1	1
37	Nigeria	1	0
38	Côte d'Ivoire	1	0

## JUDGING CRITERIA FOR WORLDSTAR MAIN CATEGORIES



Protection and  
Preservation of Contents



Sales Appeal: On-Pack  
Branding / Marketability



Ergonomics



Quality of Execution



Sustainability



Cost Reduction,  
Economy of Material,  
and Cost Saving



Ease of Handling,  
Filling, Closing,  
Opening and Reclosing



Creativity and Innovation

## WHY TO PARTICIPATE



- Prestige - gain worldwide recognition - your pack will be noticed by some of the biggest packaging buyers in the world and all over the packaging media.
- Entering gives you a great opportunity to impress new and current clients.
- Use the winner's logo on your own promotional material and stand out from your competitors.
- Receive the award at a world class awards presentation ceremony & gala dinner.
- Receive a complimentary trophy and certificate to display for all your customers to see.



# MEET THE INTERNATIONAL JUDGING PANEL OF WORLDSTAR 2025



**Mr. Silvio Colombo**  
Education Director  
Instituto Argentino del Envase  
ARGENTINA



**Ms. Nerida Kelton**  
Executive Director, AIP/ WPO Vice  
President Sustainability & Save Food  
Australian Institute of Packaging  
AUSTRALIA & NEW ZEALAND



**Mrs. Lindy Hughson**  
President  
International Packaging  
Press Organisation  
AUSTRALIA & NEW ZEALAND



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AUSTRIA



**Mrs. Luciana Pellegrino**  
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ABRE – Brazilian Packaging  
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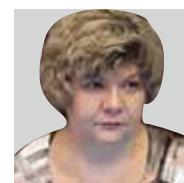
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**Ms. Veronika  
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Club Packagers  
UKRAINE



**Ms. Habiba Al Marashi**  
Director Co-Founder and  
Chairperson Emirates  
Environmental Group  
EEG  
UNITED ARAB EMIRATES



**Mr. Ian Schofield**  
Consultant  
IOM3  
UNITED KINGDOM



**Ms. Jane Chase**  
Executive Director  
IOPP Institute of Packaging  
Professionals  
USA



**Mrs. Nohelia Barrios**  
Executive Director  
Camara Venezolana del Envase  
(CAVENVASE)  
VENEZUELA



# WPO PACKAGING EDUCATION PORTFOLIO 2024 YEAR IN REVIEW

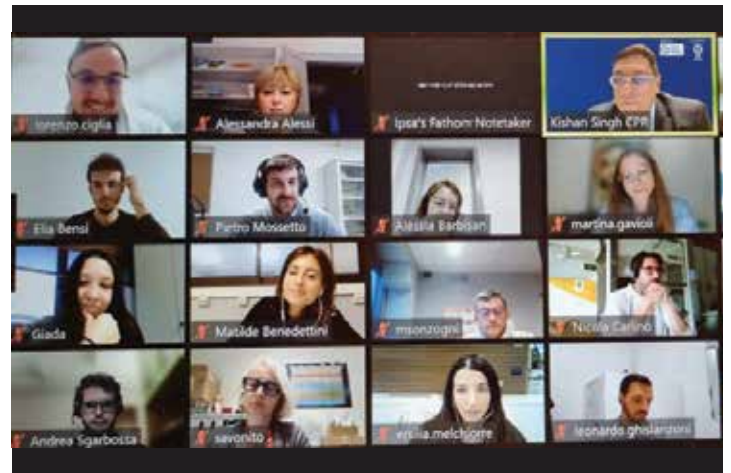
Every year the World Packaging Organisation supports Member Institutions to provide packaging technology training to its local members, industry and academic institutions. The training offers players and stakeholders an opportunity to learn, network and engage with each other on packaging trends, innovation and recent developments in the packaging sector. WPO provides financial resources for the trainers while the host member organization takes responsibility for internal arrangements and logistics. WPO's global training program has facilitated access to educational opportunities on packaging technology especially in developing countries. Six out of the seven packaging technology courses planned for 2024 were successfully executed. A significant achievement in the training was diversification into non-English speaking countries. Four out of the 6 courses organized in Egypt, Italy, Kenya and The Philippines were delivered in English. The training in Côte d'Ivoire and Cuba were in French and Spanish respectively. The facilitator for the program in Cuba was Mr. Silvio Colombo from Argentina, while Ms. Nouha Khaled from Tunisia handled the course in Côte d'Ivoire. The two experts were first time WPO technical trainers. Besides the diversification into other languages, Ms. Shira Rosen, a potential female technical trainer was nominated as a co-trainer with Kishan in Kenya. Shira demonstrated strong capability and has been recommended to join the team of WPO Technical Trainers bringing into the team two females in 2024.

A total of 213 participants were trained in the six countries. Feedback from all the programs indicated that they were successful and created strong momentum to drive the advancement of packaging education in the various countries. The training also fostered valuable networking opportunities, allowing participants to connect with academia and industry experts to exchange insights that will further enhance their knowledge in the field of packaging. Another milestone in WPO Education was the launch of the online, paid course on 3rd December 2024. The first 3-hour course titled Packaging and Packaging Waste Regulation (PPWR), organized with two resource persons from Circular Analytics, attracted about 37 participants from nearly 16 countries. Several requests for a repeat of the PPWR Course testify that the first WPO online, paid course was successful.

With the success chalked and lessons learnt in 2024, the WPO Education Portfolio looks forward to organizing exciting programs in 2025 including country training courses, quarterly online, paid courses and FSSC Auditor training course in packaging technology every semester.



**Kofi Essuman,**  
WPO Vice President, Education  
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**Online Training in Italy**



**Training in Egypt**



**Training in Kenya**



**Training in Cuba**



**Training in Côte d'Ivoire**

**PPWR - ONLINE COURSE**  
**PACKAGING & PACKAGING**  
**WASTE REGULATION**  
March 27th 2025, From 1 PM to 4 PM CET

**SPECIALIST**  
**Charlotte Neumair**  
Circular Analytics,  
Austria

**SPECIALIST**  
**Lina Wimmer**  
Circular Analytics,  
Austria

Translation Closed Caption via Zoom is Available

Registration Fee  
Paid by Credit card only

**€120**  
Per Person

**€100 Upon**  
**Promotional Code**  
offered by WPO Member Organisations

ZOOM LIVE



# Packaging plays an important role in minimising food loss & waste

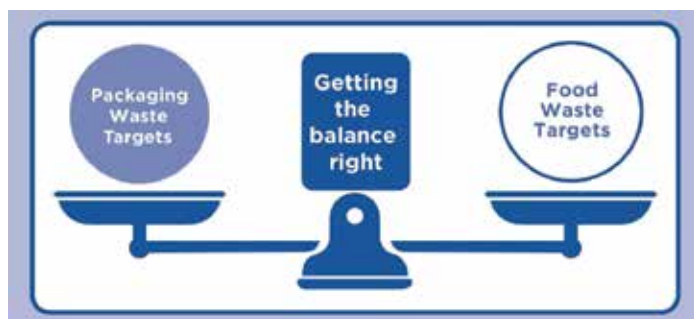
First and foremost, the true role of packaging is its functionality. Packaging needs to be designed to ensure that a product is protected, preserved, contained and transported all the way through the value chain from production until it is used in the household.

Packaging also plays a vital role in ensuring the health and safety of the products and consumers, that product waste is kept to a minimum and the efficiency of the packaging can withstand the rigors of transport.

When re-designing packaging to meet global and local packaging waste and sustainability targets the functionality simply cannot be ignored. 'Sustainable Packaging', in the simplest of terms, is packaging that performs the primary role of functionality but is also designed with the lowest possible environmental impact when compared to an existing or conventional pack. Finding the balance between functionality, commercial reality, consumer demands, and environmental criteria is the real challenge for packaging technologists and engineers across the globe.

With so much focus right now on plastic and packaging waste, we must not lose sight of the key role packaging plays in the protection of a product. Inadequate packaging that results in wasted food defeats the whole purpose and is a much bigger waste of resources and environmental impacts.

The challenge for packaging technologists & engineers is to be able to design optimum packaging with the lowest environmental impact at the start. It is about finding the balance between meeting food waste targets, at the same time as achieving packaging waste targets.



If the balance is tipped either way it will create unintended consequences which could see overpacking (wasting packaging materials) or underpacking (wasting food). Finding the perfect balance can be challenging and requires technical knowledge and understanding of packaging design.

## Save Food Packaging

Whilst the primary function of packaging has always been to protect, contain, preserve and transport a product from paddock to plate, the function of intuitive Save Food Packaging Design to minimise food loss and waste is only now being discussed across the globe.

Save Food Packaging is designed to minimise or prevent food waste from paddock to plate using innovative and intuitive design features that can contain & protect, preserve, extend shelf life, easily open and reseal, provide consumer convenience and portion control; all the while meeting global sustainable packaging targets. (Francis, C., Kelton, N., Ryder, M., Lowenstern, B. Lockrey, S., Verghese, K)

Opportunities for packaging design to minimise food waste can



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include better facilitation or communication around portion control, date labelling, extension of shelf life, protection, resealability, easy to open, grip, dose and empty, contains the correct quantity and serving size food safety/freshness information, information on storage options and improved communication on packs.

Without adequate design features and packaging that is fit-for-purpose, food can potentially be wasted all the way through the value chain to the household. The costs of such waste can be significant for a business and leaves an indelible footprint on the environment. By modifying packaging design at the start and ensuring that Save Food Packaging design guidelines are followed in the New Product Development process, food loss and waste can be minimised across a value chain.



The WPO have developed the global Save Food Packaging special award within the annual WorldStar Packaging award program to help elevate this discussion around the world and we encourage more countries to also develop this category within their own regional or country awards programs. Now is the time to elevate the discussion on the true role that packaging plays in minimising food loss and waste and the WPO are here to help.



Access the Design for Recycling Guide available for download in 11 different languages. And check at WPO's website the Waste Stream Mapping in over 30 countries.



# FROM VISION TO GLOBAL VOICE: WPO'S MARKETING MISSION

## Packaging as a Marketing Tool

In a world where first impressions matter more than ever, packaging has evolved into a powerful marketing tool. It is often the first interaction a consumer has with a product that convinces them to engage. Strong packaging design not only captures attention but also conveys the essence of a brand: its values, its story, and its promise. Beyond aesthetics, effective packaging adds perceived value, builds trust, and directly influences purchase decisions. In global markets where competition is intense, packaging becomes a silent ambassador, speaking volumes without a word. At the World Packaging Organisation (WPO), we recognize the immense marketing power of packaging. To highlight this role, we introduced a dedicated Marketing Special Category within the WorldStar Awards. This special category honors packaging that goes beyond design and function, showcasing outstanding marketing strategy and execution. It celebrates innovation where storytelling and emotional connection with the consumer are central to success.

## WPO's Global Presence and Ongoing Impact

As a global leader in the packaging industry, WPO actively raises awareness about the importance of packaging as a marketing force through WPO strong and active presence in international tradeshows, competitions, conferences and educational initiatives. From Asia to Europe, the Americas to Africa, WPO maintains a dynamic presence at key packaging events worldwide connecting with professionals, exchanging knowledge, and championing packaging innovation. Our participation across continents reflects WPO's commitment to advancing packaging excellence and marketing leadership on the global stage. The map below highlights our international footprint, a visual representation of WPO's role as a catalyst for global exchange and progress in the packaging sector.

## The Role of the WPO Marketing Team

At the heart of these efforts is the WPO Marketing Team, a group of passionate professionals dedicated to strengthening WPO's global voice. The team is responsible for managing WPO's digital presence, including social media platforms, where updates on member activities, major packaging news, and industry highlights are shared with a worldwide audience. We also produce the official



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WPO Newsletter and, WorldStar Winner's Guide and the annual Packaging Trends Report, ensuring that members and industry partners remain informed and connected to the latest market evolutions. Through consistent communication, insightful content, and international collaboration, the WPO Marketing Team ensures that WPO remains at the forefront of global packaging conversations, inspiring innovation and amplifying the voice of packaging worldwide.



**Vienna Sustainable Food Packaging ConfEx, UNIDO**



**WPO Marketing Team**



## Tradeshows 2025

# 10 TRADESHOWS

6 COUNTRIES

4 CONTINENTS





# LIFETIME ACHIEVEMENT AWARD IN PACKAGING

## THE AWARD THAT CELEBRATES AND PRESERVES COLLECTIVE ACHIEVEMENTS OF LONGSTANDING INNOVATORS

The Lifetime Achievement Award in Packaging was established with the aim of acknowledging and rewarding excellence in all aspects of packaging science, technology, design and application across every country around the world. WPO recognises that the discipline of packaging is one that is truly global. Thus, the World Packaging Organisation is in a unique position to identify leading practitioners from around the world who have consistently pushed the boundaries in advancing the art, science and application of packaging to serve the needs of an ever more demanding society. This prestigious award will celebrate and preserve in perpetuity the collective achievements of these innovators for many years to come. Congratulations to the winner!



### **Antonio Carlos Cabral**

2025 LIFETIME ACHIEVEMENT IN PACKAGING AWARD

**MANAGING PARTNER OF THE PACK&STRAT -  
ENGENHARIA E ESTRATÉGIA DE EMBALAGEM**

**PGDIP COORDINATOR IN PACKAGING ENGINEERING  
AT CENTRO UNIVERSITÁRIO DO INSTITUTO MAUÁ DE  
TECNOLOGIA**

2025 WORLDSTAR PACKAGING AWARDS

Receiving this award is the greatest honor in my 50 years of professional life dedicated to packaging. I look back in time, as only thought can do in a fraction of a second, and I see again all the people I've worked with since 1975, and, in my mind, I thank each and every one of them. I can't find a better word to express this moment: gratitude!

Packaging is much more than the material used in its manufacturing. Packaging is a System! This concept has been a kind of "mantra" that has accompanied me throughout all these years. Packaging is the "bodyguard" of products, whether they are food, medicine, cosmetics, cleaning supplies, household items, among others.

In today's world, where organizations are concerned with competitiveness and consumers are sometimes misled about the environmental impacts caused by

packaging, it's worth recalling two other "mantras" I learned and continue to use, without exception, in companies and at the university: "Use what is necessary, only what is necessary, because the extraordinary is too much," and "Nature has no trash bins."

I recognize the presence of these "mantras" in the actions of the World Packaging Organization. That's why I feel the joy of receiving this award, the gratitude toward the WPO, and the energy, indescribable, to keep going at this same work pace.

Thank you all very much!

[illegible]

**Disclaimer:** The information regarding the winning entries has been provided by the applicants. The WorldStar team has not prepared or verified this information.



## MASTERFOODS SQUEEZY PET SAUCE BOTTLES

Company: Wellman Packaging

Category: Food

The new Masterfoods Squeezy PET Bottles for table sauces and condiments represents a significant contribution to the achievement of aggressive sustainability targets set down by Mars globally.

The new packaging features:

clear bottles that are 100% recyclable with maximum chance of bottle and resource recovery in the MRF for return to bottle making as rPET PCR. extreme light weighting of bottles with 500mL is down from 40g to 24.5g (38%) and 250mL down from 22.0g to 17.5g (20%). transition plans underway for 100% PCR resin. full ARL recycling guidelines deployed on packs. Functionally, the bottles perform very well as a "squeezy" bottle, noting that there are many PET bottles used for condiments and table sauces already in market, however typically these are stiff and rigid in feel and function, which is both a product of PET and its inherent rigidity (especially when biaxially orientated during the blowing process) and bottle shape.



## Art Series and Indigenous Art Series BioCups

Company: BioPak

Category: Labeling and Decoration

BioPak's Art Series BioCups transform the simple act of purchasing a coffee into an opportunity to reflect, feel inspired, and appreciate nature's beauty. Launched in 2013, these cups feature artwork by local artists, many of which explore environmental themes in their work. By incorporating art into everyday items like coffee cups, BioPak encourages people to pause and connect with their surroundings while promoting environmental consciousness. Building on the success of the original Art Series Cup range, BioPak has recently introduced a new Indigenous Art Series, which is FSC™ certified and home compostable. This new range showcases the work of Indigenous Australian artists and supports their communities. By purchasing Indigenous Art Series cups, consumers contribute directly to CorporateConnect.AB (CCAB), a not-for-profit organization dedicated to assisting Indigenous youth. A portion of each cup sale is donated to the Ethan Indigenous IT Cadetship Program, which helps young Australian and Torres Strait Islander individuals develop digital literacy skills and opens pathways to careers in IT and administrative services.

## THERMOCUP™

Company: Wellman Packaging

Category: Non-Alcoholic Beverages

Thermocup™ is a %100 recyclable, thermally insulated cup for hot beverages that provides a resource efficient, and environmentally sustainable solution to for the high volume retail and consumer beverage sector, currently dominated by single use, poly-lined paperboard cups that are not recyclable due to their composite nature. Thermocup™ is a mono-material, injection moulded device produced as a single piece in %100 polypropylene (PP05-) and decorated with a %100 compatible PP self adhesive label, which is perforated to aid separation. Using Wellman's patented Isotherm™ technology, a series of ultra-thin ribs are moulded externally to delivery a permanent air gap under the label for thermal insulation of the cup's contents, providing a much improved user experience for handling hot beverages compared to existing paperboard cups. Using Wellman's patented Isotherm™ technology, a series of ultra-thin ribs are moulded externally to delivery a permanent air gap under the label for thermal insulation of the cup's contents, providing a much improved user experience for handling hot beverages compared to existing paperboard cups. With a material usage saving of ~%30 against the double walled, poly-lined paperboard cup – and combined with dishwasher safety and good physical integrity allowing multiple long term secondary usage as a «keep-cup» – the Thermocup™ offers a significant advancement to the environmental scorecard in this beverage category.



## Home Compostable Container Range

Company: BioPak

Category: Packaging Materials and Components

BioPak's Aqueous Home Compostable Container range tackles some of the most pressing global challenges—plastic pollution and resource depletion. This range effectively redefines food packaging, providing a practical and sustainable alternative to traditional plastic containers. Being home compostable, these containers not only meet the functional demands of food packaging but also address the environmental impacts associated with conventional packaging waste. One of the key innovations of BioPak's solution is the aqueous coating, initially introduced with their home compostable coffee cups and now expanded to BioPak's FSC™ certified BioBoard containers. Unlike conventional polyethylene (PE) or even polylactic acid (PLA) coatings, the aqueous coating is water-based. BioPak's containers are in the process of being certified as home compostable, offering a much-needed solution for areas where industrial composting infrastructure is limited.

## Only Good

Company: Apex Brands Limited

Category: Health and Personal Care

After winning the Best Packaging Design Award at the 2024 New Zealand Society of Cosmetics Conference, Only Good has further added to the silverware, recently winning the prestigious Australasian Packaging Innovation and Design Award in the Health and Beauty category.

Only Good went through a significant re-brand and packaging overhaul late 2023, to reclaim the position as the go-to 'only good' personal wash range in the New Zealand grocery market.

While beautiful aesthetics was of high importance, it was imperative that the packaging delivered strongly within the brand ethos, of being "good inside and out".

With only 28% of all plastic packaging in New Zealand being recycled, it was critical for the Only Good team to deliver a solution that reduced plastic waste. The decision was made to utilise a multi-faceted approach by developing a packaging solution that is both recyclable and reuseable.





**Australasian  
Institute  
of Packaging**



## **AIP: Peak Professional Body for Packaging Education & Training in Australasia**

**The Australasian Institute of Packaging (AIP) is the peak professional body for packaging education and training in Australasia; helping to shape the careers of generations of packaging professionals – from packaging technologists to international packaging business leaders along with a host of people in associated disciplines – sales and marketing, purchasing, production and environment.**

Having served the industry for over 60 years the AIP is the only professional body designed to provide professional and personal development to all levels of the packaging industry; educational offerings include the Diploma in Packaging Technology, the

Certificate in Packaging, the Master in Food & Packaging Innovation, Certified Packaging Professional (CPP) Designation, Fundamentals of Packaging Technology course, half-day training courses, conferences, technical forums, site visits, Influential Women's Mentoring program, internship program and more. The AIP covers Australia, New Zealand and parts of Asia.



PROUD MEMBER



**PIDA**  
AUSTRALASIAN  
PACKAGING  
INNOVATION & DESIGN  
AWARDS

## **Annual Australasian Packaging Innovation & Design (PIDA) Awards**

**Coordinated by the Australasian Institute of Packaging (AIP), the Annual Australasian Packaging Innovation & Design (PIDA) Awards are designed to recognise companies and individuals who are making a significant difference in their field in Australia and New Zealand.**

### **PIDA Categories include:**

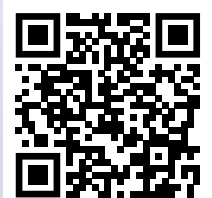
Food • Beverage • Health, Beauty & Wellness • Domestic & Household  
Labelling & Decoration • Outside of the Box • Sustainable Packaging • Save Food Packaging  
Accessible & Inclusive Packaging • Marketing • Young Packaging Professional of the Year  
Industry Packaging Professional of the Year • ABA Scholarships  
AIP President's Award • Packaging Technologist of the Year

EXCLUSIVE ENTRY TO



**WORLDSTAR  
GLOBAL  
PACKAGING  
AWARDS**

The PIDA Awards are the exclusive award program for all Australia and New Zealand entries into the prestigious WorldStar Packaging Awards, which are coordinated by the World Packaging Organisation (WPO). The AIP are the Member for Australia and New Zealand for the WPO.





## Bouncee - Reusable Insulating Crates

Company: ICEE Technology Group

Categories: Transit, E-Commerce

Bouncee is an innovative reusable, collapsible insulated crate designed to meet the stringent demands of temperature-controlled food and pharmaceutical logistics. It is primarily suited to short-transit applications (<14hrs) such as grocery e-commerce and pharmacy distribution, where it delivers revolutionary efficiencies and cost reductions at scale. Bouncee draws inspiration and stands on the shoulders of the globally renowned collapsible Returnable Plastic Crates (RPCs) as the first true insulated collapsible RPC. It embodies the same circular economy and highly efficient principles. Bouncee is built on a modular architecture, allowing individual panels to be removed and replaced. This effectively repairs the crate and saves the financial and environmental investment left in the crate. The patented composite is also made of two forms of recyclable PP.



## IMH™ PET Integrally Moulded Handle Bottle

Company: Integrated Plastics

Categories: Non-Alcoholic Beverages, Packaging Materials and Components

Integrated Plastics IMH (Integrally Molded Handle) bottle has received a Gold medal at the 2024 Australasian Packaging Innovation and Design Awards. The patented Integrally Moulded Handle (IMH™) PET bottle by Integrated Plastics is a prime example of an environmentally responsible innovation. This technology offers a 100% recyclable solution, made from recycled PET (rPET), aligning with the global push for sustainability. Unlike traditional bottles that incorporate separate handle materials, the IMH™ design integrates the handle directly into the bottle, which means the entire package is recyclable without any separation process. This design facilitates participation in the circular economy, reducing the overall carbon footprint of manufacturers and users. From a technical perspective, the IMH™ bottle provides superior benefits over competing materials like HDPE/PP/PVC, PET, with 50 times more oxygen barrier capacity, ensures extended product shelf life, making it suitable for a wide range of products such as dairy, juice, oil, and more. Additionally, the bottles are lighter, faster to produce, and offer better clarity, making them more attractive to consumers and easier to manufacture at scale.

## CRYOVAC FlexPrep Portion Dispensing Pouches for McDonald's Australia

Company: Sealed Air

Category: Food

CRYOVAC® FlexPrep™ portion dispensing pouches are designed to deliver sustainable value to food service operations. Given the large volume of sauces and condiments consumed annually, FlexPrep™ presents a substantial opportunity for the food service sector to reduce food and packaging waste wherever condiments and sauces are used - just as it has done so for McDonald's Australia. By dispensing condiments from pre-filled flexible pouches, FlexPrep offers food service establishments like McDonald's to reduce its packaging consumption, minimise contamination risks, and reduce food waste. In addition, by consistently dispensing condiments, fast food restaurants can ensure flavour consistency and enhance the consumer experience.

\*\* How does FlexPrep work? \*\* A pre-filled hermetically sealed FlexPrep dispensing pouch (containing condiments/sauce) is loaded into a reusable rigid dispensing container to easily dispense portion controlled, consistently applied volumes to food service item with a product yield of up to %98.



## EzyPour + Refill

Company: Caps & Closures, Thankyou

Categories: Health and Personal Care, Household

EzyPour, winner of two 2024 PIDA Silver Awards, is designed for Thankyou's 1L refill bottle. It is a practical and eco-conscious solution for the health and personal care market. Its two-part system provides controlled, spill-free dispensing, improving the consumer experience while reducing product wastage. The packaging aligns with latest trends showing that over 60% of global consumers are less likely to buy products in non-sustainable packaging (1). By offering a refillable and fully recyclable solution, EzyPour helps brands meet the growing demand for sustainable packaging. Internally tested for reliable performance, EzyPour encourages reuse, reducing the environmental impact associated with single-use plastics. Its lightweight design further contributes to lowering transportation emissions, making it an ideal packaging solution for brands aiming to reduce their carbon footprint. EzyPour's balance of functionality, consumer convenience, and sustainability makes it a standout contender in the health and personal care category.

## Green Action® Dishwashing Liquid

Company: TrendPac

Category: Household

TrendPac Green Action® Dishwashing Liquid stands out in the Household category due to its innovative, sustainable packaging design. The bottle is crafted from 100% recycled PET and is 25% lighter than its predecessor, enhancing use and safety while maintaining durability. Design enhancements like an embossed brand logo that doubles as an anti-slip feature and a fern Mobius loop symbol that enhances structural integrity but also encourages consumer recycling. By incorporating these in the design, we reduced the label coverage to just 15%, further cutting material usage. The reduced label size features 30% PCR content and has reduced coverage to only 15%, achieving a 40% reduction in material use. Additionally, the carton with a 7% reduction is made from 100% recycled, non-bleached material. The unique branding elements enhance visibility on shelves, and the overall approach delivers significant cost savings and material economy. With improvements in manufacturing and freight efficiency, allowing for 20% more product per pallet. TrendPac embodies creativity and innovation in sustainable packaging, making it a deserving winner in this category.



### Premium Grapes Paper Bunch Bag (Costa Group + The Packaging Hippie)

Company: The Packaging Hippie

Category: Food

The grape paper bag is an innovative packaging solution that redefines sustainability and functionality, setting a new benchmark for fresh produce packaging. Created with a deep understanding of environmental responsibility, consumer demands, and operational efficiency, this pack tackles major challenges faced by the industry while delivering a unique and impactful experience on the shelf. Its design reflects a holistic approach that addresses not only environmental concerns but also ensures practicality, aesthetic appeal, and operational benefits.



### DON DELI CUTS

Company: George Weston Foods: DON Smallgoods

Category: Food

This Australian-first innovative flow wrap (envelope pack) solution for smallgoods provides consumer convenience, communicates to consumers intuitively for the easy to open and close features, provides product visibility, minimises the mess of liquid in the pack and is a mono material lightweighted packaging solution that does not compromise food quality and freshness. Thermoform packaging is traditional used for Smallgoods which is not resealable. Research says that Reseal functionality is a consumer's number one tension in the smallgoods packaging, followed closely by bulky packs; lack of sustainable options; visibility of the product and the presence of free liquid in the pack. (BrandTonic Nov 2022)

### 100% Paper Packaging Film for Broc Shot

Company: Close the Loop

Category: Health and Personal Care

Close the Loop Group created a fit-for-purpose, 100% heat-sealable paper packaging film for their client Broc Shot to replace an existing industrial compostable structure they were using for packing individual-serves of powdered health supplements. The new pack is FSC certified, has no Added PFAS, is kerbside recyclable and meets FDA approval for the export market. The paper material used for Broc Shot continues their light-weight packaging solution journey with optimal pack-to-product ratio and the same quantity of sachets per outer carton as the previous pack format used. This has allowed Broc Shot to innovate without increasing storage or freight space requirements, which is of key importance for their e-commerce business. Broc Shot are a health and wellness-focused brand, with sustainability a driving factor for both the company itself and its consumers. It was important from the outset for the brand to utilise the most sustainable packaging solutions available while maintaining the high-quality of their powdered product and ensuring protection in shipping to their main international client base in the US, while finding packaging that would run on existing vertical form-fill-seal equipment.



### CONVENIENCE WITH A CONSCIENCE



### Naked Rivals - Convenience with a Conscience

Company: Naked Rivals

Category: Food

Naked Rivals are on a mission to save imperfect fruit and also end food waste at home, providing consumers with convenient food options that don't compromise their need for great tasting, healthy ingredients that are sustainably packaged. Naked Rivals provide consumers with access to 100% fresh lemon and 100% lime juice cubes, simply frozen - using the juice from imperfect fruit. The product has a shelf life of 2.5 years, extending the shelf life of the fruit and the product reduces the amount of citrus waste being disposed in landfill. In each pack, consumers receive the juice from 6 lemons or limes, conveniently portioned into cubes - with each cube equal to the juice from half a lemon or lime. Research shows 68% of Australians use lemon and lime juice multiple times a week, with even higher usage rates of 75% in the US and Asia. 83% of those consumers use the juice in cooking and baking, while 51% use it in drinks. Our consumer testing also revealed an incredibly high purchase intent: 66% in Australia, 52% in the US, and 70% in Asia. The packaging is unique that the easy peel film & tray allows the ease to pop out cubes and with a half a lemon or lime in every cube consumers don't have to peel, chop, or squeeze the fruit anymore. Don't forget how much fruit is wasted if not squeezed properly. The bespoke recyclable rPET tray with tamper proof features is unique sustainable packaging for juice. This product uses only Australian fruit, so producers receive a good price for their imperfect fruit and their produce doesn't end up in landfill.

### Pioneering Sustainable Packaging Solution for Meat Trays

Company: Pact Group, Woolworths, Hilton Foods, Cleanaway Waste Management

Category: Packaging Materials and Components

In an era marked by increasing environmental consciousness, the packaging industry bears a crucial responsibility to champion sustainability. This groundbreaking initiative reimagines the recycling process for meat trays, a sector traditionally plagued by complex material combinations and contamination challenges. Born from a powerful collaboration between industry leaders Pact, Cleanaway, Hilton, and Woolworths, this project embodies a profound commitment to environmental stewardship and innovation. **PACKAGING AND RECYCLING INNOVATION**

**Mono-material PET Trays:** Central to the project's success is the innovative design of the trays. Constructed entirely from PET, including the film, these trays are engineered for seamless integration with kerbside recycling programs. This mono-material approach eliminates the complexities associated with mixed materials, ensuring effortless recyclability and maximizing resource recovery.





## Shipping Boxes Mexico for RINGANA

Company: DS Smith Packaging Austria GmbH

Category: Transit

DS Smith and RINGANA have developed a ground-breaking packaging concept that sets new standards in functionality, efficiency and transport optimisation for shipping products to Mexico. The key to this is the availability of three different pack sizes (dimensions: 600x400mm, 400x300mm and 300x200mm). Thanks to integrated tear strips, the sturdy boxes can be easily opened and reused in RINGANA's destination warehouses. Height-adjustable elements in the base allow flexible adaptation to different product sizes up to a total weight of 30 kg. The packaging solution has been designed for 30 different RINGANA products with different heights and diameters. Particularly innovative is the possibility of placing 4 of the smallest 300x200mm boxes in the 600x400mm boxes and 2 in the 400x300mm boxes. This minimises empty space and optimises transport routes - whether by truck, air or sea freight or parcel service. For RINGANA, the new system means enormous process optimisation through efficient storage and transport logistics. On the other hand, the compact, flexo-printed boxes, which are safe to transport, save valuable resources.



## Satino, Multi-Purpose Towel Box

Company: MM Packaging Behrens

Category: Household



The Kitchen Cloths Recycling Box is a packaging product that is a real all-rounder in the household. The box is designed to hold highly absorbent three-layered cloths that are perfect for use in the kitchen, bathroom, car, home, and garden. The practical opening in the recycling box makes it easy to remove the cloths, ensuring that you can use them whenever you need them.

What sets the product apart is its sustainability. The Kitchen Cloths Recycling Box is made from 100% recycled paper, making it a plastic-free and chemical-free option that contributes to protecting the environment. The better utilization during transport and higher truckload capabilities makes it an eco-friendly choice that saves on transportation costs.

The vintage and natural look of the box adds to its appeal, making it stand out on shelves and providing a better marketing perspective. The easy removal with one hand ensures that you can use the cloths without any hassle. Our product is manufactured using our standard, yet innovative, production process, which combines conventional and up-to-date techniques.

## Home-Compostable Coffee Capsules

Company: Greiner Packaging International GmbH

Category: Packaging Materials and Components

Introducing Greiner Packaging's Home-Compostable Coffee Capsules: A Breakthrough in Sustainable Coffee Packaging. In a world where convenience and sustainability are key, our home-compostable coffee capsules stand out as the perfect solution for environmentally conscious coffee lovers. Developed through the collaborative expertise of Greiner Packaging and Constantia Flexibles, these capsules offer a remarkable balance between ecological responsibility, technical performance, and user convenience. Eco-Friendly and Certified Compostable

Our coffee capsules are certified by TÜV Austria with the «OK HOME Compost» label (Certificate Number: S2583), ensuring that they can break down completely in a home compost environment within 26 weeks. This revolutionary product allows consumers to enjoy coffee while contributing to a circular economy. After use, the capsules—including the coffee grounds—can be disposed of in a home compost heap, transforming into nutrient-rich humus that benefits the soil.



## Wooden label

Company: Marzek Etiketten+Packaging GmbH

Category: Alcoholic Beverages



Sustainability and environmental protection are part of the corporate DNA of Marzek Etiketten+Packaging, a family business with a long tradition. With this in mind, all business areas - especially the production processes - are aligned with the latest technologies according to environmentally friendly criteria. Marzek Etiketten+Packaging works with a variety of innovative eco-materials, up to 100% recycled materials and combinations thereof, compostable eco-films, materials made from renewable raw materials and sustainable forestry. At the same time, Marzek Etiketten+Packaging supports its customers in positioning their organic products on the market as environmentally friendly and sustainable with the appropriate labelling and packaging. Wooden labels are unique and very special. They communicate the high value of the content as well as the eco-character of the product. The basis for the printing material is a real wood veneer - usually maple. The result is a completely natural product that has a special visual and tactile effect.

Finalist Austrian Packaging Award / Smart packaging One example of the use of wooden labels is the range of labels for eggnog, pine and peppermint liqueurs as well as pine schnapps from Horvath's Spezereyen Kontor. Founded in 1996, Horvath's Spezereyen Kontor has set itself the goal of refining Austrian foodspecialties and offering them in a high-quality and innovative design in keeping with the spirit of the times. This includes Austrian vodka, gin, unique liqueur specialties such as eggnog, honeydew melon cream liqueur, apricot cream liqueur, pine liqueur and schnapps as well as many other brandies and liqueurs, but also food specialties.

## Paper-based packaging solution for fruits and vegetables (Papierschlauchbeutel für Obst und Gemüse)

Company: Ulrich Etiketten GesmbH

Category: Fresh Fruits and Vegetables

Our %100 paper-based packaging solution for fruits and vegetables, developed in collaboration with Frutura Obst & Gemüse Kompetenzzentrum GmbH, sets new standards for sustainability and functionality. This fully recyclable packaging significantly reduces plastic waste and contributes positively to environmental protection. It integrates seamlessly with existing form-fill machines, making it easy for businesses to adopt without altering their operations. *Ecologically, the packaging supports a circular economy by using renewable resources and being compostable, further minimizing its environmental footprint. Its design ensures that it can be easily recycled through existing paper waste streams, enhancing its appeal as an eco-friendly alternative to plastic. From a technical standpoint, our packaging maintains the freshness and quality of products while being flexible and durable enough to withstand daily handling. The customizable viewing windows and print designs offer not only aesthetic appeal but also practical benefits like efficient branding and easy product identification.*



### EcoPeelCover

Company: Constantia Flexibles International GmbH

Category: Packaging Materials and Components

Privatmolkerei Bauer, a leading German dairy producer, sought to improve the sustainability of its packaging without sacrificing performance. To meet this demand, we developed a thinner, more eco-friendly die-cut lid for their polypropylene (PP) cups, commonly used in the dairy sector. The primary goal was to significantly reduce material usage, optimizing material and energy efficiency. Traditional die-cut lids feature aluminum layers of 38µm with 24 grams/m² extrusion coatings. Our team achieved this by developing EcoPeelCover, featuring a 25µm aluminum thickness and a 13 grams/m² extrusion coating, which provides the sealing function. Therefore, EcoPeelCover sets itself apart as the thinnest die-cut lid on the market, incorporating an ultra-thin aluminum layer and coextruded PP. Despite its reduced thickness, it delivers exceptional peelability, corrosion protection, and puncture resistance. The lid also provides superior barrier protection against moisture and oxygen, ensuring the dairy products remain fresh and protected. *Constantia Flexibles achieved a 25% reduction in aluminum thickness and a 50% reduction in extrusion coating material, making EcoPeelCover one of the most resource-efficient lidding solutions on the market. This optimization not only reduces material consumption but also improves transport and packaging processes.*



### Ellen, Letterplate Box

Company: MM Packaging Leeuwarden

Category: Household



Introducing our new sustainable cardboard box for letter plates - a plastic-free alternative that showcases the potential of cardboard as an eco-friendly option. Made entirely from recycled board, this functional packaging is durable, easy to assemble, and provides excellent protection for its contents. By replacing 100% plastic with 100% carton, we're proud to contribute to a more sustainable future. Join us in celebrating this exciting new product and its positive impact on the planet. The carton is a recycled board and fully born out of plastic replacement matters, which means plastic will be entirely replaced by cartonboard. Functional Packaging. This cardboard box is not only a more sustainable option, but it is also highly functional and practical for its intended use as a letter plate packaging. It is durable, easy to assemble, and provides excellent protection for its contents.

Print Effects: Offset print 4 colors

Plastic Replacement. Elton changed the way they pack. From plastic to board. The whole company has to think and work differently due the carton packaging. We have guided them through several stages. Compared with the plastic packaging, Elton is able to put information on the carton.

Less weight, Mono pack.

It is highly functional and practical for its intended use as a letter plate packaging. It is durable, easy to assemble, and provides excellent protection for its contents.

### 0.33l Hardened Returnable Bottle for the Austrian Market

Company: Vetropack

Category: Alcoholic Beverages

Glass is one of the most sustainable and environmentally friendly packaging materials. It is made from natural resources, does not release harmful substances, and is 100 percent recyclable. However, its weight and stability have traditionally been seen as disadvantages. Vetropack, as the world's first glass packaging manufacturer, has developed an innovative hardening technology that largely eliminates these drawbacks, while also enhancing the sustainability of glass packaging. Bottles made from hardened glass are around 30 percent lighter than conventional bottles. This is particularly important for returnable bottles, as they must be transported back to the bottling plants. Vetropack's introduction of this hardening technology and the new returnable bottles shows great potential to revolutionize the market for sustainable and innovative packaging solutions. The combination of reduced weight, increased stability, and improved logistics makes these bottles an attractive option for bottlers and consumers focused on sustainability. This innovation could strengthen the market position of brands and help meet the growing demand for sustainable products. The development of the new 0.33l standard returnable bottle was driven by the concept of a returnable system. Only by considering the entire logistics chain holistically can both the ecological and economic potentials be fully realized in the long term.



### Azura, Sustainable Tomato Box

Company: MM Packaging France

Category: Food



Azura Tomato Box is our version of an innovative packaging solution for fruits and vegetables weighing less than 1.5kg. Our team has created a top load solution with a cellulose film that complies with the French "AGEC" regulation, which prohibits the use of plastic packaging. This packaging solution is 100% plastic-free, making it an eco-friendly choice that contributes to protecting the environment. We have replaced plastic trays with a sustainable alternative, making it a standout product that is both functional and aesthetically pleasing. The packaging features red cherry tomatoes printed on a white board, which is sure to grab the attention of consumers. The packaging is eye catching solution: red cherry tomatoes printed on a white board. The communication surface is important, so we can print additional information on the packaging. A top load packaging with a window patching for product visibility. Full branding solution with printed surface area all around the packaging. Cellulose window patching. Window patching for product visibility. A top load packaging with a window patching for product visibility and plastic replacement. The cellulose film used in our packaging solution is a sustainable alternative to plastic, making it an eco-friendly choice that is sure to impress. The top load packaging with a window patching for product visibility is a unique feature that sets our product apart. It allows consumers to see the product inside, making it easier for them to make a purchase decision. We believe that our packaging solution is a step towards a more sustainable future, and we hope that it will inspire others to make eco-friendly choices. We substitute the plastic trays with a solution 100% plastic free.

### Carton Cavity System

Company: MM Premium Vienna GmbH

Category: Food

Say goodbye to traditional plastic products like trays and blister packs and hello to the Carton Cavity System - a sustainable alternative that uses fiber-based materials like cardboard and corrugated cardboard. Our system offers a variety of shapes, sizes, and cavity positions, making it flexible and applicable for multiple products in the FMCG sector, such as cosmetics, coffee capsule sample sets, advent calendar inserts, and fruit trays.

The Carton Cavity System is divided into two versions - positive and negative - with cavities that can vary in size, shape, and depth. The positive version offers space for your products in the cavities, while the negative version uses the cavity as a packaged goods separator. And with our system, brand owners can use their existing machines for nesting operations, making it a practical choice for your business. But that's not all - our fiber-based product means you don't have to think twice about waste separation. For example, an advent calendar with a Carton Cavity System insert is a mono-material product where you don't have to separate the outer box from the insert, making waste sorting easier for the end consumer. And the Carton Cavity System is not just good for your business, it's good for the environment too. Our system is in line with the future Packaging and Packaging Waste Regulation, which stipulates that all packaging must be recyclable by 2030 and must meet specific requirements for recycled content in plastic packaging. With the Carton Cavity System, you can make a positive impact on the environment while still meeting your packaging needs.





### Assortment box for 8 bottles

Company: Rondo Ganahl AG

Category: Alcoholic Beverages

This is a wine box for 8 wines in a horizontal arrangement. It consists of an outer box and an interior for fixing the bottles. The dividers are so designed, that the bottles are not only well protected, but also create an overall visual impression. All parts are simply folded and assembled without any gluing. Due to the high weight, an extremely stable and compact corrugated cardboard was chosen. The special feature is the look and the feeling. There are no external edges or other cutouts visible, which makes the box look very harmonious. Furthermore, the packaging is designed in such a way that the interior surfaces is also printed, without having to print on the inside of the corrugated cardboard. This made it possible to save money. The design, which is reflected in the bottle and packaging, creates a purchasing incentive with a wow effect.



### EcoLamHighPlus Mono-PE laminate with high barrier and lap seal

Company: Constantia Flexibles International GmbH, Asas Ambalaj Baskı Sanayi ve Tic.A.Ş

Category: Packaging Materials and Components

EcoLamHighPlus is a high barrier mono-polyethylene (PE) laminate, suitable to replace traditional aluminum-containing non-recyclable composite structures like PET / ALU / PE. This structure has three-layer consisting of heat-resistant oriented PE printed by rotogravure technique as outer layer, ultrahigh barrier metalized oriented PE as middle layer and sealant PE having perfect seal integrity as third layer. By this, packaging is suitable for the vast majority food products that require high moisture and oxygen barriers such as coffee, snacks, seeds, and nuts. Thanks to the heat-sealing properties of the outer layer, which is the first on the market for high barrier mono-PE laminates it is possible to form doypacks at vertical form fill seal (VFFS-) lines, whereas the standard doypacks are produced on horizontal form fill seal (HFFS-) lines. The structure is also suitable for lacquer application (like matt-, paper touch, or others) to differentiate the product on the shelf with different visual effects. Proving it's future proof nature the packaging material was approved by RecyClass to be compatible with the flexible PE recycling stream.

### Toblerone, Truffles

Company: MM Packaging Deeside Ltd

Category: Food

The 180g carton subtly and carefully showcases the hot foil stamping effect and without overuse while the 380g carton is produced on Transmet laminated board, which has all the benefits of traditional metallised polyester carton board laminates, but without the film content and is recyclable through normal waste streams. The distinctly designed panel facets uniquely break up the packaging design which creates curiosity for the consumer. The subtle use of hot foil on the 180g carton design gives a shimmer of the premium nature of this new Truffle coupled with the silk and gloss varnishes and complex multi-layer embossing. The micro hessian embossing applied on the 380g carton is something that would not be out of place seen on the shelf of a premium beauty product. Structural Design: Trapezoid shaped carton with tamper evident glued ends in order to mirror the typical desired design language of the brand. Our product is manufactured using our standard, yet innovative, production process, which combines conventional and up-to-date techniques. This ensures that we are able to deliver high-quality products in an efficient and effective manner. Perforation enables easy 'concora' opening and re-close feature on the top, as well as temper evidence.



### Thomas Klement, Styrian Pumpkin Seed Oil

Company: MM Premium Vienna GmbH

Category: Non-Alcoholic Beverages

Our collaboration with Family Klement has driven us to strive for excellence in the development of pumpkin seed oil packaging. As an Austrian packaging company, we are committed to creating premium packaging that showcases the local high-quality product in the best possible way. The result is a stunning packaging design that speaks for itself. The abstract graphic design in various shades of green is reminiscent of the flavorful Styrian gold, as we called the pumpkin seed oil in Austria, while the multifaceted structure is created by several finishing effects, including hot stamping, embossed elements, iridol, texture, and UV varnish. These elements provide a unique tactile and visual experience that truly showcases the pumpkin seed oil in all its glory. Our packaging design perfectly complements the product, creating a harmonious and unforgettable experience for customers. As an Austrian packaging company, our goal was to create a premium packaging that presents the local high-quality product in the best possible way. The result speaks for itself: The abstract graphic design in various shades of green is reminiscent of the flavorful Styrian gold, and the multifaceted structure is created by several finishing effects.

### Recyclable paper bag without free film layer

Company: Mondi

Category: Other

Mondi's recyclable paper bag without free film layer is an innovative solution in industrial packaging, designed to protect filling goods like building materials, chemicals, and feeds while significantly reducing plastic content. The innovative bag stands out for its innovative approach to industrial packaging by replacing the free film layer with a coated barrier paper. A free film is typically a thin plastic barrier (often polyethylene or HDPE) inserted between layers of paper to protect contents from moisture and prolong shelf life. While effective, these plastic films make recycling more complex and increase plastic waste. Mondi's uses its FunctionalBarrier Paper as alternative, a coated paper that provides the same moisture protection without the need for plastic film. This in-house innovation not only maintains product integrity but also reduces PE content by up to 50%, offering environmental benefit by minimising the use of plastic. The final solution is compatible with existing filling machines and offers strong puncture resistance and strengths performance, ensuring it meets the practical demands of industrial use. Moreover, manufacturers do not need to invest in new equipment, making it a cost-effective and versatile solution for various industries. It primarily makes the solution a high-performing packaging option for industries dealing with products weighing 20-25 kg like building materials, chemicals, and animal feed.

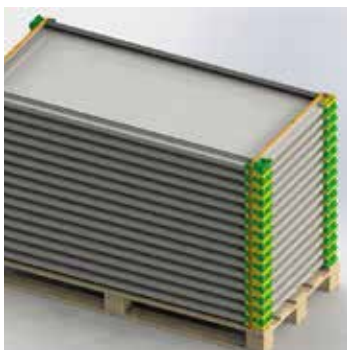


### ALPLA CleanCharger

Company: ALPLA Group

Category: Packaging Materials and Components

The CleanCharger packaging concept combines the reusability (Reuse) of complex packaging elements with the minimization (Reduce) and closed-loop recyclability of the primary packaging (Recycle). Pump dispensers are elaborately designed and often contain contaminants for plastic recycling such as metals or glass. The CleanCharger provides a solution here, because a pump can be reused many times. The same applies to the keeper as an outer container. It is not only a central design element, but also carries the top load during pumping and thus enables the cartridge containing the filling material to be designed in an absolutely minimalist manner. The cartridge, in turn, is extremely lightweight and thus avoids unnecessary plastic with each "reload". It can be made from up to 100% rPET, is easy to compress after emptying thanks to its minimalist design and, in contrast to alternative refill packaging solutions on the market, is closed-loop recyclable (bottle-to-bottle). The outer keeper is reused for years and can therefore be made of a variety of materials and can also be designed a little more elaborately in the interests of durability. There are prototypes from polished, painted and anodized aluminum, painted wood and various plastics. The cartridge has been minimized to the limits of what is technically feasible through the choice of material, preform design, design and manufacturing process.



### Reusable Stacking Corner

Company: FRIES Kunststofftechnik GmbH

Category: Transit

FRIES Kunststofftechnik GmbH's Reusable Stacking Corner is an innovative solution specifically designed to meet the challenges of industrial, heavy-duty, and inter-company transit packaging. It provides exceptional protection for sheet materials such as metal, wood, plastic, and glass during transportation, enhancing efficiency while reducing waste and cost. Durability and Protection in Transit. The Reusable Stacking Corner is engineered for robust performance, offering superior protection during the transport of large, heavy, and fragile materials. Its modular design features two spring-loaded parts that automatically adjust to the thickness of the materials being transported. This ensures a secure grip on products, protecting edges and corners from damage, a common issue in transit. Additionally, it is compatible with tension belts for enhanced stability during movement, ensuring products remain securely in place even on inclined surfaces. Cost and Resource Efficiency. One of the key benefits of the Reusable Stacking Corner is its ability to reduce costs and resource consumption. Unlike traditional single-use packaging materials, such as Styrofoam or wood, this stacking corner is reusable, significantly cutting down on packaging waste and disposal expenses. Its recyclable components further minimize the environmental impact, making it a more sustainable solution for heavy-duty industrial transit.

### TransSteel 2200C welding machine

Company: DS Smith Packaging Austria GmbH. - Werk Kalsdorf

Category: Electronics

DS Smith has developed an innovative packaging solution for Fronius International's 15kg TransSteel 2200C welding machine. The concept features a modular design with few components and is extremely easy to use. The concept consists of three identical trays for the base, lid and equipment. Quadruple side walls are inserted and locked into the base cup along the left and right long sides. The welding machine is then inserted, the lid is put on and the carrying function is activated. The unit is then placed in an outer box (FEFCO 0201) and completed with the filled equipment tray. Finally, the box is sealed with tape. The system is easy to use and safe to transport. The system has passed the drop test from a height of 900 mm onto six surfaces, three edges and one corner ten times in accordance with Fronius guidelines. It also passed the vibration test according to DIN EN 28318. Another important aspect was that the welding machine was packed into pre-assembled parts in less than one minute. DS Smith's new packaging solution is designed for worldwide shipping by truck, ship, air freight and parcel service and is offset printed.



### Cardboard Sprinkler Can

Company: Pratopac GmbH

Category: Household

The innovative Claro cardboard can with a built-in cardboard sprinkler is an eco-friendly packaging solution designed for full disposal in paper waste. This ensures it is returned to the recycling cycle, promoting sustainable waste management. Made from 97% paper, the can is highly recyclable. With 76% of the materials being recycled paper, further boosting resource conservation. The Claro sprinkler can represents a cutting-edge innovation in packaging, specifically designed for dishwasher powder. Its resealable cardboard sprinkler protects the powder, preserving freshness and preventing moisture or contamination. This unique feature allows for easy, precise dispensing while ensuring the shaker can be securely resealed to keep the contents safe. The sustainable cardboard construction makes the sprinkler particularly environmentally friendly, as it can be fully disposed of in paper waste and easily reintegrated into the recycling cycle. The Claro shaker's resealable shaker is thoughtfully designed to be user-friendly and intuitive, immediately appealing to consumers. It opens and reseals effortlessly, providing both convenience and protection for the dishwasher powder. The simple, straightforward design requires no complex instructions, making it easy for anyone to use. This combination of convenience and functionality sets a new standard in packaging innovation. Replacing the traditional plastic dispenser, the new cardboard version eliminates the issues caused by separation from the shaker body, which previously hindered proper waste disposal. The cardboard dispenser is fully integrated into the shaker and consists of a single coated cardboard disc, allowing for easy disposal in paper waste and smooth reintegration into the recycling system.

### Gift Calendar

Company: Rondo Ganahl AG

Category: Gift Packaging

24 doors, 100% green. Our "Feey Advent calendar" surprises on several levels: A packaging concept that is 100% recyclable, printed in high quality, with a cleverly designed cast fiber insert that offers plants optimum protection and light - both during shipping and until the last door is opened. Because at our customer Feey, it's not just the plants that flourish, but also the company. Feey is a fast-growing start-up from eastern Switzerland that has made a name for itself by shipping houseplants. The plant specialist approached us with the wish to design a sustainable Advent calendar filled with houseplants. We spent six months working on the development of this unique Advent calendar. The corrugated cardboard outer box with E-flute has the advantage that less space is required for shipping and a higher quality print result can be achieved. The inner insert is made of cast fiber. Both materials - the outer packaging made of corrugated cardboard and the two inner inserts made of cast fiber - can be returned to Rondo Ganahl AG's circular economy. The cast fiber inserts are nested and thus ensure space-saving shipping. What lies behind the 24 doors will make the hearts of plant lovers beat faster. In addition to beautiful houseplants, there are also practical plant accessories.





**Toblerone, Xmas Triangular Box**

Company: MM Premium Vienna GmbH  
Category: Food

Toblerone is a world-renowned brand that has captured the hearts of chocolate lovers everywhere with its unique triangular-shaped chocolate bars. The brand is all about inspiring people to embrace their individuality and stay true to themselves. And what better way to celebrate the holiday season than with Toblerone's Christmas Edition Box? This delightful treat features a fun and festive appearance, complete with a generous amount of tiny bars that are perfect for sharing with loved ones. The bag itself is designed to carry the iconic triangular shape of the mini bars, making it the perfect gift pack. The distinctive graphic design and premium packaging of the Christmas Edition Box add to the overall appeal of the product. With hot stamping, embossing, and a lovely red cord, this gift box is sure to impress. It's perfect for sharing around the Christmas tree or as a quick snack on a road trip. And let's not forget about Toblerone's Tiny Bars, also known as delicious little chocolate mountains. Packed in a unique triangular gift box, these bars are sure to make any sweet tooth happy. So go ahead, indulge in the unique taste and shape of Toblerone this holiday season.



**Blue Tube Evo - Chanel Chance Handcream**

Company: TUBEX Aluminium Tubes  
Category: Health and Personal Care

Major luxury brands are rediscovering aluminum tubes as a high-end packaging option: CHANEL chose TUBEX's Blue Tube Evo as the packaging for its new, limited-edition Chance hand creams. The delicate, refreshing creams feature the familiar floral scents of CHANEL's Chance fragrances. Each tube is decorated in a soft pastel shade that matches its perfume counterpart and reflects the brand's trademark style. The design is rounded off with a pearlescent finish and an elegant octagonal closure. The creams come in a sleek box containing all three scents. As well as their chic aesthetics, the tubes are also highly sustainable: The Blue Tube Evo was the world's first tube made of recycled aluminium. The innovative material uses 95% PCR content (that also includes packaging waste), is infinitely recyclable and significantly reduces carbon emissions. For a brand built on the notion of timeless beauty, it made perfect sense to choose stylish, eco-friendly packaging designed for circularity. The Blue Tube Evo is made of 100% recycled aluminium (95% PCR and 5% PIR). It is the only aluminium tube that returns used and discarded aluminium packaging to the tube production, and therefore keeps valuable materials in their intended use.

**BRAZIL  
Fugini Condiments**

Company: MAD Creative  
Category: Food

Due to its exceptional combination of sustainability, innovation, functionality, and visual appeal. In 2015, Fugini Condiments pioneered the shift from traditional condiment bottles to the pouch format with a 3.5 mm nozzle, an innovation that not only improved functionality but also set new standards in the category. The 2023 redesign further elevates this packaging, making it more eco-friendly and user-centric while delivering a striking visual impact. Sustainability is at the heart of this design. The pouch uses 60% less plastic compared to conventional condiment bottles, significantly reducing its environmental footprint. Moreover, the design minimizes waste at multiple levels: the flexible structure ensures that consumers can use nearly 100% of the product inside, while the precise 3.5 mm nozzle allows for controlled dispensing, avoiding product spillage or overuse. These elements contribute directly to reducing food and packaging waste, a critical aspect in today's sustainability-driven market. Additionally, the redesigned pouch improves logistics and efficiency. The flexible packaging can be transported in 32% higher quantities than rigid containers, reducing CO2 emissions by 25% and optimizing storage and transportation. This results in not only cost saving but is also a substantial reduction in environmental impact, making the packaging a leader in sustainable innovation.



**Blau Farmacêutica S.A.**

Company: Blau Farmacêutica S.A.  
Category: Medical and Pharmaceutical

Blau sought to differentiate cancer treatment in the market by connecting innovative solutions. It used design thinking (ideation, prototyping, testing, and implementation) to create unit-dose containers and distinct primary and secondary packaging for oncology medications in an extremely regulated market, where previously this had only applied to conventional products. The new INTERACTIVE packaging of Blau Farmacêutica's ONCOLOGY LINE, represented by the anticancer drug Bicalutamide 50 mg, combines INNOVATION, SCIENCE, and TECHNOLOGY with new functionalities and practicality, assisting healthcare professionals and patients in their treatment. The UNIT-DOSES, through perforations around each cavity of the blister, allow for the individualization of the medication and facilitate the dispensing routine, as they enable the patient to carry only the dose they will take at the prescribed time and day. The processes were outlined using concepts of continuous improvement and lean manufacturing. Each cavity contains information about the drug, including the batch number, expiration date, and the DATAMATRIX CODE, which allows access to a WEBSITE providing product information and a DIGITAL LEAFLET, using reading apps or enabled cameras on cell phones and tablets, allowing access to medication information more quickly and easily, until the last dose, even after the disposal of the secondary packaging and printed leaflet.

**FÓRMULA NATURAL LIFE**

Company: ADIMAX INDÚSTRIA E COMÉRCIO DE ALIMENTOS  
Category: Pet

The packaging of the Fórmula Natural Life line is more than just simple containers; it is a tribute to life. With hand-drawn illustrations, each package captures the essence of the emotions experienced in shared moments with pets, from the arrival of a puppy to the peaceful days in their old age. This approach establishes an immediate connection with consumers, who, upon looking at the packaging, recall their experiences with their four-legged friends. Every detail has been carefully designed to reflect the love that pet owners have for their companions. From the choice of font for the word "Life" to the harmonization of colors among images, titles, and identification boxes, all elements are crafted to engage attention in an appealing and accessible manner. Furthermore, we have organized the information in a clear and structured way, making it easier for consumers to choose the product and reaffirming our commitment to their experience. Additionally, we included representations of people from diverse races and ethnicities, as well as individuals with disabilities, ensuring that everyone feels represented and can form emotional connections with the illustrations. In an era dominated by technology, we opted for a handmade approach, using watercolor techniques that make our product stand out on the shelves. This choice not only captures the consumer's attention but also evokes meaningful memories, becoming an extension of each family's story. With the Fórmula Natural Life, each package celebrates the love for pets, transforming an everyday act into a special memory.





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## Recycled Polypropilene Big Bag

Company: Ambiental from JBS

Category: Packaging Materials and Components

Our sustainable Big Bag is a tailored solution specifically designed for the fertilizer industry, aimed at reducing the carbon footprint of Brazilian agribusiness. As one of the world's leading agricultural exporters, Brazil plays a crucial role in global food production. This project not only enhances sustainability in the sector but also ensures circularity by utilizing recycled materials, thereby promoting a more environmentally friendly approach to packaging in agriculture.

Our sustainable big bag stands out as a winner because it meets the highest quality standards, specifically the ABNT NBR 16029:2012, ensuring exceptional reliability for various applications. It performs comparably to 100% virgin materials. All collected waste undergoes rigorous processes of washing, shredding, and extrusion to produce high-quality PCR resins for new big bags. Cibra is the client for this innovative project focused on sustainable packaging solutions. A third-party company, recommended by Cibra, manufactures the PCR resin used in the production of these big bags. These sustainable big bags are then reintegrated into Cibra's operations, as the company, a leading fertilizer producer, returns these eco-friendly packages to the field. Additionally, the recycled liner provides complete product protection, enhanced moisture resistance, minimizes leaks from movement or friction, controls odors, and reduces contamination risks.



## Copacabana Palace

Company: Brasilata

Category: Luxury



The can designed for the Copacabana Palace panettone is a luxury item that seamlessly combines sophisticated design and functionality. With its generous size, it is perfect for storing a larger panettone, setting it apart from other common packaging available in the market. Its unique shape enhances the premium character of the product, transforming the packaging into a memorable and personal gift. The graphic design of the can features the iconic Copacabana Palace building, a symbol of Rio de Janeiro's luxury and known worldwide. The image of the building occupies a central position, conveying the grandeur and tradition of the hotel. Furthermore, the lid highlights the renowned monogram of the Copacabana Palace, recognized internationally as a synonym for elegance and sophistication, further reinforcing the connection with the brand and the hotel. One of the significant technological differentiators of this can is the direct digital printing on the steel sheet, a pioneering innovation developed by Brasilata. This process provides greater precision in graphic details and colors, while also increasing the durability of the printed artwork. The result is packaging that has a premium and modern appearance, strengthening the visual identity of the Copacabana Palace and adding a touch of exclusivity to the product.

## Combopack: Two Seara Lasagnas + Rechaud

Company: Seara Alimentos

Category: Food

With the goal of reinforcing its commitment to its consumers and its innovative spirit, adding value to the line of frozen lasagnas, which have become a commodity in Brazil; without sacrificing profitability and the brand's characteristic quality, Seara adopted the strategy of promoting an operation that was initially promotional and never seen before in the category. The solution developed was to show consumers how Seara can be a partner brand and always be present in their routine, adopting the action of giving them a gift when they buy two lasagnas with an exclusive, technically designed rechaud, attracting them to a new perspective and inviting them to a new experience: the ease of eating a ready-made meal, sharing it with family and friends right at the table in a very pleasant presentation. So, the challenge was to promote the unitization of the pack's components, in a way that strategically promoted operational, logistical and financial viability in terms of display and sales, in addition to being attractive and catching the consumer's attention.



## Angel Agrícola: Sustainable packaging produced with clean energy

Company: Smurfit Westrock

Category: Fresh Fruits and Vegetables



The box model used is a highly ventilated tray, which helps keep the transported fruit fresh for longer. This box can also be stacked and still allows the product to be ventilated.

In addition, the highlights of this box are its sustainability: it is produced with biodegradable, recyclable material and the production chain is powered by clean energy.

Retailers are increasingly seeking to include sustainability as a business value, and the fruit and vegetable sector is no different. The clean energy seal on the box reinforces the concern for sustainability, which has become increasingly important nowadays for the end consumer as well.

## Organosolvi

Company: Antilhas Embalagens & Soluções

Category: Other

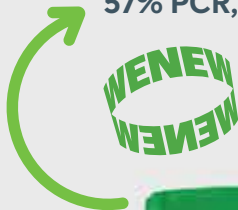
Our 100% PE SUP with 57% PCR is a packaging solution that embraces the circular economy and sustainability, providing clear benefits to the environment and society. Designed as a sustainable, innovative alternative, it presents three primary differentiators: 1. Circularity: The mono-material polyethylene structure facilitates recycling, while the inclusion of 57% post-consumer resin (PCR) enhances circularity by extending the life cycle of plastic materials, helping to reduce waste and support closed-loop recycling.

2. Innovation in Design and Production: Through the Gelflex EB printing process, this SUP uses 50% less energy and reduces volatile organic compound (VOC) emissions by 95%, resulting in a product with a significantly lower carbon footprint and environmental impact. This choice reflects our dedication to reducing production resource consumption and emissions. 3. Post-Consumer Efficiency and Responsibility: The packaging incorporates recycling symbols and a QR code that links consumers to a reverse logistics program. This initiative, with a social impact focus, generates income for low-income communities involved in the collection and recycling process, highlighting our commitment to societal benefits.



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The fertilizer is produced through the **composting of organic waste**, and it is based in the principles of a **regenerative economy**.

**Organosolvi**  
Fertilizantes Orgânicos



## Nestlé Nescafé Gold - Recyclable high barrier structure without aluminum foil

Company: ZARAPLAST

Category: Non-Alcoholic Beverages

RECYCLABLE film structure for COFFEE bags, WITHOUT ALUMINUM foil, approved for the first time by NESTLÉ Brazil for the premium packaging of NESCAFÉ GOLD. Using a combination of special BOPP films, latest-generation PE resins and modern (internal) technology for extrusion of high-barrier multilayer PE films, after several samples and tests, a BOPP//BOPPmet//PE-coex film structure (>85% polyolefins) was approved, meeting Nestlé's strict standards in terms of product quality, ensuring hermetic sealing, conservation of the COFFEE product (roasted and ground) during the product's life cycle (real-time shelf-life test), with high printing quality, premium metallic gold appearance and special 5-seal pouches formatting, maintaining the DIFFERENTIATED and PREMIUM appearance of NESCAFÉ GOLD on supermarket shelves. Furthermore, with 107 g/m2, a 17.7% reduction in the total weight of the film was achieved, REDUCING the CONSUMPTION of raw materials, which reinforces the attribute of a MORE SUSTAINABLE structure and, through recyclability, helps to promote the CIRCULARITY of plastics. The lighter structure of the film, with lower material consumption, reduces GHG emissions and energy consumption. All this, meeting the needs of a sophisticated, more demanding Nescafé consumer who is increasingly engaged in sustainability issues.



## EMBALAGENS CLEAN LABEL DAILUS LAB

Company: Camargo Cia de Embalagens Ltda.

Category: Packaging Materials and Components

My packaging is a winner because it follows the waterless beauty trend with soaps, shampoos and conditioner bars that do not require the water use in production and composition. This packaging is in line with the product concept by using biodegradable films in its structure. The films have a biodegradation additive called "Go Green P-life" which is responsible for transforming the polymers into biomass plus CO2 and water in landfill conditions.

This packaging has lower environmental impact as it uses eco-responsible materials that biodegrade within 4 years. Furthermore, this packaging is printed using digital printing technology that uses water-based compostable inks. As for the art, it is minimalist (clean label), using little ink in its design, a concept perfectly aligned with the sustainable purpose of the packaging. The bars are packaged in biodegradable sachets, which have a zipper closure system and can be reused, extending their useful life before final disposal.

## Optimized packaging for Clube Mantiqueira em Casa's E-commerce

Company: Smurfit Westrock

Category: E-Commerce

The "Mantiqueira em Casa" is a subscription club that allows members to receive fresh Mantiqueira eggs at home. There are different options to meet the costumers needs: they can choose between receiving their kits every 7, 14, 21, 28 or 35 days. In order to contribute to this exclusive e-commerce experience, Smurfit Westrock proposed improvements to the previous packaging. The project included the redesign and optimization of the packaging, with the aim of helping Mantiqueira, the largest egg producer in Latin America, reduce its costs and improve the sustainability of the logistics processes of its egg e-commerce. Smurfit Westrock's structural and graphic design experts for corrugated developed a B-Flute packaging model, with a semi-automatic bottom design, easy closure and HyGraphics printing. The aim was to help promote brand recognition in this differentiated business model, provide ease and agility in packaging assembly, effectively protect the eggs during travel and facilitate unboxing.



## Donna Karan Cashmere Collection (Interparfums Inc.)

Company: Wheaton

Category: Luxury

The main objective of the project for Donna Karan New York's Cashmere Collection line was to create packaging that captured the sophistication and elegance associated with the softness of cashmere. The challenge was to develop a design that reflected the essence of the contemporary woman, with a fluid silhouette and a thick bottom that conveyed luxury. It was essential that the glass packaging not only highlighted the exclusivity of the fragrances, but also provided a unique visual and tactile experience, taking the concept of luxury to a new level. In addition, the packaging needed to guarantee the preservation of the fragrance, combining impeccable aesthetics with functionality. Inspired by the softness of cashmere, the glass bottle's design features fluid curves that evoke the sensation of the fabric on the skin. Using advanced design techniques, the packaging has a thick bottom that not only guarantees robustness, but also an impeccable aesthetic without imperfections. The pure transparent glass reveals the essence of the fragrance in a simple and sophisticated way, highlighting the exclusivity of the Cashmere Collection line.

## Lindt Nocciolatte 350 g

Company: Ibratec - A Packaging Company

Category: Luxury

The Easter egg box from Lindt & Sprüngli Brazil combines elegant design with premium printing features, turning the packaging into the ultimate expression of luxury and sophistication, in line with the brand's reputation. The unique design, refined finishes, and advanced printing technology come together to create a one-of-a-kind piece that exceeds the expectations of the "premium" concept, not only protecting the product but also telling a story of exclusivity and refinement.

The project aimed to create Premium Easter egg packaging, featuring an innovative trapezoidal shape with beveled corners and an integrated handle. Hot stamping was used for the logo, and varnish highlighted the egg image. The cradle not only protects the egg but also makes it easier to remove and provides support for opening the product.





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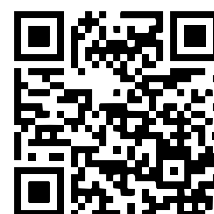
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### Panelinhas Seara (small decorative and reusable pans)

Company: Seara Alimentos

Category: Food

People's relationship with food has changed significantly over time and also due to unexpected events in recent years, such as the pandemic, which significantly changed consumer habits. Previously, prepared food brands' main solution for their consumers were practicality and convenience, a drive that guided the market towards ready-made meals for years and established "standardized" packaging, whose aesthetic concept was aging and opening up opportunities for new ways of presenting products. Seeking not only a differential, but also innovation in the category, Seara listened to consumer desires and aligned them with trends mapped in recent research, resulting in the launch of a new line enhanced not only by the flavors available, but also by the differential of practical, personalized, reusable, collectible and beautiful packaging! In order to fill the aforementioned market gap and generate a brand impact, Seara decided to launch a completely exclusive and independent line in its portfolio, working on delicious and dedicated recipes available in seven flavors and promoting complete options for all seven days of the week. Reflecting all this flavor potential, following the line of investments in category innovation and enhancing the product in terms of consumer experience, sales appeal and brand memory, the packaging was strategically designed and developed in parallel. Firstly, the suggested format, reminiscent of mini pans, brought an emotional feeling, since the act of cooking is a special moment for many people.



## CANADA

### Will Perform Epsom Salt Shower Stick

Company: Viva Healthcare Packaging

Category: Health and Personal Care

Designed with innovation at its core, the Will Perform Epsom Salt Shower Stick utilizes cutting-edge, in-mold label technology to decorate the vibrant sticks with striking artwork, printed on clear polypropylene substrate, and molded with deep pink-colored recycled polypropylene.

The standout feature of the stick, however, is its pioneering 3-piece cap, comprised of a light pink inner cap, a clear matte over-cap, and a dark pink hanging loop. The loop makes it easy to hang the stick in the shower, where the formulation is meant to be applied to sore muscles and rinsed off. It also forms part of the stick's aesthetic appeal and identity, encircling the debossed W logo on the top, and tying it into the Will Perform body lotion range of bottles that sport the same loop.



## CHILE

### Biofabricated packaging for jewelry

Company: Manifiesto

Category: Luxury

This packaging is a winner because it redefines luxury in today's era, through a development designed and co-created with nature. Its innovative material arises from the valorization of waste resulting from the local production of peanut butter, its shells. These are used as a substrate for wood-decomposing fungi for the cultivation and growth of a versatile foam material that is a new step for the circular economy in the world of packaging. The packaging is framed within a context where at a business level there are new pressures and greater legislative incidence in relation to the choice of more environmentally responsible materials. The target public are the "conscious consumers" within the luxury sector, who seek a balance between consumption of quality products and choice of companies with socio-environmental responsibility. They are aware of the negative impacts of their purchasing decisions and seek positive impacts. This packaging is an experience to highlight the jewels. A second life for the peanut shell, which restores its ability to be a shell that protects the treasures inside.



### TenBox 16

Company: Aislapol

Category: Medical and Pharmaceutical

TenBox16 was designed together with the Chilean Ministry of Health, specifically to be used at each of the vaccination points, so it must be able to withstand lid openings for at least twelve hours. It is easy to open, without losing its insulating properties, because there are no thermal bridges. The internal separations allow air circulation between the refrigeration units and the cardboard packaging of the vials, but without coming into contact with each other. In the event of possible condensation, using our brand logo, a relief was designed on the bottom of the container, ensuring that the cardboard packaging of the vials does not come into contact with condensed water. It is reusable and at the end of its life, it is 100% recyclable. If this does not happen, the raw material used for manufacturing degrades in three and a half years in landfill conditions. Passive isothermal container capable of meeting technical, mechanical, ergonomic, and packaging requirements. When used at vaccination points, the vials maintain their temperature between 2°C and 8°C for at least 12 hours, resisting lid openings whenever a user requests inoculation. The expanded polystyrene container with a density of 30 kg/m³ uses ten 600ml water cooling units, so work was done on the ease of transport of the container.



## CHINA

### Ofmom Formulamate

Company: Beijing Coree Digitization & Technology Company Limited

Category: Food

When designing the Ofmom Formulamate product, we softened the overall design style with the color of milk. We used 3D rendering on the main display surface of the product packaging to create a scene where Formulamate probiotics and milk are poured simultaneously, arousing tall and full milk foam. The picture and the product text content are highly consistent, so that consumers can fully understand the use of the product through the picture, which strengthens the design communication.

Ofmom is a combination of "of" and "mom," containing content related to the love, heart, and sincerity of a mother. Ofmom is a brand aimed at growing together from the first interaction between mother and baby, creating products with a mother's heart and sincerity to continue the mother's love.



### Guotai's 1999 Time Mailbox

Company: SHENZHEN BAIXINGLONG CREATIVE PACKAGING CO.,LTD

Category: Alcoholic Beverages

The packaging, featuring Guotai's 1999 Time Mailbox, exhibits the ingenious Guotai Brewing, conveys the company's sincerity to customers, as well as provide the best quality via the mailbox. The old mailbox is designed to indulge customers in the reminiscence of the 20th century in China, invoking the sense of time so that customers can see, touch and feel that the complex fragrant of brew and years of dedication behind it.

The box is a cylindrical box, and the white strip of paper that comes out of the opening is an envelope partly revealed. Customers can pull it out to rotate the inside and open the box. Push it back upward and the box is closed. The box uses layered paper labels to create a sensual visual experience that connects customers with the story and history of Guotai 1999.



### Paper Conch

Company: ShenZhen YUTO Packaging Technology Co., Ltd.

Category: Non-Alcoholic Beverages

The environmentally friendly pulp molding packaging for cat food demonstrates its uniqueness with an impressive visual effect featured by its exaggerated spiral shape and unique opening. The packaging uses environmentally friendly materials, such as pulp molding, paper rope, paper label, and plant-based ink, etc. aiming to make a contribution to building up the awareness of marine environment protection through all-paper packaging.

The packaging is made of biodegradable and environmentally friendly bagasse and bamboo fiber material, and its accessories are paper rope, environmentally friendly stickers, vegetable ink and starch glue. The packaging is all plant fiber, 100% naturally degradable. It has a unique three-dimensional shape and can be reused as a household product.

### Cloud, Mountain and Water -- Ecological liquor in Subtropical Climate

Company: SHENZHEN BAIXINGLONG CREATIVE PACKAGING CO.,LTD

Category: Alcoholic Beverages

The "Zunyi microclimate" is the key factor for the unique flavor of liquor. The design is inspired by the three elements of mountains, water and clouds in the "Zunyi microclimate". The labels, sealing paper, and strapping bands are all made of plant fiber materials, made from agricultural waste, which are both environmentally friendly and express the theme of nature.

The product design extracts "mountains, water and clouds" from the natural environment and presents them in Chinese calligraphy. The contrasting combination of contemporary Chinese characters and the oldest Chinese oracle bone inscriptions, running through the thousand years of Chinese liquor culture, expresses the design idea of returning to nature.



### Banquet Chinese Baijiu

Company: Ying Song Brand Design(Shenzhen)Co., Ltd

Category: Alcoholic Beverages

The creativity comes from the aesthetics of the Song Dynasty (960-1279) in China. The Song Dynasty was the pinnacle of aesthetic appreciation in Chinese classical culture, with minimalism as its label. The bottle adopts the sky blue color of Ru Kiln in the Song Dynasty, with a minimalist design that conveys the 'Real artists simplify'. Flower arrangement and incense burning were important spiritual activities of Song Dynasty literati. And the wine bottle is designed to be reusable and versatile.

1- Song porcelain sky blue wine bottle, with a special bottle mouth structure design, the bottle mouth can be removed and flipped, and the bottle can be used as a vase for 'flower arrangement'.

2- Bottle caps can be used as incense sticks for burning incense.

The design reflects the elegant life of Song people.

### Yihaoshan Tea

Company: Shenzhen Qiushi Design Co., Ltd.

Category: Food

This design is characterized by simplicity and purity, cleverly expressing information. The plain white color scheme highlights the purity and minimalist quality of tea, while conveying the core culture of the brand. By combining modern and traditional elements, the design intuitively showcases the aesthetics of Chinese characters. The application of three different colors enhances the product's recognizability, giving the packaging a simple and vibrant atmosphere. At the same time, this design also conforms to the contemporary people's pursuit of simplicity and pure style, and meets the aesthetic and taste needs of consumers.

The selection and application of packaging materials and processes, as well as the overall styling style, advocate subtractive design, emphasizing the quality of the product itself with simple and clear expression techniques, integrating the essence of traditional Chinese cultural aesthetics through design transformation, combining tradition with modernity, trend with environmental protection to accurately convey the temperament and taste of the product.





### Inikin Ink-free volcanic bottle

Company: Inner Mongolia Yili Industrial Group Co., Ltd.

Category: Non-Alcoholic Beverages

Abandoning traditional labels, the packaging is made by ink-free laser engraving technology, which meticulously depicts biological forms through the combination of lines and color blocks. Inikin ink-free packaging not only reduces ink pollution, but also facilitates packaging recycling and reuse. It conforms to the concept of carbon reduction and sustainable development, and conveys the importance of environmental protection to consumers with practical actions.

Taking World Environment Day as an opportunity, Inikin launched a series of packaging work. The bottle label area takes the crater as a unified background to show the magnificence of the volcanic water source, and selects four rare animals and plants from Changbai Mountain to apply to the design, showing a vivid creature form in the volcanic environment, and also reflecting the relationship between the volcanic environment and rare creatures, which presents a good volcanic water source breeds rich and diverse rare creatures.



### Green City Litchi Wine

Company: China National Export Commodities Packaging Research Institute, Shenzhen Polytechnic University

Category: Alcoholic Beverages

The bottle adopts a triangular conical design, which is relatively special. The whole packaging design has been put great efforts to make the product more sealable, moisture-proof, transparency. It improves the added value and collection value of the product, and meets the needs of consumers for uniqueness and personalization.

In terms of materials, we use kraft paper that can be environmentally friendly and degradable. All of packaging materials are original and environmentally friendly. Especially, the kraft honeycomb paper itself has a natural beauty, which is perfectly matched with the original lychee wine solution. Same package can be used to transport the products to stores and for online selling.

### Straw original ecological tea packaging

Company: Shenzhen Polytechnic University

Category: Food

The design materials are molded from original ecological materials such as tea stalks, tea dregs, bagasse and bamboo fibers. This packaging has no glue, no ink, no printing, and its material is biodegradable and non-polluting, which brings the environmental attributes of the packaging to the extreme. Its socially responsible packaging concept plays a positive role in the promotion of the brand.

China produces more than 200 million pieces of tea cakes every year, resulting in a lot of packaging consumption and pollution. The design is molded with original ecological materials, with low cost and high environmental protection, which greatly avoids excessive consumptions and related pollution caused by packaging. Auspicious words convey warm wishes, health and kindness.



### Beauty- Lightweight Gift Box

Company: Zhongshan Torch Polytechnic

Category: Health and Personal Care

This is a micro-corrugated lightweight gift box, which is a new type of environmental protection packaging solution, and a new category between the traditional gray plate gift box and the traditional color box.

1. lightweight: The packaging uses the blanking slotting process so that the air is locked in the cardboard. Compared with the same size gift box, the weight is reduced by 20%.

2. Visually presenting Beauty incisively and vividly with the style of illustration.

The application of matrix color makes the brand vision more prominent.

### Tianyoude — Mysterious World

Company: SHENZHEN BAIXINGLONG CREATIVE PACKAGING CO.,LTD

Category: Alcoholic Beverages

The product expresses the brand concept of Tianyoude Highland Barley Wine, which is "hidden in a mysterious world and born with nature". The cracks formed by mountain streams are used as visual symbols, and the cracks can metaphorically represent multiple meanings (a wisp of wine fragrance, a glimmer of hope, a precious memory...). The character "Jing" in Chinese culture expresses the meaning of "mysterious world". The last stroke of the character "Jing" is cleverly combined with the crack and presented in the form of calligraphy on the bottle to create a free and unrestrained artistic conception that transcends the mundane world.

The outer box of this product is designed with natural wood box texture to reduce the amount of printing ink.

The modern, minimalist design approach expresses the brand's design concept of "nature, environmental protection and symbiosis". The wood texture of the outer box not only adds to the natural atmosphere of the product, but also conveys an attitude of returning to nature and respecting natural life.



**Kweichow Moutai · Sanhua Flying Apsaras**

Company: Moutai Industrial Design Center , Ying Song Brand Design(Shenzhen)Co., Ltd

Category: Alcoholic Beverages

Kweichow Moutai Liquor is a famous Baijiu brand in China. The brand uses 'Flying Apsaras' in Dunhuang frescoes as its registered trademark. Dunhuang culture has a history of nearly 2,000 years and is the world's largest and best-preserved art treasure trove.

The design is based on the 'Flying Apsaras' element in Dunhuang murals as the main visual element, hand drawn using the creation method of ancient Chinese murals, showcasing the elegant, luxurious, and ethereal posture of Tang Dynasty Flying Apsaras. The interior of the color box is decorated with double layered cloud shapes around the wine bottle, and when the box is opened, it seems like a Flying Apsaras has flown out of the Dunhuang murals. 'Sanhua Flying Apsaras' organically integrates the long-standing Chinese painting art, the well-known flying image of Dunhuang, and the millennium ceramic culture of China, paying tribute to the 'craftsman spirit' and commemorating the 66th anniversary of the brand trademark.

**Hiss ha chili sauce**

Company: SHENZHEN BAIXINGLONG CREATIVE PACKAGING CO.,LTD

Category: Food

The core theme of the design is inspired by the spicy characteristics of Sichuan chili sauce, combining the expression of eating spicy food and the onomatopoeia "Sihha" to show the charm of Sichuan culture. It is combined with the Sichuan landmark panda and Sichuan opera facial mask to express the uniqueness and cultural background of the product in a creative and warm fun way. The combination of the pull-out box type and the internal bag shape presents the emotional expression of eating spicy food, showing the theme and interest of the product. Color matching has a strong visual impact.

The Sichuan Opera panda tongue is used as the inner packaging design of the hot sauce, which makes the product have a feeling of surprise and pleasure when opening. On the bag, the onomatopoeia word "Siha" for spicy food is used as a visual symbol, directly conveying the spicy characteristics of the product. The packaging is independent, clean and easy to carry. This product combines the local cultural elements of Sichuan with the characteristics of the product, which can make consumers happy and have fun of life.

**Golden 1915**

Company: Shenzhen Qiushi Design Co., Ltd.

Category: Alcoholic Beverages

The design of the 1915 product is mainly in the dark color scheme, which echoes the gold and black color scheme of the bottle body, successfully highlighting the brand's historical heritage and noble quality. In terms of material selection, high-quality leather is used, which has a delicate texture and is very durable, fully conveying the concept of combining traditional craftsmanship with modern technology. The surface of the box is decorated with product images and the first-class gold medal logo pattern of the 1915 Panama International Exposition, which effectively emphasizes the brand's honor and tradition, presenting a sense of three dimensionality and hierarchy through exquisite craftsmanship.

This design emphasizes practicality, with a size that perfectly matches the bottle, providing both protection and easy opening. The overall design not only showcases the traditional heritage of brand, but also incorporates modern minimalist style. It is not just a packaging container, but also an artwork that can convey the brand's cultural values and bring consumers a dual pleasure of visual and tactile enjoyment.

**Vintage Xinhui tangerine peel**

Company: Bama Tea Co.,Ltd.

Category: Food

It is a series of vintage tangerine peel products with a unique shape. The special "orange-shaped" jar design is a metaphor for the natural state of citrus growing. The nine sides of the jar are gathered together. The Chinese number nine is homophonic with eternity, symbolizing longevity. The outer packaging is a three-part zipper bag made of leather, because when making tangerine peel, the orange peel is cut with a knife and then divided into three parts. When the three zippers on the leather bag are opened, it looks like the citrus peel has been peeled. The way the leather bag is opened symbolizes the craftsmanship in making tangerine peel.

The tangerine peel is a specialty of Xinhui, Guangdong. It has been highly praised by traditional Chinese medicine since ancient times and has the value of "medicine and food coming from the same origin". The darker the color of the outer layer of tangerine peel, the longer it is and the better the health benefits. The dark brown color of the packaging conveys the age and value of the tangerine peel product. The hourglass-shaped logo on the packaging also means that it is the product of a long period of transformation, reflecting the intrinsic value of the product. In addition, the design of ceramic and glass jars plays a key role in the long-term storage and the use of dried tangerine peel.

**CZECH REPUBLIC & SLOVAKIA****EWP3 – customer one-way tray**

Company: Schaeffler ; SJM Eurostat SAS

Category: Transit

In cooperation with SJM EUROSTAT SAS we redesigned an existing disposable transport tray and optimize every aspect of its design. Tray is used for five different products to three major OEMs. Tray is universal for 5 different design changes including adapter and spiral housing (3 rotation positions). Key objectives included improving layout, stackability, recyclability, carbon footprint, material efficiency and cost per unit. Awarded in Obal roku 2024 GOLD JURY CHAIR AWARD Increased tray capacity by 16,7%, now accommodating 7 parts per tray (up from 6). Improved stackability, allowing 8 trays to fit in the same space previously occupied by just 2. Saved 8.331 pallet positions over the project lifetime, significantly reducing storage and handling costs. Decreased the amount of returnable packaging in circulation. Optimized takt time in our production process. Achieved CO2 savings of 900 tons over the project lifetime. Lowered delivery costs throughout the entire supply chain.

Used new cheaper material, fully recyclable







## G(o)zilla Box

Company: THIMM

Category: Food

For Orkla Foods Czech Republic and Slovakia, we developed a premium presentation package that excels in aesthetic appeal, provides unmatched product protection, and elevates the brand identity. This sophisticated packaging solution represents a fusion of cutting-edge design and advanced technology. Utilizing state-of-the-art digital printing and precision laser cutting, we crafted an innovative marketing tool that not only enhances Orkla's brand presence but also delivers a memorable consumer experience. These technologies have created a high-impact, visually captivating solution that aligns perfectly with the company's commitment to innovation, sustainability, and market leadership.

The focal point of the packaging is the laser-cut logo and slogan, "Let's Go Gorilla!", intricately etched into the corrugated cardboard. This process produces sharp, clean lines and delivers a multi-sensory experience, combining visual appeal with a unique tactile interaction. A vibrant colored layer beneath the cut-out further amplifies the design, creating a dynamic, high-contrast effect that commands attention and enhances brand recognition.

## SpeedTray

Company: Smurfit Westrock

Category: Food

Little Luko, a dynamic start-up focused on growing microgreens, entered the market in 2019 with a clear vision and enthusiasm. Like many new businesses, they faced initial challenges. Their product packaging was inefficient, which slowed their growth and limited their ability to expand into retail chains. Then came a turning point with the development of an innovative packaging solution—SpeedTray, which became a key element of the company's success. The original packaging used by Little Luko was bulky and difficult to assemble, significantly slowing down the packing process. With the introduction of SpeedTray, featuring a self-locking bottom and stackable elements, everything changed. The time required to pack a single product dropped from 37 seconds to just 13 seconds, an impressive 65% improvement. This advancement not only boosted packing speed but also improved logistical processes, leading to cost savings and increased overall efficiency for the company. The material used for SpeedTray plays a crucial role in its success. Kraft paper offers excellent moisture resistance while ensuring a high level of sustainability. We have completely changed the structural design.



## TipToi Insert

Company: Smurfit Westrock

Category: Toys



Leading German company in games, puzzles and toys approached us with the goal of replacing the plastic packaging of their products, in particular interactive TipToi pens and books. It was clear from the beginning that the transition to paper packaging would not only be about sustainability, but also about innovation in design and logistics. Together, we decided to find a solution that would not only reduce the use of plastics, but also simplify packaging and improve the customer experience. The original plastic packaging had major problems during transport – the pencil rotated in the package, got scratched or even jumped out of the insert. Our new paper inserts have brought several key improvements. The simple and targeted pushed-inward part of the insert creates a stop that prevents the pencil from passing through. The ray-shaped flaps in the hole gently grip the pencil, which stabilizes it better and protects it from scratching. We also added a wave-shaped „bed“ that fixes the pencil and prevents it from hitting the bottom. The new solution passed all transport tests with flying colours. Not only have we eliminated 100% of plastic from packaging, but we've also reduced the weight of the overall packaging. The original plastic inserts meant 103.85g of plastic per package, which amounted to 51,925kg of plastic waste annually. So the saving is clear - 52 tons of plastic.

## Max for ECO

Company: Van de Velde Packaging Unipap a.s.

Category: Transit

The "Max for ECO" concept is a one-way overseas packaging solution for the new version of the Prusa 3D printer with integrated Encloser. The goal of the development was an environmentally friendly and completely recyclable packaging. In addition, due to the remote shipping destination, the customer required maximum weight reduction, thus minimizing shipping costs. We successfully eliminated all recycling-complicated and heavy materials and concentrated in particular on the often unappreciated properties of cardboard. Thus, most of the parts of this packaging are "paper", as a passerby would say. The bottom, the cover and the partial internal fixings were provided by corrugated cardboard treated for overseas transport. The conventional wooden pallet was replaced by a molded pallet of sucked-in cardboard with a moisture barrier treatment. The pallet PET strapping tapes were replaced by kraft tapes in this concept. The essential parts of the set are internal fixing elements made of special expanded PE foam. This material is not very common in our packaging market. We have chosen it for its optimal physical properties, which are in particular its mechanical resistance to compression and vibration, high protection of the product against scratches due to its structure and lower weight than conventional, for example cross-linked foams. At the same time, this material is made up of 30% recycled material and is fully recyclable.



## EWP3 - Schaeffler - Volvo - Boxon - packaging optimization

Company: Schaeffler; Boxon AB

Category: Transit

The aim was to optimize packaging for customer Volvo. New design of adapter, insufficient quantity and quality issues lead to change of whole packaging concept. In cooperation with Volvo and Boxon supplier we redesigned an existing disposable tray and changed to cardboard separator. Key objectives included reducing of intralogistic movements, recyclability, carbon footprint, material efficiency and cost per unit.

Increased pallet unit capacity by 100% & 166 %, now accommodating 192 / 256 parts per PU and 256 (up from 96 for both variants)

Saved 25,000 pallet positions over the project lifetime, significantly reducing storage and handling costs

Optimized takt time in our production process

Achieved CO2 savings of 1247 tons over the project lifetime

Lowered delivery costs throughout the entire supply chain

Prevent movement inside the box, several cutouts have been added to protect sensitive parts

Implemented a cut-out for the pipe - poka yoke - avoid downtime and errors during packaging on the line

The packaging meets all legislative and customer labeling requirements and is fully recyclable





### PSINA - play with your dog!

Company: THIMM

Category: Pet

For the original board game PSINA-play with your dog!, we designed packaging that not only protects the game but elevates the player experience, with a focus on ecology, circularity, and locality. This packaging is not just a functional accessory but becomes an integral part of the game world, enhancing its appeal and interaction.

The packaging is made from 100% recyclable corrugated cardboard, in line with our commitment to the circular economy and reducing environmental impact. By supporting local supply chains and collaborating with regional manufacturers, we reduce our carbon footprint and strengthen the local economy. The game component inserts, designed in the shape of a dog paw, emphasize the game's theme while ensuring secure and sustainable storage during transport.

The visual aspect of the packaging is created using advanced digital printing technologies that provide vivid and precise graphics aligned with the game design. Haptic elements, such as embossed 3D details of dog paws and a tongue, amplify both the visual and tactile experience. Additionally, movable eyes are incorporated, introducing a surprise element and interaction, providing players with an extra layer of fun and engagement.

### Eco - Cage

Company: Mondi Bupak s.r.o.

Category: Food

ECO-CAGE is a fully recyclable basket designed to reduce plastic waste and enhance fruit freshness through ventilation holes. Its reinforced handle ensures durability, making it an ideal choice for supermarkets, farmers' markets, and homes.

Made of fully recyclable materials, our ECO-CAGE helps to protect the environment by reducing plastic waste. The ventilation holes promote optimal airflow and ensure cooling, resulting in fresher fruit during transport and storage. The carrying handle is reinforced with tape to ensure sufficient load capacity. Its lightweight yet strong design ensures high durability and easy handling for the end user and makes it an ideal choice for use in supermarkets, farmers markets and homes. A significant advantage of ECO-CAGE is its flat transport capability, allowing for 2,160 baskets per pallet and significantly reducing CO2 emissions. In contrast, traditional plastic baskets allow only 192 to be stacked on a single pallet, leading to a larger carbon footprint.



### El General 15-year-old Venezuelan rum

Company: Fiala & Sebek - Visual Communications a.s.

Category: Alcoholic Beverages

A super-premium packaging combining tradition with innovation, embodying excellence, symbolizing a determined character and paying tribute to El General Simón Bolívar.

The unconventional low bottle with its thick bottom and sharp shoulders is complemented by a solid, engraved wooden cap and its silhouette is reminiscent of a traditional military coat. The minimalist, epaulette-shaped label combines textured paper, spot colours, gold stamping and partial 3D tactile varnish to enhance the complex sensory experience. The subtle screen-printed logo and transparent back label highlight the drink's colour and create a spectacular play of light and branding in the backlit bars.

The sustainability of the packaging solution combines the logistics of shipping across the sea, where only the aged liquid is transported in a tank and then bottled and hand-labelled locally.

## DENMARK

### Corrugated tray for aquarium plants to Tropica

Company: Smurfit Westrock

Category: Transit

Tropica, a leading producer of aquarium plants, fertilizers, and equipment, delivers daily to retailers across Europe, Asia, and North America. With a strategic aim to phase out plastic from their operations, Tropica sought a sustainable alternative to their previous plastic tray solution.

Our collaboration with Tropica resulted in the development of an innovative corrugated cardboard tray, meticulously designed to meet their specific needs. This tray features side gluing and four locking mechanisms, ensuring easy assembly and stability in one smooth movement. Top cutouts facilitate quick filling with small aquarium plants, while bottom cutouts enable easy and stable stacking, protecting the products and securely locking the trays together as a unit.

By transitioning to our corrugated tray solution, Tropica is making a significant environmental impact, saving 12.4 tons of plastic annually. Moreover, our corrugated trays are 100% recyclable, biodegradable, and renewable, aligning perfectly with Tropica's brand values and commitment to sustainability.



### Bag-In-Box® for cleaning products to Masava

Company: Smurfit Westrock

Category: Household

Masava Kemi, a leading manufacturer of cleaning products tailored for the shipping industry, faced a pressing challenge: the need to transition from traditional plastic containers to a more sustainable packaging solution. The existing plastic jerry cans not only posed environmental concerns but also incurred significant handling costs and storage issues at harbours, often leading to ocean pollution.

In response to this challenge, our team proposed a revolutionary Bag-in-Box (BIB) solution specifically designed for dispensing bulk liquids in demanding maritime environments. Crafted from robust solid board with a PE coating, to withstand humidity on container ships, the BIB offers a sustainable alternative to traditional plastic jerry cans.

The innovative design of the BIB allows it to be folded flat once empty, minimizing storage space requirements and eliminating the need for costly harbour handling fees, which can amount to 14 euros per jerry can. Furthermore, the BIB is approved for incineration in ships' generators, providing a convenient and environmentally responsible disposal method that prevents ocean littering. This is particularly significant, as it addresses the common practice of plastic jerry cans being discarded overboard due to the high costs associated with harbour disposal fees.



## RIB - Reel in Box for cables to Amokabel

Company: Smurfit Westrock

Category: Electronics

We have collaborated with Amokabel, a leading Swedish cable manufacturer known for its strong environmental commitment, and our collaboration exemplifies this dedication. Inspired by our Bag-in-Box concept for wine, Amokabel sought to replace their traditional plastic cable drum with a paper-based alternative.

Our design team transformed an existing prototype into a customized solution tailored to Amokabel's specifications. Within just one week, we produced the first prototype, which was further refined in close collaboration with the customer. The result was the "Grab and Go" packaging – an innovative, cost-effective, and fully recyclable paper packaging solution.

The new packaging consists of a corrugated box with a 100% paper-based cable drum that holds 100 meters of cable. This design is not only sustainable but also practical. The box features a convenient paper handle for easy handling by electricians and a perforation on the side for smooth cable dispensing. This innovative design reduces plastic usage by approximately 1 kg per cable drum, significantly lowering the environmental impact and aligning with Amokabel's sustainability goals.

The old plastic cable drum posed significant recycling challenges. In many parts of the world, the infrastructure for recycling plastic is insufficient, leading to the risk of these drums being thrown as waste rather than recycled. By transitioning to our 100% paper-based solution, Amokabel addresses this issue directly, providing a packaging option that is fully recyclable, renewable, and biodegradable.



## FINLAND

### Reusable transport packaging concept for welding device frames and welding devices

Company: Stora Enso Packaging Oy

Category: Other

Background and result of the development work

In the past, there have been separate packages/package solutions for welding device frames (between subcontractor and customer) and finished welding devices (between customer and customer's customer).

The new packaging concept combines the packaging of the welding device frames (2 frames/package) and the product packaging of the finished welding devices (1 device/package) into one reusable transport packaging. This reduces the need to purchase new packaging by approx. 50% for the final product. Only inner parts will be changed when the packaging is reused.

There is an additional door on the jacket of the packaging to enable the ergonomic packing process when lifting the second welding frame in and out of the packaging (see attached picture 4453\_8\_pic3, where the second welding frame is placed upside down on top of the first frame from the door of the packaging).



### The PrimaDog packaging reform

Company: Prima Pet Premium Oy and Heidi Valkamo Consulting

Category: Pet

The PrimaDog packaging renewal stands out as a remarkable achievement, winning in both the PET category and the Sustainability special award at the WorldStar 2025 competition. This initiative reflects a strong commitment to environmental stewardship while showcasing innovative design and substantial cost savings.

Inspiring Nordic Design

Launched in 2016, the PrimaDog brand, part of Tampere-based Prima Pet Premium Oy and the Czech Vafo group, has gained international recognition. The packaging renewal enhanced the brand's Nordic identity, ensuring quality, reliability, and a distinctive shelf presence. The renewed visual aesthetic effectively communicates the brand's values to consumers.

**Sustainable Material Choices**  
A cornerstone of the renewal was the shift to sustainable materials. The project eliminated unnecessary metallic foils and transitioned from composite materials to PP5 mono material, reducing the environmental footprint and facilitating easier recycling. These changes achieved a remarkable 50% cost reduction, demonstrating that sustainability and cost efficiency can coexist.



### Carton Pallet

Company: Eltete TPM Oy

Category: Transit

Carton Pallet - The sustainable alternative to traditional

Most goods require pallets for transport, with most still shipped on traditional wooden or plastic pallets worldwide by air, land, or sea. However, these materials have significant environmental downsides, from production to transit, till the end of use.

The Eltete Carton Pallet provides a sustainable and practical solution that aligns with circular economy principles. Designed under Eltete's 3R motto, it replaces unsustainable materials such as wood and plastic, reducing CO2 emissions and costs while ensuring easy recyclability. As an innovative and eco-friendly alternative, the Carton Pallet effectively addresses environmental and logistical challenges, making it a strong contender for a packaging award.

The Eltete Carton Pallet stands out for its strong commitment to sustainability. Its 100% recyclability alone poses it as a leader in sustainable packaging, offering a more environmentally responsible alternative to traditional wood and plastic pallets. Made from FSC-certified materials, it supports sustainable forestry practices, and it can be fully recycled at the end of its lifecycle, reducing waste and the need for virgin materials.



### Take Away Food Packaging Series for Ilves Stadium

Company: Pyroll Packaging Group Ltd together with MM Kotkamills Boards Oy

Category: Digital Packaging

The new Tammela Stadium in Tampere, Finland partnered with Pyroll Packaging Group to create an engaging, surprising, and family-friendly events where also packaging has a big role. This new customised takeaway packaging series includes cups, two different-sized popcorn boxes, and a serving tray. These cardboard cups and trays are an important part of the experience at the numerous events held at the Tammela Stadium.

The design of the packaging series strongly supports the Ilves football team brand. The green and yellow designs certainly catch attention and won't go unnoticed. The cups feature images of Ilves football players, and they have even become collectible items among fans.

The packaging series uses easily recyclable folding cartonboard produced by MM Kotkamills. The wood raw material used for the cartonboard is sourced from sustainably managed, certified sources. Recycling the packaging series is simple and cost-effective, as the cartonboards used do not contain a PE plastic layer that requires a separate separation process.





### Transport packaging concept for asparagus with easy open, shelf-ready and leak-tight features

Company: Stora Enso Packaging Oy

Category: Fresh Fruits and Vegetables

#### Background

Most of the asparagus eaten in Finland is of foreign origin, although asparagus is successful as a crop also in Finnish growing conditions. The majority of domestic asparagus is sold to consumers directly from the farms that produce it. In farm sales, the store renovation and supply chain for asparagus is very fast and short, which is reflected in the excellent quality of the asparagus for consumers. When delivering asparagus to store shelves, more versatile store renovation and supply chain expertise is needed.

The season for domestic asparagus is relatively short. Domestic asparagus should be able to stand out better from the foreign supply, so that the more limited season and the higher price of production can be better compensated. The right handling of the asparagus harvest during the packaging, transportation and store/shelf display processes can significantly influence the preservation of asparagus quality and positive differentiation.

### Kouvola Licorice Premium Package for Export

Company: Starcke Oy

Category: Luxury

This is totally new approach for exporting world's best licorice around the world.

Our customer, Kouvola Lakritsi has always stated that if quality of the product itself is excellent the value of the product is created by Premium package.

They truly believes that also the people at Luxurious Yaths and at world's premium shops deserves right to enjoy World's best licorice. Kouvola Licorice plant has been elected 3 times in the row as World's best Licorice Factory. That's why best licorice needs the best packages, as well. We asked from Mr Timo Nisula, owner and CEO of Kouvola Lakritsi, in 2015 when we made the first package to Kouvola that, "What you expect from our co-operation?"

He said: "We want the brand value to be 100 times higher and my sales to be 10 times more with me producing more licorice. That is meaning of the sustainability with packages in a shellnut!

Minimalist and luxury outfit.

If the entry is applied for on the basis of improving the environmental impact, the claim must be supported by, for example, a life cycle analysis or other justifications verified by a third party.

All materials are certified and sustainable. Wooden lid is Finnish Birch plywood. Packaging materials: Gmund Colors Matt CG Black 300g/m2 and 400g/m2, N-flute Black dyed liner + black fluting.

Gmund and DS Smiths are certified manufacturers of materials.



## FRANCE



### Ligh-weight & Handy, OctoTop and Greenleaf

Company: Albea Tubes

Category: Health and Personal Care

OctoTop with Greenleaf represents a new milestone in developing desirable, responsible and handy tube solutions by combining reduction & recyclability as well as intuitiveness in the application.

The new solution combines 2 innovations. Firstly, the tube sleeve made with the plastic-barrier laminate Greenleaf solution, APR & Recyclable certified. Greenleaf is the solution to replace Aluminum Barrier Laminate (ABL) in tubes while ensuring weight reduction and high formula protection. Then, OctoTop is a 2-in-1 flip-top closure system featuring the famous octagonal form. In PE, OctoTop allows to have a mono-material tube fully recyclable in existing PE recycling streams in Europe and the United States while also reducing the overall weight of the tube by 23% compared to the current Sleeve+Head+Cap. OctoTop is also more inclusive by being very handy and easy to use. It can be opened and closed with one hand allowing to save time compared to traditional screw caps and avoid the risk of losing it.

## GERMANY

### Mono-PE Recyclable Zipper Pouch with Premium Flexo Print

Company: Henkel AG & Co. KGaA

Category: Household

Henkel is world market leader in the toilet rimblock business with highly premium but non-recyclable PET-cardboard blister packaging, where the product is visible through the pack. Switching to a fully circular pack, where the product is not visible anymore, was a big challenge for us. Together with KOROZO group, we developed a Mono-PE stand-up pouch with a zipper and a premium flexo-printed artwork with many gloss and fading effects. The MDOPE-LDPE structured pouch comes with a PE zipper and a notched triple perforation line, enabling consumers to easily open and reclose the pack - major pain points of the current blister pack. Being a savers pack for a highly scented product, the PE pouch holds back a maximum of fragrance when stored at home while allowing consumers to have a subtle olfactory impression of the product already on-shelf. Due to the highly efficient use of plastic material, we could reduce the packaging plastic per product by 75%! In addition, we developed a structured nesting pattern for the rimblocks inside the pouch that allows us to reduce the pouch size to an absolute minimum. Compared to the current blister packaging, this leads to a saving of 1/3 of trucks on the road - a massive CO2 emission saving.

Compared to respective competitor products, we can place more products in a smaller pouch, while having a fully recyclable mono-structure. In combination with the transparent rPP rimblocks, the full packaging is recyclable.



### WELLA CARE Ultimate Bottle

Company: Wella Company

Category: Health and Personal Care

The round bottle with patent applied flex-panels enables the use of recycled PET (PCR). The PCR-PET material can be up to 100% recycled resin, depending on decoration additive, enabling our corporate carbon footprint reduction targets. To enable recyclability the bottle is designed according to our "Design for Recycling Guide". Thanks to the screw-off PP-plastic closure the bottle can be recycled separately. We selected the bottle color as transparent. The bottle label has been designed as wash-off execution. This allows recyclability for PET recylate. This is our contribution to circular economy.

The front and the back panel of the round bottle has been designed with patent applied flex-panels to enable defined bottle deformation on front and back panel during squeeze. This gives the consumer a similar easy to squeeze experience with the round bottle like normally on oval bottles. The round shape supports the minimal use of plastic material that is an additional benefit on plastic reduction.



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### Stretch hood with innovative use of 30 % LDPE PCR including at least 13.2 % post-consumer-recyclate from German household packaging collection (Yellow Bag/Yellow Bin)

Company: Der Grüne Punkt - Duales System Deutschland GmbH, Nestlé Deutschland AG & DUO PLAST AG

Category: Packaging Materials and Components

Our packaging is a winner because it is the first time that post-consumer-recyclates from household packaging collection have been used in stretch hoods. Until now, no PCR from yellow bags or bins (LD fraction 310) have been used in the industry for this purpose. As a consequence the use of at least 20% post-consumer-recyclate in the mid-layer of the stretch hood is absolutely innovative. The previous stretch hood for Nestlé Germany (70 µm) consisting of three layers (A - B - C) contains a total of 30 % PCR from post-commercial sources. However, this stretch hood also containing post-consumer-recyclate proofs that end-consumer packaging waste can be used in the transport sector in a sustainable and circular way as well.

Our stretch hood packaging therefore represents a real milestone in secondary film and transport packaging and an important step towards achieving the recycled content rates required by the PPWR (Art. 7).



### Product protection made of corrugated cardboard for premium parasols

Company: Mondi Wellpappe Ansbach GmbH

Category: Transit

To enhance sustainability, we redesigned the existing packaging for premium parasols, completely replacing the previously used EPS padding. Our customer sought to reduce their CO2 footprint, comply with legal requirements, minimize transport damage, and project a more sustainable image.

The unique challenges of this project included accommodating a variety of parasol shapes, sizes, and weights, ranging from 60 kg to 120 kg and measuring between 3.70 m and 5.20 m long. With our new packaging solution, 65 different parasol variants can now be packed effectively.

In the previous packaging design, two EPS cushions were used, each measuring 40 x 40 x 30 cm and weighing approximately 1 kg. With about 4,000 parasols dispatched annually and two EPS pads per parasol package, our new packaging solution eliminates around 8,000 kg of EPS per year, replacing it with 100% recyclable corrugated board.

An adaptable concept for other (heavy) consumer goods.

### Bone Crate 24 x 0,33l - Hybrid Reusable Beverage Crate

Company: Oberland M & V GmbH

Category: Transit

The new recyclable and reusable beverage crate 'Bone Crate' is a hybrid solution that combines two previously separate systems: compartment crates for individual bottles and multipack crates for six-pack cartons. This innovative design merges the benefits of both systems into one, offering a more efficient and sustainable packaging solution for the beverage industry. At the core of the Bone Crate's innovation are its elasticated Bones which allow bottles—especially lightweight glass bottles—to be securely positioned within the crate. These Bones provide optimum protection, reducing the risk of bottle breakage and minimizing noise during transportation. The flexibility of this design also allows the crate to hold individual bottles as well as specially developed six-pack cartons, giving users more versatility in how they transport their products. The most significant advantage of the Bone Crate is its ability to replace two separate packaging systems with a single, unified solution. Traditionally, companies needed separate crates for individual bottles and multipacks, which increased storage, logistics, and costs. The Bone Crate eliminates these challenges with its 2-in-1 design, leading to significant savings in both costs and resources for manufacturers, distributors, and retailers.



### Refill by Respray solutions Kft

Company: TUBEX GmbH; Refill solutions Kft.

Category: Health and Personal Care

The focus of this submission was clearly on sustainability. Sustainability runs like a common (green) thread through the joint concept. The developers were driven by the question: How can the amount of packaging here: Deodorants be reduced without sacrificing quality and convenience?

The solution: refilling aerosol cans at the point of sale (currently 5 times) by the customer. Previously, this was not possible for regulatory reasons.

Respray solutions Kft., a Hungarian start-up, has solved this challenge by using air instead of propellant gas to fill the aerosol cans. This method makes it possible to safely refill a deodorant can with the desired deodorant in a drugstore or department store.

The latest filling machine provides up to 20 different deodorants and other spray products for refilling.

### ESD Paper Bag

Company: WEBER Verpackungen GmbH & Co. KG.

Category: Electronics

The ESD Paper Bag from WEBER Verpackungen is a world first: the first dissipative antistatic bag made of paper. In contrast to standard dissipative ESD packaging made of plastic, the ESD Paper Bag is made of 100% recycled paper and is 100% recyclable. The ESD Paper Bag is therefore a functional ESD packaging that conserves resources and emissions and successfully replaces plastic with recycled paper.

The ESD Paper Bag sets new standards in terms of its technical properties:

The standard-compliant packaging for electronic components in accordance with DIN EN 61340-5-3 has a volume resistance of 5.6 x 10<sup>4</sup> Ω (measured in accordance with DIN EN 61340-2-3); significantly better than plastic thanks to the innovative bag design. Dissipative plastic bags only have a surface resistance that decreases over time. The ESD paper bag is permanently durable. And: in contrast to comparable plastic packaging, the ESD Paper Bag is independent of humidity. A particularly innovative feature of the unique paper bag design is the sealing flap, which closes the bag securely with a self-adhesive seal. Thanks to a dust-binding inner and outer coating, components are transported cleanly and scratch-proof in the supply chain.





# WORLDSTAR PACKAGING AWARD WINNER 2025:

Stretch hood with innovative use of 30 % LDPE PCR including at least 13.2 % post-consumer-recyclate from German household packaging collection (Yellow Bag/Yellow Bin)



WORLDSTAR  
WINNER  
2025



**WPO**  
WORLD  
PACKAGING  
ORGANISATION

The development of this pioneering packaging was possible thanks to the close cooperation of all three process partners along the value chain:





### Sustainable Razor Blister made of Paper

Company: Choccal Packaging Solutions GmbH

Category: Health and Personal Care

Packaging has become an everyday and indispensable part of our lives. Nevertheless, the environment has often been neglected in the past. In view of the increasing environmental pollution and the associated threat to animal and human life, we are now forced to bring about change. 60% of household waste is caused by packaging (source: Kunststoffabfälle in Deutschland - NABU) and even recyclable packaging is often not disposed of properly or even ends up in nature. This is why Choccal wants to make an important contribution to a world without plastic waste with its technology: the elimination of microplastics, the use of sustainable materials and as little of these as possible are the goals. On this basis, we have developed our paper razor blister, which replaces the conventional packaging combination of pulp or plastic inlay with folding carton and, eventually, protective film. Our paper is made from renewable raw materials grown in sustainable forestry, is FSC- and PEFC-certified and therefore contributes to reforestation. The paper can be completely recycled and composted. Even packaging disposed of in residual waste or in nature decomposes completely and residue-free within a few weeks, without any microplastics, which is certified by the TÜV conformity mark "OK compost industrial". Our compostable barrier layer is also certified. In accordance with the cradle-to-cradle principle, the packaging is turned back into nutrients for nature.

### Organic edible oil in returnable bottle

Company: BIO PLANÈTE Ölmühle Moog GmbH

Category: Food

BIO PLANÈTE has launched the RevOilution: Europe's first organic oil mill fills eight different organic edible oils in a new, innovative and standardised 500-millilitre returnable bottle at its German site. It is the foundation for the first ever returnable system for edible oils. Glass bottles are the ideal packaging material for BIO PLANÈTE because glass protects the high-quality oils and prevents substances from migrating from the bottle into the oils. In line with the motto #FOOD CHANGES THE WORLD, BIO PLANÈTE has been researching a solution for years to make the glass bottles more sustainable. Using existing reusable bottles (e.g. juice or beer) was out of the question because they are not compatible with the spout that is essential for oil and require a different cleaning process. A new, reusable and standardised glass bottle for edible oil was developed under the leadership of the Berlin start-up dotch and launched on the German market by BIO PLANÈTE at the end of 2023. Consumers in Germany pay a 50 cent deposit per bottle and can return them to the usual deposit machines for drinks bottles. The collection of the bottles, their cleaning and redelivery to the oil mills is organised via dotch. The BIO PLANÈTE oils in the reusable bottle are now available almost everywhere in the German organic trade. They combine functionality, sustainability and design.



### Magic-B-lock - Innovative packaging with authorisation card closure/opening

Company: MB-Kreativtechnologien

Category: Luxury

The Magic-B-lock is a high-quality luxury rigid box in a handy format. It impresses with its attractive appearance, unique feel and functionality and, last but not least, its innovative closure, which uses a authorisation card in cheque card format.

Only the separate legitimisation card enables ergonomic, user-friendly opening and closing of the luxury box.

With the Magic-B-lock, a safety mechanism or barrier function was developed for an exclusive packaging to protect children and young people from opening and consuming the packaged goods. In this case, the luxury storage and presentation box was developed for a (fictitious) high-end premium e-cigarette brand and offers enough space for accessories and consumables such as liquids containing nicotine. The extended field of application of the luxury box with its innovative closure can also be used for packaging for various other contents of other product groups, such as high-quality writing instruments, car keys for vehicle handovers, gift boxes, perfume or jewelry, wedding rings for marriage proposals or even luxury goods for market launches, etc.

The functionality triggers a positive, emotional „wow“ effect for the consumer, while the overall appearance of the packaging is not affected from the outside. The innovative and unique closure also acts as a significant motivator for potential sales activities.

The high-quality contents can be easily inserted, presented, stored and removed from the box. The insert with its two levels also ensures optimum protection of the contents during transport.



### PAPACKS® Molded Fiber Containers

Company: PAPACKS®

Categories: Medical and Pharmaceutical, Packaging Materials and Components

Our paper-based container is a game-changing innovation in the medical and pharmaceutical packaging sector, responding to the urgent need for sustainable, eco-friendly alternatives. The entire container, including its threaded closure, is made from cellulose and produced as a single piece, offering the stability and robustness required for sensitive medical products. This monolithic design not only ensures structural integrity but also eliminates potential weak points commonly found in multi-part packaging systems.

The key innovation of this container lies in its ability to completely eliminate plastic while still providing effective product protection. The cellulose-based structure is fully recyclable and can be seamlessly integrated into existing paper recycling systems. Additionally, the container can be coated with PAPACKS plant-based coating, a plant-based barrier that ensures protection against oxygen (OTR) and water vapor (WVTR), which is crucial for pharmaceutical products that require a high degree of preservation. Even with this coating, the container remains fully recyclable in paper recycling, offering full sustainability without compromising product quality.



### Papiernetz / Paper net

Company: Knüppel Verpackung GmbH & Co. KG

Category: Packaging Materials and Components

The paper net developed by Knüppel has restoring forces that enable it to withstand multiple impact loads. It therefore has almost the same properties as PE foam. The paper net can also be customised in terms of quality and thickness and can be used for different component geometries and weights. Depending on the application, it can be used multiple times. It enables the use of single-material packaging solutions, even for heavy components, and can simply be disposed of in waste paper and recycled after use. All companies that want to transport or ship sensitive components and use sustainable, environmentally friendly packaging will benefit from the paper net. Wherever foam packaging is used, there is potential for our paper net. Our aim is to reduce the amount of foam used in inner packaging and thus make a contribution to more sustainable logistics. Sensitive products require special protection during transport and shipping in the form of cushioning inner packaging. Until now, foam has been used almost exclusively for this purpose. Our aim was to replace foam solutions with our product. The main challenge was to develop a paper-based packaging material with the recurring cushioning properties of foam. This requirement was met. The paper net has almost the same properties as PE foam. Various standardised drop tests, such as DIN standard 22 248, can be passed with the material. Plastic is no longer necessary.





# Sealed to Protect, Designed to Delight



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### NextGen PCR Plastic Tube

Company: LINHARDT Group GmbH

Category: Packaging Materials and Components

Our next-generation plastic tube is the first PE-HD/LLD PCR tube on the market with both materials (rPE-HD and rPE-LLD) made from 100% post-consumer recycled material. The tube is, apart from print colours and additives, completely recyclable and recycled – and thus an example of a closed material cycle in perfection. All components of our tube – body, shoulder, and material-reduced TopTube closure, are made of 100% PCR plastic. Thanks to the outstanding quality and high degree of purity of the used PCR material PreFin from WIS Kunststoffe, the tube has the same optical and haptic properties as a comparable tube made of virgin material, even when made of 100% PCR. With PreFin, an extraordinary transparent look is also feasible with 100% PCR material use. Thus, the end consumer can choose the attractive eye-catcher that is sustainable at the same time. The most sustainable material is the one that is not used at all. That is why we are focussing on material reduction in all components of our packaging solution. The TopTube closure – also made from PCR material – is a LINHARDT-exclusive material-reduced closure, etma Tube of the Year 2023 (category Sustainability) and WorldStar Award winner 2024. With the TopTube closure, the tube's shoulder takes up the function of the cap's head plate. A reduced tube wall thickness of 300 to 350  $\mu\text{m}$  (vs. standard 500  $\mu\text{m}$ ) enables an additional material reduction.



### ALKOseal™ pierce 'n' peel™ “Easy to open” induction sealing liner for rigid packaging

Company: Alfelder Kunststoffwerke Herm. Meyer GmbH

Category: Packaging Materials and Components

ALKOseal™ pierce 'n' peel™ is an innovation in the space of sealing liners due to its laserlike focus on convenience. The induction sealing of this liner preserves the freshness, aroma and flavor of food & beverage products by delivering hermetic sealing, and extends their shelf-life by protecting them from contamination and leakage. This liner consists of 2 pieces: a) the aluminium foil covering the mouth of the jar when first opened, which is removed to access the product, and b) a secondary seal that remains in the cap while the product is consumed, ensuring that it remains tightly sealed. Its clever design produces an audible cracking sound when first opened, confirming that the product is fresh and has not been tampered with.

The aluminium foil piece can be printed with up to 6 colors using registered printing allowing brand owners to interact with consumers communicating their targeted marketing message or corporate identity when the product is opened for the first time.



### tado Smart Home Packaging

Company: Brandpack GmbH

Category: Electronics

This project shows a structural and graphic Packaging Design Launch for a manufacturer of smart heating systems – with best brand match, reduced material and bundle solutions.

tado® is a German premium manufacturer of smart heating systems, inspired by the Japanese greeting “tadaina” (“I’m home again”) and “okaeri” (“welcome back”). Their networked products can be controlled via smartphone and enable customized and ecologically optimized settings. A new packaging solution should be developed that reflects the brand's digital expertise on the graphical side and also supports the user experience. On the structural design side ecological optimization and a flexible bundling system was the main focus. The result was a smart folding box system with a yellow circle - the symbolized tado° degree sign - as a concise brand element. This brand element shows up at all brand touchpoints and was also subtly integrated into the packaging as a cut-out and handle element. The unboxing experience is thus directly linked to the brand experience. The uncluttered design makes the packaging emotionally accessible and conveys a high-quality impression. It generates a striking impression in retail and conveys clear brand and product communication in ecommerce. The packaging size was extremely reduced to minimize unused space on shipping pallets. Together with the elimination of film, the overall ecological footprint has been significantly improved.



### Doorbell Guard

Company: Mondi Bad Rappenau GmbH

Category: Electronics

“Doorbell Guard” is a smart packaging solution made from 100% recyclable corrugated material, designed for premium electronics, that combines functionality and aesthetics.

The outer body of the packaging ensures optimal transport protection whereas the intelligent inner insert securely holds the product and its accessories while ensuring a sleek product presentation. The packaging, custom-made for high-quality doorbells, is versatile, serving both in-store displays (e.g. at electronic markets) but also eCommerce shipping. To ensure safe delivery, the “Doorbell Guard” has undergone rigorous drop tests to guarantee optimal protection during transport.

Its compact design efficiently stores all components, keeping all parts securely in place. The multiple inserts not only showcase the main product nicely but also neatly conceal accessories. The box is quick and easy to assemble, saving time in the packaging process, and eliminates the need for plastic bags, contributing to sustainability.



### Recyclable mono PE and PP coffee laminates

Company: Bischof+Klein SE & Co. KG

Category: Packaging Materials and Components

As Germany's market leader in coffee inner wrappers/vacuum packs for ground coffee and a reliable supplier for other applications such as whole beans, pads, or cappuccino sticks, Bischof+Klein is an established name within the industry.

In recent years, we have set ourselves the goal of completely integrating our products into the circular economy. We have succeeded in accomplishing this by replacing existing, non-recyclable laminates such as PET/ALU/PE, PETmet/PE, and numerous others with recyclable mono laminates.

Today, the recyclable mono PE or PP laminates are already up to 96 % recyclable according to the CHI standard. This results in a potential recycle yield of 100 % for the packaging. Problematic, troublesome materials such as PET or ALU are removed from the laminate. Only printing inks, adhesives, possibly EVOH, and peel additives now degrade the products' recyclability. The laminates are available with or without metallization. Other materials that prove troublesome during recycling are being eliminated so that the laminates' printing inks are free of carbon and nitrocellulose.







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We are sustainably revolutionising product protection: Our forward-thinking innovations provide a vital competitive advantage for our customers. Efficiently. Sustainably. And consistently, we are winning awards along the way.



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Circular ERP

Company: sykell GmbH  
Category: Digital Packaging



In 2024, sykell introduced CIRCULAR ERP, a pioneering SaaS platform designed specifically to manage reusable assets within the circular economy. Unlike traditional ERP systems, which cater to linear business models, CIRCULAR ERP addresses the unique challenges of circular business processes. The platform provides comprehensive tracking and management of assets across the entire supply chain, covering critical operations such as (reserves-)logistics, invoicing, asset management, and deposit clearing. It is highly versatile and capable of handling various types of packaging, including those used in the food, beverage, and cosmetics industries. The necessity for such an innovative system arose during the development of another sykell product, EINFACH MEHRWEG, a reusable packaging solution for the food and beverage sector. Sykell found that existing ERP solutions were inadequate for managing the lifecycle of reusable assets, as they are tailored to linear business models. To address this gap, sykell developed CIRCULAR ERP in-house, ensuring it could effectively handle the full lifecycle of reusable packaging for EINFACH MEHRWEG and other similar systems. CIRCULAR ERP goes beyond software by integrating seamlessly with external partners to provide an end-to-end solution. This integration includes returns through reverse vending machines, optimized logistics, and efficient washing processes, making it easier for companies to manage reusable packaging systems. By simplifying the logistics and operational challenges of reusable packaging, the platform significantly enhances customer experience and contributes to more sustainable business practices.

30% PCR Mono-PE Flexible Packaging for Laundry Powder Detergents

Company: Isabella Carloni - Henkel AG & Co. KGaA  
Category: Household

Our submission should be awarded because it represents a significant advancement in sustainable packaging by integrating 30% post-consumer recycled (PCR) material into a mono-PE laminate film. The development focused on maintaining the film's processability on industrial Vertical Form Fill Seal (VFFS) lines, ensuring that it can be seamlessly integrated into existing manufacturing processes without compromising efficiency or quality. The primary advantages include no increase in the packaging structure's weight compared to conventional virgin counterparts and no changes in visual perception regarding print quality and film surface. This solution is applicable in the packaging of laundry powder, with bags ranging from 1kg to 12kg in three different film thicknesses: 100µm, 110µm, and 160µm. It is particularly relevant for markets prioritizing sustainability without sacrificing performance. This project was executed through a strong collaboration between Borealis, the PCR supplier; Koroza, the film converter; and Henkel, the brand owner.



Sweet Honey

Company: SCRIBOS GmbH  
Category: Digital Packaging

The pack is a perfect combination of: (A) Digital / Connected Packaging, (B) Brand Protection, to make sure, that the product is original and not a 'fake', (C) Consumer Engagement (after scanning - via GET MORE Buttons), (D) Sustainable design (less packaging) and eye-catching embellishment. All this is combined with digital printing and digital embellishment that allows to have a different design of each packaging & label, including a 2-Factor-Authentication with a copy-protected QR code and variable optical and metallized / enhanced with lacquer "elements" that can be verified by each consumer, without the download of an app, by simply scanning the copy-protected QR code and being guided through the process via the cloud back-end. In addition the consumer will be directed 'into' the product by a nice 'unpacking' story and an individual scanning process / sequence. This ensures product quality and pushes sales via this innovativ combination.

PACKSYS Ophthalmic plus

Company: PACKSYS GmbH  
Category: Medical and Pharmaceutical

At a certain age, it is nearly impossible to apply eyedrops correctly. The Ophthalmic plus bottle is a groundbreaking improvement in eye drop application. The force needed to produce a drop is reduced by approximately 60% compared to similar squeeze bottles. Its unique bottom design resembles a collapsible bellow, this also makes it an excellent choice for users with limited upper limb mobility. Unlike traditional systems made of plastic this packaging is designed to be pressed on the bottom not on its sides. This feature allows easier handling and increases dosing precision. The arm doesn't need to be raised as high and the wrist isn't bent as sharply as when pressing from the side. It shares a similar look with comparable eye dropper systems on the market, thus there are no necessary changes to the filling process and labeling. Ophthalmic plus resolves that problem with significantly less effort compared to a conventional squeeze bottle. It enables reliable, drop-precise dosing and aiming whilst keeping the same external dimensions compared to standard eye drop bottles. Just a little tap with your index finger produces a perfect, single drop. Millions of elderlies and physically challenged people as well as children can profit from this innovation as the problem of squeezing a hard plastic bottle is one of the past. The 5 ml bottle is made from PP, a material with highest barrier properties and it's suitable for standard caps and droppers.



Floor stand Catisfaction

Company: UNIPAK HELLAS CENTRAL S.A.  
Category: Point of Sale

UNIPAKHELLAS: Pioneering High-Quality, Sustainable Packaging Solutions  
For UNIPAKHELLAS, the development of high-quality, creative and sustainable packaging solutions that effectively meet customer needs, is at the core of its operations. In this context, the company continuously improves its products, processes and services to ensure the highest of standards.  
Innovative Material Use  
We have redesigned our construction by replacing 70% of the polypropylene (PP) corrugated material with 100% recyclable corrugated cardboard sourced from recycled materials. Additionally, we have completely replaced the transparent part of the construction with clear PET (polyethylene terephthalate)—the same plastic used in water and soft drink bottles, also recyclable.

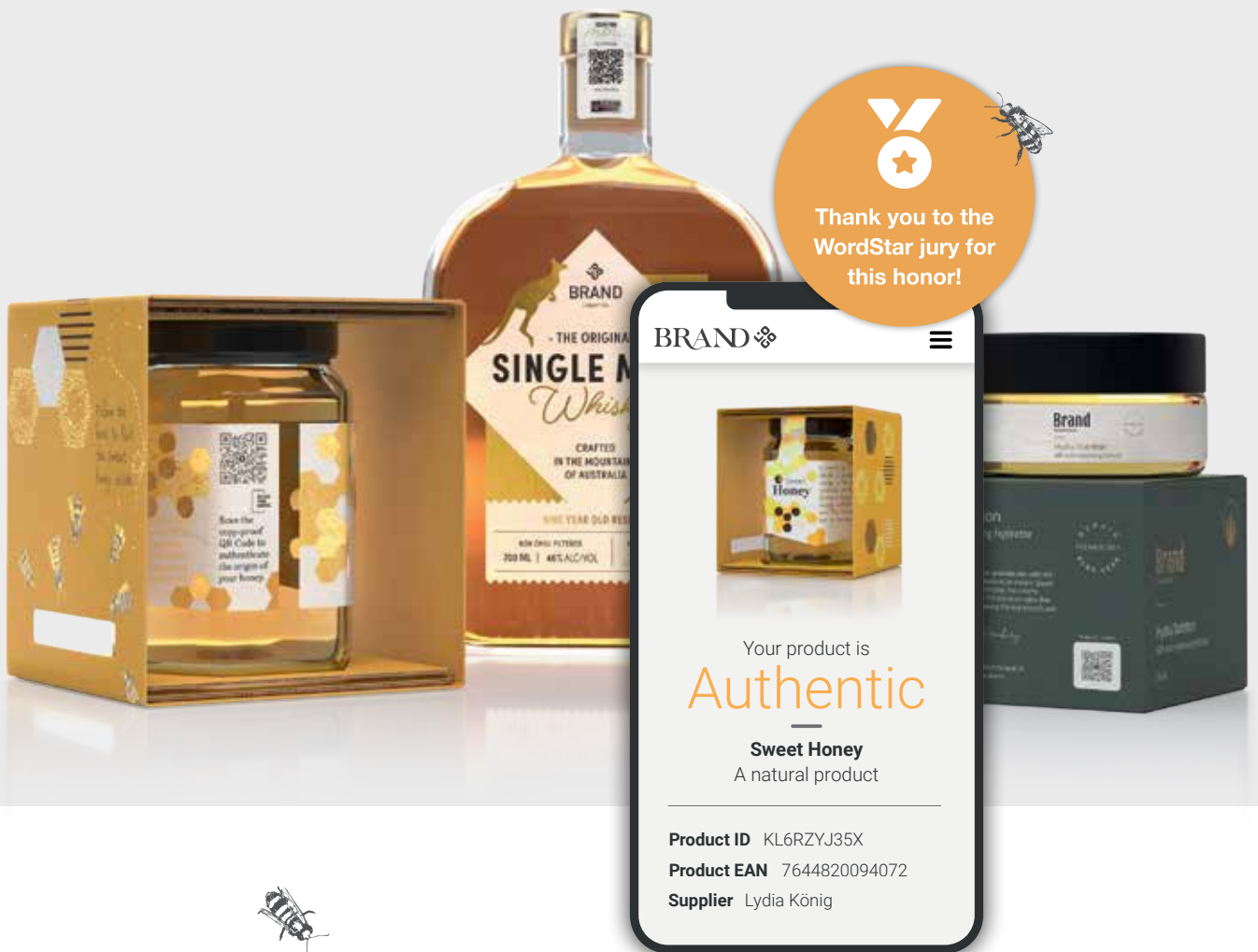




# Buzz-Worthy Protection



Striking design meets unbeatable security



Counterfeit honey? Not with our WordStar Award-winning packaging! Created together with our parent company KURZ, this strikingly designed and highly secure solution – powered by SCRIBOS ValiGate® – can help brands fight counterfeits and strengthen consumer trust.

From honey jars to luxury goods, we create cutting-edge anti-counterfeiting solutions that seamlessly blend eye-catching design with advanced security.



**Floor stand Skittles**

Company: UNIPAK HELLAS CENTRAL S.A.

Category: Point of Sale, Digital Packaging

The Water-based Digital Printing provides a high-quality finish throughout the printing process and throughout the printing volume. It also involves quite a few less steps during the printing process, something that is extremely valuable when being energy-consumption conscious. At the same time the digital printing method works ideally for small-to-medium batch production. Its major advantages are both financial and environmental. By avoiding the use of plates, the cost for the customer is significantly reduced while at the same time any extra materials that would have been disposed of due to wear-and-tear are eliminated. Additionally, the eco-friendly water-based inks comply with the European Union's REACH regulations by excluding heavy metals, plasticizers, phthalates etc., without compromising the high quality outcome that is expected. This printing method works on a variety of surfaces (corrugated, posters and packaging) and can save up to 30% on energy used for ink drying. This project for UNIPAKHELLAS demonstrates an exceptionally creative and functional design that seamlessly blends aesthetics with practicality. The inverted hexagonal conical base is an innovative approach, moving away from traditional rectangular shapes, offering 360° accessibility and visibility to the product—ideal for a vibrant and fun product like Skittles.

**NAI**

Company: AIS Strategy, Branding &amp; Communication

Category: Gift Packaging

It is primarily used for packaging whiskey and is convenient for transportation and carrying.

Even with high concentration alcohol inside, the welded parts of the film will not peel off.

Our NAI pack conveys a profound social message about resilience, transformation, and the human spirit. Inspired by Michelangelo's act of turning rejected marble into the iconic David, we took discarded pieces of marble and gave them new life, crafting each package into a unique protective case for premium olive oil.

Every NAI package serves as a reminder that rejection is not an end but an opportunity for reinvention. The name NAI, meaning YES in Greek, boldly challenges the dismissive NO many people face in their professional lives. This design stands as a symbol of defiance, urging decision-makers and recipients alike to reconsider the impact of their choices. Through this packaging, we spark a conversation about the value of second chances and the beauty of turning rejection into success. Each piece is a tribute to individuality, proving that what's discarded can become something extraordinary, inspiring hope and optimism.

**Delivery Paper Bags: A Sustainable Solution**

Company: ESTIAPACK IKE

Category: Packaging Materials and Components

In today's environmentally conscious market, the challenge of replacing plastic bags—especially in sectors like bakeries, confectioneries, fast food, and restaurants—has become a focal point. Our innovative delivery paper bags are designed to address this challenge head-on, reflecting our company's philosophy of reducing environmental footprints while offering practical solutions for businesses.

Recognizing the urgency of this issue, we have made significant investments in the development of our delivery paper bags. Our commitment to sustainability is not just a goal; it is the driving force behind our efforts to minimize plastic waste through high-quality, eco-friendly packaging solutions. This investment underscores our dedication to helping businesses transition to sustainable practices without compromising on quality or functionality.

At the heart of our innovation is the advanced technology that enables us to produce delivery paper bags with larger side gussets. This design enhancement significantly increases the bags' capacity, making them ideal for a variety of applications, including food boxes for fast food, restaurants, and catering services. The ability to accommodate larger items not only meets the demands of modern food transport but also ensures that our customers offer their products in an appealing and functional manner.

**Reduce - Reuse - Recycle**

Company: ALPLA PACKAGING GREECE S.M.S.A.

Category: Health and Personal Care

ALPLA Packaging Greece, as a family member of ALPLA S.A., is one of the leading industries in plastic packaging, innovating with sustainable solutions and complying with the future rules concerning the use of recycled materials in all European countries. Cream Team, well-known in the Greek market with their brand name Dust & Cream, cooperated with ALPLA Packaging Greece and added in their new product line "Superfoods" 40% of rHDPE, resulting in a pastel-colored tube with simple but clear printing result. We, as ALPLA Packaging Greece, having the know-how, adequacy of raw materials, state-of-the-art machinery and experienced personnel, managed to support this new development, giving the customer the opportunity to promote their product in an environmentally friendly and sustainable packaging.

This product line is a real winner in its category, since the extruded tubes are mono- and not multi-layer, where the recycled material is added in one of the middle layers. Despite the fact that rHDPE in a monomaterial extruded tube usually creates non smooth surface, which might affect the final printing result, Dust & Cream tubes are produced with 40% PCR food grade material and a very light, pastel color, for the smooth recycling process. The good quality of the raw materials used, along with the state-of-the-art machinery allowed us to overcome any difficulties and offer a smooth surface, which was perfectly printed in a hybrid printing machine. This way, we followed and supported the main idea for an impressive, but at the same time elegant artwork, distinguished for its eco-friendly identity!!

**HUNGARY****OH! My Cosmetics boxes**

Company: Keskeny &amp; Co. Ltd. Printing and Packaging

Category: Health and Personal Care

The OH! My cosmetics range's stunning packaging exudes youthfulness and natural beauty both inside and out. In addition to the vibrant, modern design, this effect is enhanced by the use of 1.5mm thick white-grey board, which made of 100% Recycled FSC paper. The bottom's neck and inner nest of the boxes are wrapped in 350g GC1 Alaska White paper, while the outer arch is covered in 115g Fusion paper. Production was fully automated, except for the box insert.

The packaging is also perfectly sized for the cosmetic jars: at 56x56x150mm and 85x85x85mm, the jars can be transported safely and conveniently in the boxes, ensuring high levels of customer satisfaction. To further enhance visibility on the shelves, each graphic element is highlighted with silver embossed hot foil stamping.



### Laurastar iron packaging

Company: Print Brokers Team Kft.

Category: Luxury

The initial packaging solution was based on an F0427 unprinted, 5-layer EB corrugated cardboard box, featuring corrugated cardboard internal fixtures (fastening and protective elements). Packaging design elements were initially applied on a 5-color + varnish printed E-flute sleeve, available in 9 variations.

During the development phase, the sleeve was eliminated, effectively addressing quality control issues related to adhesive alignment inconsistencies (such as extended packaging time, tearing, and material damage) and reducing the quantity of items requiring production and storage. This change resulted in significant savings in storage space, transportation, and inventory costs.

Instead of a sleeve, a 100g/m<sup>2</sup> printed cardboard, matching the quality of the original, was laminated onto the unprinted box surface, leaving approximately 20% of the unprinted area visible to indicate that the majority of the packaging is made from environmentally friendly brown base paper. The entire packaging is made from a homogeneous material and is 100% recyclable. Standardizing the dimensions has made it possible to produce the required quantities of various versions based on a specific order in line with the production schedule.



### Karát product range image renewal

Company: Penny Market Kft.

Category: Labeling and Decoration

Karát is a private label brand of PENNY Hungary Kft., only available in Hungary. In the cold cuts category, two brands are represented, Dárdás is a budget-friendly choice and Karát includes higher quality products. The redesign of the two private-labels were done together to make the difference visually appealing.

Karát, as a premium brand, with attractive product illustrations photographed from above on an elegant dark background meets today's expectations. The product information are clearly visible on a stylish label at the top of the packaging. The label's handcrafted paper background, the gold frame, the elegant font and the hand-drawn graphics all support the high quality.

The logo is accompanied by a hand-drawn, charming countryside landscape, which recalls traditional farming, reinforcing the consumer's impression that the product is made from reliable, high-quality ingredients.

The round stamp shape and gold colour of the Karat logo also reflect this along the lines of "medal-gold-value" associations. We retained the golden crown motif in the logo, which links the old with the new design.

### Eco-friendly Stick&Stick label design

Company: CODEX Zrt.

Category: Packaging Materials and Components

CODEX Zrt. is committed to sustainability, as is our customer who specializes in tobacco packaging, so thanks to this fortunate combination, we developed the so-called environmentally friendly stick&stick label at the request of our customer. This label is a unique, single-use, 2-layer label made entirely from FSC-certified paper, which can completely replace the plastic-based version. In this way, the environmental impact of the label is significantly reduced thanks to the environmentally friendly paper-based label. The label is also applied to a paper-based bag. In addition to the environmentally friendly material, the product development also included the requirement to maximise the information-carrying surface of the label and to include a tactile hazard warning to provide information for visually impaired users (customers). A 3-page fold-out booklet has been included in the label structure to allow the customer to display multiple information, hazard and information signs on the label, as required, in relation to the space occupied by the label on the customer's product. The interesting feature of our product is that all the layers of the paper label structure are the same size, the sandwich structure is designed by neutralizing the self-adhesive layers, the label can be resealed after opening, the adhesive property of the pages is preserved all the time, i.e. it is a stick&stick label structure.



### Steering mechanism unit single-use bulk packaging improvement

Company: Nefab Packaging Hungary Kft.

Category: Transit

The transportation packaging designed and implemented by us aims to reduce logistics costs by improving the efficient utilization of the logistical tools used during transport, thereby reducing the ecological footprint of our product. Nefab Packaging is committed not only to meeting customer needs but also to protecting the environment and optimizing packaging to the highest possible degree, as seen in this project.

In the case of our bulk packaging, we managed to increase the utilization of both the 3-axis semi-trailer and the 40-foot sea container by 50% compared to the previous alternative, through the optimization of the design and dimensions.

To examine the environmental and financial impacts of the change, we used our life cycle analysis program, GreenCalc, which showed that we managed to reduce carbon emissions by 211 tons annually, and saved 31% in costs for our customer.



## INDIA

### Kellogg Bag in Box to Recyclable Pillow Pack Transition

Company: Kellogg India Pvt Ltd

Category: Food

Kellogg India, a leading brand in breakfast cereals, has launched an innovative groundbreaking packaging solution for 2023-2024, transitioning from Bag-in-Box to a Pillow Pack utilizing VFFS technology. This new packaging offers significant benefits in terms of environmental sustainability and consumer convenience. It reduces resource usage with a single packaging system and has a compact design for easier storage and transportation. With an enhanced laminate barrier, the product boasts a shelf life of nine months, even under General/Traditional Trade conditions. Additionally, the new packaging reduces inventory and storage space by over 30% across the supply chain. The Pillow Pack is over 80% lighter than the Bag-in-Box, cutting material costs by 40% and reducing packaging waste to 1.5%, compared to 6-7% for traditional packs. This innovation represents a significant transformation in the category. The Pillow pack uses the VFFS technology that enables higher production efficiency. This format increased loadability & reduced overall carbon footprint. The Pillow pack also possesses the ability to print attractive graphics due to its design, thereby enabling marketing to effectively communicate product credentials as well Promo on the packaging.





## IML PRINTED PAILS WITH SEPARATOR & HANDLE FOR THE CONSTRUCTION INDUSTRY.

Company: JOLLY CONTAINERS

Category: Packaging Materials and Components

In-Mould Labelling (IML) technology has revolutionized the packaging industry by providing enhanced durability, superior aesthetics, and environmental benefits. One of the key applications of this technology is in the production of pails used in the construction industry. These IML pails, equipped with a separator and a handle, offer numerous advantages that make them indispensable on construction sites.

What is IML?

IML is a process where a pre-printed label is placed into the mould prior to injecting the plastic. The label then becomes an integral part of the final product, creating a seamless and durable bond. This method ensures that the graphics are scratch-resistant, waterproof, and resistant to other environmental factors.



## CATCH SAFFRON 0.5G & 1.0G

Company: DHARAMPAL SATYAPAL LIMITED

Category: Packaging Materials and Components

The DS Group's new saffron packaging under the Catch brand is thoughtfully designed to enhance both usability and aesthetics. Here's a summary of the unique features and design considerations: Packaging Design Features:

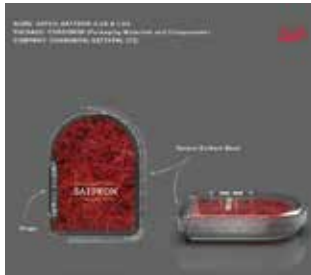
1. Single-Piece Design:

o Innovative Structure: Unlike traditional two-piece packs (top and bottom), this packaging is a single unit, streamlining the user experience by eliminating the need to separate and reassemble components.

2. Material Choice: o Acrylic (PMMA) for Transparency: The top part of the pack uses PMMA to provide clear visibility of the saffron, showcasing the product attractively.

o Polypropylene (PP) for Durability: The bottom part utilizes PP, chosen for its durability and suitability for creating the tear band and hinge. 3. Hinge and Tear Band: o Integrated Hinge: Due to PMMA's limitations with active hinges, PP is used for the bottom part to facilitate hinge mechanism.

o Tear Band: The tear band is made of PP to ensure tamper-evidence. This choice avoids the sharp edges that could result from using PMMA, which could be uncomfortable or unsafe for users.



## Cheerio Plus Anti-cavity Toothpaste for Kids

Company: Dr Reddy's Laboratories Limited

Category: Health and Personal Care

- Introducing World's first Innovative Toys Character (Crocodent- The Funny mascot)
- Gender-Specific Appeal (Boys & Girls)
- Enhanced toy visibility with transparent window on carton
- Aesthetic Appeal (Carton- Soft touch varnish, 3D embossing, customized partition to hold the toy)
- Innovative Cap Design with customized cap profile to enable fitment of toy onto it.
- The crocodile toy is ingeniously designed for both to fit over the toothpaste tube cap and to stand on the table
- Advanced Mould Development for crocodent toy- 6 component mould (Design-Development-Testing-Assembling-Printing-Final Finishing)
- Enhanced Brand Value
- "Toy Child Safety"- BIS test compliance (BIS no: IS 9873)



## CATCH SPICE POWDER - 200G (IN MOULD LABEL)

Company: DHARAMPAL SATYAPAL LIMITED

Category: Labeling and Decoration

The DS Group's new Catch spice powder packaging reflects a strong commitment to sustainable, Eco-friendly and user-centric design. Here's a breakdown of the features and benefits of the packaging:

Sustainable and Innovative Packaging Design: 1. In-Mould Label (IML): o Label Type: The pack uses an In-Mould Label, which is integrated directly into the container during the molding process. This eliminates the need for a separate release liner, commonly used with other labelling methods like paper labels or shrink sleeves. o Decorative Aspect: The IML covers all four sides of the container, providing a visually appealing and cohesive design. This approach ensures the pack is attractive and prominently displays branding elements.

2. Environmental Benefits: o Reduced Plastic Consumption: By eliminating the release liner, IML which is considerably less in weight compared to shrink sleeve, reduces plastic usage by 20%. Annually, the shift to IML is expected to save around 1 metric ton of release plastic. This choice of IML not only enhances the visual appeal of the packaging but also plays a significant role in reducing plastic waste. o Recycling: HDPE is a widely recyclable material, further supporting environmental sustainability.



## Livon Style Pro Range

Company: MArico Limited

Category: Health and Personal Care

Brand Name: Livon Style Pro

SKU size: Livon Style Pro Styling Gel – 100ml

Livon Style Pro Curl Cream – 100ml

Livon Style Pro Clay Wax – 100g

Livon Style Pro Keratin Serum – 100ml

Variants: Complete Range of Livon Style Pro Products (Styling Gel/ Curl Cream/Keratin Serum/ Clay Wax)

Description:

Experience the magic of Livon Style Pro, where innovation meets nature for flawless hair care. Begin your day with Livon Style Pro Keratin Serum, which smooths and strengthens hair, enhancing its luster and strength. The Curl Cream, enriched with avocado and shea butter, provides deep moisture and bounce for perfect curls. Style confidently with the Hair Clay Wax, which nourishes with avocado and kaolin clay, adding structure and definition. Livon Style Pro—each product is a step towards beautifully revitalized hair.



### Jim Jam Glow & Dark

Company: Britannia Industries Limited

Category: Packaging Materials and Components

Inspiration:

1. Special ink and coating for better merchandising as glow and dark is a concept thought in a point of view for consumer connect & kids centric.

2. We developed a "Glow and Dark" laminate for jim jam biscuit that enhances both aesthetic appeal and functionality by incorporating luminescent and contrasting elements, ease of use, and effective visual impact.

3. Luminescence:

o Glow Effect: Integrate phosphorescent or luminescent materials into the jim jam laminate to provide a glow-in-the-dark feature that is both eye-catching and functional and kid centric. The glow effect is strong enough to be noticeable in low-light conditions.

o Rechargeability: This Jim jam laminate absorbs and retains light effectively to maintain glow quality over time and provide consistent performance.



### Agriwaste - Paper NCD Pack

Company: Britannia R&D Centre

Category: Packaging Materials and Components

• Tree free packaging, made with 100% agri waste ( combination of wheat, millet and cotton )

Stubble management is the need of the hour in India as crop burning is one of the dominant factors for air-pollution.

• The crop waste which would have created air pollution on burning. Thus, additional revenue stream, is generated for the farmer.

• Since, our technology enables us to not cut trees for packaging solutions, deforestation is curbed.

• Britannia is the first FMGC to move towards agriwaste management which makes it sustainable.

• So we made Nutrichoice carton out of 90% agriwaste (Wheat straw). In the paper making process, it requires less water and does not discharge any toxic effluents.

• The product is made with wheat flour & packaging are designed using wheat straw

• Novel process of making pulp requires less water and is less toxic than the alternative pulping process.

• Substituting single use plastic packaging with sustainable packaging will reduce Water Pollution. 30Kg of CO2 combustion in the environment is prevented by buying particle board.

• Packaging materials from recycled crop.

• Agro waste paper with following claims #singleuseplastic #treefreepackaging

• Crop waste management been utilizing and making cartons out of it makes it a new-fangled.



### ULLAS ORGANICO

Company: : ITC LIMITED - SBU - PACKAGING AND PRINTING, PATIL PARIMALA WORKS PVT LTD

Category: Health and Personal Care

This sustainable packaging for incense stick is special due to high quality printing and foiling on uncoated unbleached substrate. Ullas Organico as its name implies, this package has been given all justice for making the carton completely organic and sustainable. A natural touch & feel is given to the pack by the use of pure virgin brown kraft board as the base substrate. The highlighting feature of this carton development is the reproduction of high-quality graphic print and foil stamping over the unbleached and uncoated kraft surface.

The cutting-edge technology offset print machines has enabled high intensity solid opaque colors and high-resolution vignettes print reproduction over unbleached & uncoated substrate. A precise registered hot foil stamping over unbleached and uncoated substrates have been successfully established using the latest high technology hot foil stamping machines. A silky-smooth layer of neutral varnish coating applied through inline anilox roller, makes the pack genial.

A shaped window cutout profile over the carton, enables the product visibility at packed state and also adds to the carton appeal. The cutting-edge post press cutting, creasing, folding and gluing operations had led to the reproduction of an extremely sturdy carton with perfect quality finish. Thus, the high-end advanced printing and value addition technology has resulted in the evolution of this eco-friendly package.



### Britannia Premium Festival Bag For Creme Wafers

Company: Britannia Premium Festival Bag For Creme Wafers

Category: Gift Packaging

We all know most of families are away from each other due to work place or marriage life of sisters so consumer can gift this "Britannia Premium Festival Bag For Creme Wafers" to brothers or loved ones which includes "rakhi or teddy" as a gift our premium flavoured wafers which has a QR code on the packaging for "Google pay" so that you can gift this gift hamper online and your loved ones can send you money online as return gift. We created this Unique premium festive bag for hampers involves focusing on design, material, and overall presentation to make the product stand out in the shelf. This is customized celebration pack with innovative design and better consumer connect with premium touch and feel. Basically this innovative concept is for gift hampers on every occasion is getting popular, so we have picked an occasion that's "Raksha Bandhan". In this concept we have made a Bag-in-Box with two compartment which has separation with a layer pad in between for gift that's keep "Rakhi" at the bottom and treat wafers at the top of the box. The same concepts we are exploring for our upcoming festive pack by incorporating. E.g.: For Diwali festival we can keep "Diya".



### Skin Celeste Beyond

Company: Titan Company

Category: Packaging Materials and Components

Skin, a brand of excellence in perfume in India, has seen over a decade of successful journey in Indian market giving its consumers a joy of "smelling good". Positive feedback from our consumers gave the spark for us to launch this fine crafted fragrance with unique packaging for Indian consumers who wanted to experience premium-ness yet at an affordable price range at par with International brands in terms of perfume and bottle's look and feel. The Celeste Beyond bottle structure celebrates the strength yet delicate nuances of the feminine energy. With broad shoulders yet curved sides, it is the perfect embodiment of yin & yang- the Asian philosophy of contrasting yet interconnected. The cap design draws inspiration from modern marble structure and finish, yet to keep the delicacy of feminine character it has been embellished with soft matt finish and the carton design is inspired from "ripples of life" and has been given soft velvet finish along with sand texture finish to celebrate the vagaries of life.

The bottle has been given a premium double coat shiny pearlescent champagne gold finish with branding in high quality imported rose gold foil. Complementing the branding, the pump and collar set has been matched with rose gold finish, a challenging task to achieve since branding is on glass bottle and pump collar is metal, two different types of substrate yet with matching color and finish.

The uniqueness in the packaging is provided by the cap where the cap finish is achieved by Water transfer technology- one of its kind in perfume sector, where the real challenge lies to qualify "perfume resistance" in cap since most of Indian retailers or consumers spray perfume on cap at the stores to go through the smelling experience of the fragrance. With lot of experimentation and selection of suitable grade of water transfer film on ABS material of the cap, it has been made possible by the combined effort of packaging engineers and vendor partner. The pillars of the cap (edges of the cap) have been matched to rose gold color, third substrate apart from glass & metal we spoke earlier, a challenging task again yet made possible.





**GM FR CABLES MICROFLUTED BOX**

Company: ITC LIMITED - SBU - PACKAGING AND PRINTING, GM MODULAR PVT LTD

Category: Other

This packaging for cables has been revolutionized with power packed security features posing challenges to the counterfeiters. Inline to the brand theme "the most reliable cable", the packaging has been designed with • fluorescent inks for distinct visibility during day light • nano engraved foil stamping for conveying security hallmark • light reflective non-clonable watermark patterns for anti-counterfeit • tamper evident seal flaps with customization of brand name • easy dispensing of cable through perforated slot for convenience • intricate embossing elements • window cutout for display of the product before purchase

The primary standout feature of this carton is its sturdiness, achieved through micro fluted three-ply structure comprising of top virgin board, middle fluted layer and a bottom recycled liner. The high grammage coated top virgin folding box board, enable reproduction of high-quality appealing print and value addition operations, in addition to reinforcing the pack strength. The micro-fluted layer being sandwiched between the outer & inner liners, provide adequate cushioning factor, thus absorbing transit shocks and protecting the product from damages. Altogether, the three-ply structure reinforces the package strength and dimensional stability.

**OAKEN GLOW BOLD AND SMOKY PREMIUM LIQUOR CARTON**

Company: ITC LIMITED - SBU - PACKAGING AND PRINTING, PERNOD RICARD INDIA

Category: Alcoholic Beverages

The Smoky hot Oaken Glow Limited Pack is designed to convey the bold flavors through a bold packaging that reflects the unique smoky flavors, thus rewriting the rule book of making the product and packaging. This creatively crafted liquor pack celebrates the fiery origins which lends Oaken Glow its unique smoky taste crafted by fire, giving the consumer a truly world-class premium experience. The unique highlighting features of this limited-edition package are:

- Inhouse developed rigid Fusion board technology – lamination of virgin and recycled substrates of different grammage
- Creative Blend of multiple print technologies - Reel fed Gravure and Sheet fed Offset Printing Technology
- Unique peculiar flame profiled see-through window-cut
- Ingenious Halftone Grainy texture depicting the smoky flames
- Intricate Copper foil stamping
- Precisely registered convoluted embossing elements

**MANGALDEEP TEMPLE CARTON – SANCTUM & DIVINITY**

Company: ITC Limited

Category: Health and Personal Care

Mangaldeep, an iconic brand manufacturing incense sticks has creatively used innovative packaging to premiumize the divine product offering. The sleeve and drawer packaging profile is unique for the incense stick, increasing the unboxing experience in this segment. This sleeve and drawer carton is an aesthetically appealing and structurally functional package. Inspired by the innermost shrine of temples, the carton is ingeniously developed and manufactured using cutting edge print, value-addition technologies, thus transporting the consumer senses to the sacred land and providing a divine experience. Designed and reproduced with advanced press & post press technologies, the idea was to give this pack a premium look and feel, thus making the package an exuberant carton box. This carton comprised of an outer sleeve and inner drawer, makes the pack re-usable, thus activating consumer engagement with the package for a longer time. The drawer that holds multiple product pouches is structurally designed and manufactured from 250 GSM virgin folding box board, with a double-sided wall for reinforcing the pack strength and dimensional stability. The friction lock profile enables easy formation at filling end. The outer sleeve is also reproduced from a highly sturdy virgin folding box board, thus enhancing the entire package compression strength.

**Unilever International Hospitality Pack**

Company: Unilever

Category: Health and Personal Care

Unilever's Pack is a Winner under Hospitality (Hotel) industry for Personal care products.

Unilever International developed and introduced refillable 500ml and 240ml toiletry packs for Hotel chains, replacing the traditional single-use mini packs, with custom holders for bottle.

Additionally, we also designed larger bulk containers which can be used as a refill for these Packs, resulting in sustainable model.

Key Highlights of the Program:

Design Solution:

- o Custom refillable packs with capacities of 500ml and 240ml.
- o Perforated sleeve design with tearing profile across length of bottle sleeve for easy separation at end of life, ensuring ease of recycling.
- o Customizable mounting fixtures made from steel or recycled plastic, tailored to client budgets and handling convenience, to avoid products being taken away by customers visiting.
- o Bulk container refill design with color band labels which helps differentiates between variants (Handwash/bodywash/shampoo/lotion)

**Cafe Niloufer - Osmania Cookies Carton**

Company: Pragati Pack (India) Pvt Ltd.

Category: Food

This is an F-Flute corrugated F-Flute carton with printed and laminated surface on both sides. The top layer and bottom layer are made from Coated Folding Box Board, and printed in 6 colour with Matte Lamination with spot gloss UV on biscuit with micro embossing. The carton is further enhanced with a holographic gold foil stamping on "Café Niloufer" on all four sides plus on motif on the main panel. The "Café Niloufer" branding on the main panel is embellished with Spot Gloss UV & embossing. The carton is die cut and supplied in flat condition. Utmost care is taken to avoid the visibility of the fluting ribs to give the pack a premium look. This is an F-Flute corrugated F-Flute carton with printed and laminated surface on both sides. The top layer and bottom layer are made from Coated Folding Box Board, and printed in 6 colour with Matte Lamination with spot gloss UV on biscuit with micro embossing. The carton is further enhanced with a holographic gold foil stamping on "Café Niloufer" on all four sides plus on motif on the main panel. The "Café Niloufer" branding on the main panel is embellished with Spot Gloss UV & embossing. The carton is die cut and supplied in flat condition. Utmost care is taken to avoid the visibility of the fluting ribs to give the pack a premium look.



### Innovative Tube in Tube for Shampoo Hair Colour

Company: Hygienic Research Institute Pvt.Ltd.

Category: Health and Personal Care

Shampoo hair color made of 2 different products – colorant & developer which mix to form a shampoo-based hair color. At present Shampoo Hair Color is in single use sachet format which can be applied only once. There are other options for a multi-usage or family pack in the market in the form of dual pump, which is not effective as product gets oxidized quickly, affecting its efficacy and it is expensive. Hence, we come up with an innovative user-friendly packaging design in TUBE IN TUBE Format, which is not only solving the issue of product darkening due to oxidation but also it is cost effective.

Shampoo hair color contains colorant, and developer placed in 2 different compartments in a dual chamber pack, which needs to mix in 1:1 ratio to form effective hair color. In bottle pump packs due to the issue of product darkening a few pumps need to be discarded leading to product wastage whereas in tube in tube format for shampoo hair color contains colorant in inner tube & developer in outer tube which avoid mix up inside pack. As a result, the product does not get darkened, freshness is intact & it is not wasted.



### CURATED CARTON DESIGN FOR HAIR LOSS TREATMENT

Company: Acumen Packaging Pvt. Ltd.

Category: Medical and Pharmaceutical

This innovative hair loss treatment system, commercialized in 2023, offers a comprehensive, personalized approach to addressing hair loss through a carefully designed packaging and product delivery system.

Key components:

1. Three-course treatment regimen.
2. Custom-designed mailer box with specialized cavities.
3. Hygroscopic tablets in spiral caps with oxygen scavengers.
4. QR code for personalized instructions and tracking.

Packaging specifications:

1. Mailer box: Durable cardboard with three distinct cavities.
2. Cavity shapes: Customized to securely hold each course's product.
3. Spiral caps: Engineered to protect hygroscopic tablets with Oxygen scavengers integrated into caps to maintain product integrity.
4. QR code: Printed on box exterior for easy scanning.



### Gatorade: Performance met Sustainability

Company: PEPSICO INDIA HOLDINGS PVT LTD

Category: Non-Alcoholic Beverages

Gatorade's revolutionary bottle combines ergonomic design, process enhancement, and environmental stewardship. Unique bolt shape, textured surface, and reduced greenhouse gas emissions redefine packaging innovation. By lightweighting the bottle and optimizing the label design, we achieved significant reduction in the cost of goods sold, Cost-efficient, sustainable, and user-friendly, this design exemplifies PepsiCo's dedication to consumer satisfaction, affordability, and eco-friendly practices.



## INDONESIA

### Next-Gen Packaging: Bango Pouch 1.5 Kg with Superior Polyolefin Durability

Company: Supernova Flexible Packaging & Unilever Indonesia

Category: Food

Supernova Flexible Packaging, in collaboration with Unilever Indonesia, is pleased to introduce the Bango Pouch 1.5 Kg, a pioneering breakthrough in the field of sustainable packaging solutions. This innovative product, crafted from advanced polyolefin materials—BOPP/LLDPE—sets a new benchmark for packaging efficiency, durability, and environmental sustainability. Specifically, the LLDPE used in the Bango Pouch is a specially formulated low-density variant, designed to reduce resin consumption and energy usage during the bag-making process. The Bango Pouch represents a significant leap forward in packaging technology, offering a practical solution that not only meets but exceeds the needs of environmentally conscious consumers and modern packaging standards. Engineered to provide exceptional durability and product protection, it is crucial for the preservation of food quality and safety. The pouch has been rigorously tested in demanding conditions to ensure its strength and reliability, successfully passing 10 extreme drop tests from a height of one meter, along with resilience tests under pressures of up to 4 bar. Notably, it passed a critical 1.5-meter drop test, replicating the challenging conditions faced during real-world handling and transportation.



## IRELAND

### Loctite 55

Company: Henkel Operations and Research Ireland Limited

Category: Other

Thanks to extensive customer surveys and the implementation of feedback directly from installers and pipe fitters, Loctite 55 has reached a new level of user-friendliness and practicality. Emphasis was also placed on a robust design which is used under construction site conditions and also stored in the toolbox between applications. The lid is integrated into the packaging in such a way that it cannot be lost and the closing of the lid pinches and protects the cord ensuring that the product cannot return into the pack between uses. The safe handling of the product has been enhanced by ergonomic modifications for use and an extended application hole for deployment the sealing cord to pipework. The updated design allows for easy, one-handed use, which simplifies workflow for professionals. Furthermore, the use of transparent material for the upper part means that the user can see how much sealing cord remains in the packaging without opening it. Sustainability of the package is achieved through the use of polypropylene for entire pack with 70% of the weight being recycled post consumer plastic, thus being compliant with proposed PPWR guidelines to 2040. This is a valuable contribution to establishing a circular economy.





### 32N Glasses

Company: NotFromHere

Category: Health and Personal Care

The strength of the 32N smart glasses packaging lies in its pared-down aesthetic—minimal material, minimal color, maximum clarity. The deliberate simplicity in design communicates calm and assurance, allowing the product and brand to take center stage without any unnecessary visual distractions. This design restraint creates a refined, elegant interaction that builds trust between the user and the brand. The focus on clean lines and high-quality materials establishes a distinct visual language that communicates precision and purity. The packaging is entirely white, with the exception of the product's logo in understated black typography. This stripped-back approach ensures that the design doesn't overwhelm, embodying the principle that every unnecessary detail detracts from the overall message. The result is an unspoken sense of professionalism and reliability. What elevates this packaging within the healthcare category is its ability to confidently balance the precision required of medical devices with the sleek, advanced feel of high-end electronics. It delivers the level of reassurance expected from a healthcare product while maintaining a streamlined, modern look that appeals to users on a personal level. The packaging's clarity in form and function allows it to project a sense of security and reliability without compromising on aesthetics, making it a highly effective and award-worthy solution within its category.



### Largest BIB bag for Gas

Company: Aran Group

Category: Other



The bag, the largest gas packaging solution in the world at 2.2 meters by 7 meters, is a groundbreaking innovation for managing domestic and agricultural organic waste within the HomeBiogas system. As a packaging solution, it addresses the critical issue of waste that, without proper handling, can emit harmful greenhouse gases and seep into groundwater, posing significant environmental risks. By repurposing this waste into renewable energy, the bag helps mitigate these hazards while providing clean, sustainable gas for heating, lighting, and cooking.

This is especially critical for remote areas that lack access to reliable energy infrastructure, where traditional energy sources may be scarce or nonexistent. The bag's design allows for the efficient collection of approximately 7 cubic meters of gas, transforming organic waste into a valuable resource that directly benefits communities.

The bag's high barrier technology ensures that the gas remains securely contained, preventing leaks and ensuring maximum efficiency in energy production. This capability not only supports local energy needs but also reduces the overall carbon footprint associated with energy consumption in these regions.

### Mono Oriented PE Stand up Pouch for Dry Foods

Company: Plastopil Group, Landa Digital Printing

Category: Food

This stand-up pouch, developed by Plastopil Group, combines sustainability, functionality, and advanced digital printing technology. Both films used in its construction were produced by members of Plastopil Group: the first layer, a 75-micron PE-based film, was made by Plastopil, and the second, a 25-micron mono-oriented PE (MOPE) film, was produced by Polysack using its MDO technology. This MOPE layer replaces traditional BOPET, providing the pouch with the necessary rigidity and toughness while maintaining full recyclability in the global PE recycling stream.

The pouch also features a high moisture barrier, which extends the shelf life of food products, and is made using a solvent-less lamination process, enhancing its eco-friendliness. Compatible with existing pouch-making machines, it offers a seamless transition for manufacturers.



### Three Compartment CPET Tray for Retort Process

Company: MCP, part of MPP Group

Category: Food



This CPET tray stands out due to its exceptional design, which is uniquely suited for the retort process—a high-temperature sterilization method critical for extending shelf life. The tray's structure, with three distinct compartments, allows for easy separation of different food types while maintaining their flavors and textures. The smallest compartment is designed to hold sauces, thereby enriching the dining experience, especially in settings like in-flight meals. This specific design was engineered to maintain the tray's integrity and shape during the retort process, as it withstands temperatures of up to 120°C and the pressure that develops inside the tray. It also allows the packaging to retain its hermetic seal even under these challenging conditions. This ensures both food safety and long shelf life. The tray's robustness in both microwave and conventional ovens further enhances its versatility and suitability for ready-to-eat meals, such as in-flight dining.

### Go Chess

Company: NotFromHere

Category: Toys

This luxurious packaging for a smart chess game sets a new standard in the toy industry. Crafted from rigid cardboard, it features a minimalist, clean design in black and white, reflecting the modern interpretation of the chess game and the timeless relationship between black and white. The simple yet precise lines project both sophistication and innovation, mirroring the strategic complexity inherent in the game itself. More than just aesthetically striking, the packaging offers seamless functionality that invites users into a truly unique and captivating unboxing experience.

The diagonal opening of the packaging is an innovation that not only catches the eye but transforms the entire unboxing process into a memorable event. This thoughtful design choice is perfectly in line with the brand's packaging language, enhancing the user's interaction by revealing two triangular trays that elegantly house the chess pieces. These trays double as functional elements during gameplay, offering a sleek solution for organizing the pieces. The diagonal mechanism, with its clever interplay of form and function, adds both surprise and sophistication, creating a sense of ceremony and completeness when unveiling the game.



## H2OBOX

Company: Antonio Sada & figli spa

Category: Other

The idea of H2OBox® emerged from the observation of the dairy market, particularly in the Piana del Sele (Salerno), where mozzarella is a local heritage. The company Antonio Sada & figli noticed that producers, often small or medium-sized, use anonymous and unsustainable polystyrene packaging, which fails to distinguish their brands and contributes to pollution. This led to the idea of creating ecological and distinctive packaging that can enhance the products and communicate the values of the dairies.

Sustainability:

Research shows that an increasing number of consumers prefer products with sustainable packaging, prompting companies to adopt eco-friendly materials.

Functionality and Design:

H2OBox® is designed to protect dairy products while maintaining freshness and safety. It is waterproof and easy to use, ensuring quick and secure closure. The stackable shape allows for efficient management during transport and storage. Tested by both producers and consumers, it meets all functional requirements.



## FreezyPeel

Company: ITP – Industria Termoplastica Pavese Spa

Category: Food

FreezyPeel is an innovative peelable film for making easy-open bags for frozen food packaging. Designed and produced by ITP, it represents a combination of convenience, safety and sustainability, offering a new perspective in the food packaging sector.

FreezyPeel won the Best Packaging 2024 award from Istituto Italiano Imballaggio.

Key features of easy-open film for frozen foods:

- Scissor-free opening. ITP reinvents the concept of easy opening, allowing users to access the contents by simply pulling the two flaps, as with potato chip packets. Without pre-cuts, zippers or complicated mechanisms, the ITP solution offers unprecedented accessibility to frozen food.
- Sustainability and safety. FreezyPeel is a coextruded monomaterial film, consisting only of polyethylene, and therefore recyclable. ITP has always been committed to providing solutions that respect the environment while guaranteeing the highest level of performance for proper and healthy food preservation.
- Hi-tech formulation. ITP, a market leader in flexible extruded blown film for 50 years, has developed FreezyPeel peelable for frozen food: the unique and innovative formulation provides the necessary resistance to low temperatures (-20°C) and a surface gloss that enhances printed images.



## Multipack Handle Labelling Machine

Company: Etipack S.p.A, CB Packaging - Bettinelli F.lli S.p.A, Palladio Group S.p.A

Category: Health and Personal Care

Multipack Handle® Labeling Machine is a special packaging line with a customized labeling system that enables the application of innovative patented handle labels - Multipack Handle® - as a unique packaging method to create multipacks completely eliminating the need for additional packaging, of any material and format. The project received the Special Technology Award as the best technological solution for the application of labels on a multipack of wet wipes offering a practical built-in handle for transport. Multipack Handle® revolutionizes usability by providing a convenient method of pick-up and transport, easing the management of package storage and the burden of conferring superfluous waste. Last but not least, the special manufacturing process, also allows planar applications (on only one side of the multipack), without the need to stretch the label, thus avoiding C-shaped applications (on 3 sides), at least for multipacks up to 5 kg.

The machine is capable of simultaneously labelling the product on both sides by applying two Multipack Handle® labels, one on the top and one on the bottom, allowing modular batches of wet wipes to be assembled into a single multi-pack that can be easily picked up and transported thanks to the presence of handles on the labels. In addition, the ability of the 3 companies involved in the project to work in synergy on a complete packaging solution, including a tailor-made production line, and an innovative method for multipack production, was also rewarded.



## WaveBag 3D

Company: OFFMAR SRL

Categories: E-Commerce, Packaging Materials and Components.

WaveBag 3D is an alternative green packaging solution in the e-commerce category because it addresses the most pressing challenges of modern e-commerce packaging: sustainability, efficiency, and cost-effectiveness. Overpackaging: WaveBag 3D targets e-commerce's overpackaging problem. Its expandable bottom and paper wave padding combine boxes' space efficiency with padded envelopes' convenience. It requires no additional packaging materials or complex assembly and is ready to use. User-friendly design: The envelope design, with a tear-off paper strip and double adhesive, provides a clean, simple, and satisfying unboxing experience for the consumer. The reusable feature guarantees easy returns promoting the circular economy and reinforcing the brand's commitment to sustainability. Cost-effective and space-saving: WaveBag 3D's lightweight and space-saving design offers significant economic benefits, making it a cost-effective choice for e-commerce businesses. Its compact structure reduces the overall volume of packaging, which translates into lower shipping costs. In addition, its optimized space efficiency helps businesses save on warehousing costs, as more units can be stored in the same amount of space compared to traditional boxes. This design makes it particularly attractive for high-volume e-commerce businesses where space and shipping costs are critical.



## JAPAN

### irogami grater

Company: kuriyama kaoru design

Category: Household

Renewal design of the packaging for irogami, the third brand of grater manufacturer established in 1907.

Since the company is also expanding overseas, hook hook hooks are a must.

We devised a way to make it not look cheap even when hung on a hook. We focused on the holes for grates that had to be drilled in the product to make it color anodized. Taking advantage of the shape of these holes, the holes are used as a hole for hanging hooks and a window for checking the color of the grater. The use of a hole for checking the color of the grater allows the 10-color product to be packaged in a single color, thus cutting costs. The overall form of the product incorporates the supple curves of the product concept, so that there is no sense of discomfort when the product is opened. In consideration of environmental preservation, plastic is not used at all. The vivid metallic-colored grater is wrapped in a soothing ice-gray paper with a pleasant texture to the touch, which slightly lowers the tone of the product and eliminates any differences from the other two brands. The design was conceived not only as a stand-alone brand, but also as a "grater manufacturer's product as a whole. Sales have increased several-fold since the packaging was redesigned to meet gift demand.







INNOVATIVE PACKAGING SOLUTIONS

# Freezypeel

just one pull, and you make  
your **frozen foods**  
**accessible** to everyone.

Simplify the consumer experience and stand out in the market with ITP's innovative sustainable film: easy-open, recyclable mono PE.



VINCITORE  
OSCAR DELL'IMBALLAGGIO  
**BEST**  
PACKAGING  
2024



WORLDSTAR  
WINNER 2025

[www.itp.company](http://www.itp.company)



From the bottom  
to the top, our films  
protect your food at every layer.

Italian excellence in packaging since 1972

## We've been waiting for a tray like this! The "Quick Stack Tray" with an A style base.

Company: TOMOKU CO.,LTD.

Category: Transit

This product is an alternative to conventional plastic trays and contributes to the reduction of plastic usage. It is easy to assemble like a standard cardboard box, and can be stacked as it is and quickly displayed on the sales floor, improving the efficiency of distribution. In addition, the manufacturing process is simple, which reduces costs. The main points are as follows. By folding the top of the box, a pier is formed, which makes it easier to stack the cases. By simply lifting the flap on the top, it can be displayed immediately in the store, improving work efficiency. The shape of the upper part expands outward, making it easy to stack and difficult to shift, so it can be safely stacked vertically. From the above, it can be said that this product is a new tray that is friendly to the environment and people.



## Upcycled paper toy capsule made from pruned trees

Company: k o n o h a n a Co.Ltd. , DYNAPAC CO.,LTD.

Category: Toys

Capsule vending machines contain round small capsules filled with toys and are found everywhere in Japan. At present, almost all the capsules are made of plastic.

We extracted pulp from pruned trees and street trees in Fukushima Prefecture that would normally be burned, and molded paper toy capsules.

The capsules gently package the toys so that they don't break. And the capsules pass smoothly through the inside of the capsule vending machine.

Used paper capsules are reused or recycled.

Waste disposal and CO2 emissions are reduced by upcycling pruned trees.

This project will create jobs such as filling capsules and collecting used capsules. This will lead to regional revitalization. We are committed to achieving carbon neutrality by 2050. To this end, we are developing a capsule recycling system and promoting a recycling-oriented society.

## HT-AX7 Package

Company: Sony Group Corporation

Category: Electronics

A package developed for medium- to heavy-weight products with the aim of embodying sustainable design (environmental and accessibility consciousness). Environmental consciousness: To achieve minimal volume with a form that echoes the shape of the product, we created a hollow, double-layer structure with molded pulp designed to combine internal and external packaging and cushioning. This package uses Sony's Original Blended Material, a paper material developed for use in packaging. It is made by blending three raw materials—bamboo, sugarcane fiber, and post-consumer recycled paper—whose source regions are identified and disclosed to the world for full traceability. Accessibility: The package is designed to split horizontally in the middle so that people with dexterity issues can remove a product weighing approximately 2.7kg with ease. Double-layer structure that combines internal and external packaging: The internal and external components are "L-shaped double-layered adhesion" to create strength to support heavy product. This creates a hollow structure that provides a cushioning effect, while realizing a package shape that echoes the shape of the product itself. With a structure that splits horizontally in the center, we were able to keep the molding depth shallow and increase accuracy, while also making it easy to remove the product. Achieving a beautiful appearance with dry press pulp molding: One of the drawbacks of dry press pulp molding is its poor appearance. We solved this problem by gluing together the internal and external components so that their rough surfaces face each other internally, achieving a beautiful exterior with a smooth texture. This approach solved another drawback of dry press pulp molding, which is its tendency to generate paper dust, eliminating the need to cover the product with a protective bag.



## One sheet guards the entire area! "One-Piece Box," an individual box with integrated cushioning material

Company: CHUOH PACK INDUSTRY CO.,LTD.

Category: Transit

We have developed an environmentally friendly, recyclable, all-corrugated, high-function individual box for use as packaging material for precision equipment.

The One-Piece Box is an individual box formed from a single corrugated sheet, with the box outer and inner cushioning material integrated.

In addition to being easy to assemble, this product can be delivered folded flat, reducing transportation and storage space for components.

Furthermore, the integration of the outer box and cushioning material reduces the man-hours required to manage the components.

These are highly functional individual boxes that combine excellent cushioning performance and assembly workability. This product can be widely deployed as a people and eco-friendly corrugated individual packaging box suitable for small- and medium-sized products, precision equipment, and more.



## 「Cook Do®」 < Mature Doubanjiang Paste > Tube

Company: AJINOMOTO CO., INC.

Category: Food

We have developed new eco-friendly Tube-Pouch for foods. It is designed and applied for pasty seasonings "Doubanjiang" (Chinese chili bean paste). By thinning the body film, we have reduced about 50% of the amount of plastic used for the package. It makes also more user-friendly by easier the squeeze out the content seasoning. These performances are provided by not only film thickness but also spout diameter. This product can be used until the end and shorten the remaining contents, so it can contribute reduction of food-loss. By using clear high-barrier film as body film and inner-seal on the spout, the product can keep long expiration-date. Also, user can see the remaining amount.

So, this package is well-balanced package that is eco-friendly and user-friendly.







Japan  
Packaging  
Institute



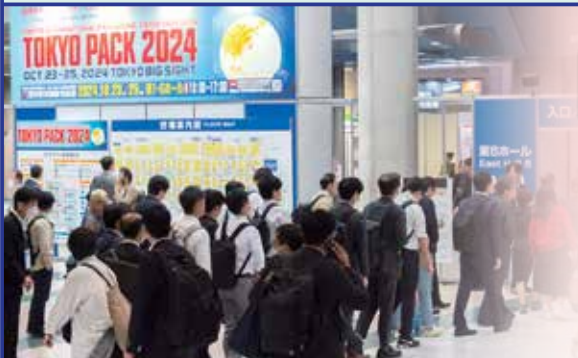
## Japan Packaging Institute (JPI)

Japan Packaging Institute (JPI) was established in March 1963, and was upgraded to a legal entity in June by the Minister of International Trade and Industry. With the doctrine of "Challenging the future of packaging by means of originality and ingenuity", the juridical foundation, Japan Packaging Institute, has been promoting the rationalization of production and distribution as well as consumption through improvement and elevation of the packaging technique and thereby contributing to the progress of Japan's economy.

- Headquarter : Tokyo
- Branches : Sapporo, Sendai, Nagoya, Osaka, Fukuoka
- Number of Members : 1,200 companies  
(Packaging Industry:700, Users:400, Logistics Industry:100)

## Business Outline

- Developing packaging specialists at the basic, intermediate and upper levels and in each specialty field by organizing seminars, study sessions and observation visits
- Issuing newsletters, journals and packaging-related publications
- Performing secretariat duties for the ISO in the management of ISO/TC/122 (Packaging) to develop ISO standards
- Exchanging information and working together with packaging-related organizations in and outside of Japan
- Conducting surveys and R&D related to packaging, consultation and guidance concerning packaging
- Hosting Japan Packaging Contest: Working to develop and promote excellent package products and technologies with winning works sent to the WorldStar contest to compete internationally
- Organizing biennial packaging exhibitions, TOKYO PACK, since 1966 :  
TOKYO PACK is one of the Asia's major international packaging exhibitions, primarily featuring packaging materials, containers and machinery, and covering all the phased from procurement, production, distribution, sales, consumption and disposal to recycling.



# TOKYO PACK 2026

## OCT.14~16, 2026 TOKYO BIG SIGHT

We are excited to announce that TOKYOPACK 2026, the premier global packaging event, will take place from October 14 to 16, 2026, at Tokyo Big Sight. For over 60 years, TOKYOPACK has been Asia's leading platform for showcasing Japan's cutting-edge technologies in the packaging industry, covering a wide range of packaging solutions.

### ■ Event Details:

**Show Dates:** October 14 (Wed) – 16 (Fri), 2026  
**Venue:** Tokyo Big Sight, East Hall 1–3, 7, and 8  
**Exhibitor Applications start:** September 24 (Wed), 2025

\*Please note that due to the renovation of Tokyo Big Sight, the exhibition space for TOKYOPACK 2026 will be significantly reduced compared to the previous edition. We strongly recommend early application to secure your space.

### ■ Exhibit Categories:

Packaging Materials & Containers / Packaging Machines / Printing & Converting Machines /  
Food & Pharmaceutical Processing Machines / Inspection, Measurement & Environmental Machines / Packaging Designs & Services  
Next-Generation Technologies & Packaging & Logistics Solutions / Research Institutes, Organizations & Press

### ■ Reflecting on the Success of TOKYO PACK 2024:

TOKYO PACK 2024, held from October 23–25, 2024, at Tokyo Big Sight, was a tremendous success. This year's event underscored the remarkable recovery and growth of the Japanese packaging industry following the COVID-19 pandemic, signaling a bold step forward into the future. The exhibition welcomed 70,712 registered visitors (221,301 total gate entries) from 62 countries and regions, highlighting its global appeal and influence.

**Come and experience Japan's revolutionary packaging innovations at TOKYO PACK 2026!**



**JAPAN PACKAGING INSTITUTE**

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<https://www.tokyo-pack.jp/en/>

## Environmental friendliness and improved usability of pure select® mayonnaise fresh-keep bottles

Company: AJINOMOTO CO., INC.

Category: Food

It has been reborn as a double-walled bottle that satisfies environmental compatibility (recyclability) while maintaining the content protection, appropriate packaging, and economic efficiency required for Pure Select® Mayonnaise Fresh Keep Bottles.

At the same time, the functionality (ease of squeezing) was also improved.

The container is made of polythene, polypropylene and EVOH as a barrier function.

EVOH content has been reduced to less than 5% by using a highly barrier-type EVOH, resulting in a recyclable mixed polyolefin container.

- Environmental compatibility: approximately 42 tons of recyclable plastic per year.
- Functionality: 1.5% less remaining content after use (compared to ours).
- Suitable packaging and economy: no change in bottle shape or thickness. No change in packaging equipment.
- Inside protection: no change.

self-adhesive label. 6) The shrinkage had to deal with a convex shoulder at the top of the bottle



Design for a set of wood and cardboard that is resistant to slipping and difficult to come loose.



\* To prevent the wood from coming loose, a simple insertion method not feasible. We have developed a design with vertical slots and an cut on the end face of the mating hole. This allows for easy insertion of the cardboard without heating, while the cardboard's resilience makes it difficult for the wood to come loose from the outer case. (The wood can be easily removed from the outer case when discarded) \*

DAIKIN INDUSTRIES, LTD.  
(Oji Container Co., Ltd.)

## Elimination of Adhesive Bonding for Packaging Materials of Ceiling-Mounted Air Conditioner Indoor Units

Company: DAIKIN INDUSTRIES, LTD. , Oji Container Co., Ltd.

Category: Transit

This packaging is designed for heavy commercial air conditioner indoor units (ceiling-mounted type) intended for export. Given that these units weigh over 50 kg, the packaging previously required gluing cardboard, plywood, and polystyrene foam at 15 points, which complicated assembly and separation at disposal, posing challenges for recyclability.

To address this, we have developed a new packaging solution. For example, the cardboard tray features holes to connect the wooden materials, which facilitates easy setting and enhances securing without the risk of slipping. The use of glue has been completely eliminated, and the amount of wood has been reduced. This innovation has resulted in a 21% reduction in packaging weight, a 25% decrease in CO2 emissions, and an 8% reduction in packaging volume.

## SOFLAN Premium Deodorizer

Company: Lion Corporation, Mebius Packaging Co., Ltd.

Category: Household

For a resource-recycling society, we developed a container for "SOFLAN Premium Deodorizer", a fabric softener, with the aim of reducing the use of petrochemical-derived plastics. Recycled plastic (PCR: post-consumer recycled resin) obtained from beverage caps collected in Japan was selected as the bottle material. When beverage cap, injection molded products is used in a blow-molded bottle, the difference in plastic properties becomes an issue. Therefore, by mixing beverage caps (high MFR) with other plastics (low MFR), we succeeded in converting them to a property suitable for bottle molding. This technology has reduced the use of petroleum-derived plastics in bottles by more than 60%. In addition, the cap is smaller and lighter than the existing caps, reducing the amount of plastic used by about 35%. The development of these new technologies are expected to accelerate the introduction of recycled plastic into our other products and reduce the amount of plastics. To convert the beverage cap into properties suitable for bottle molding, we utilized another recycled plastic. However, when the crushed beverage cap was mixed with the recycled plastic for conditioning, a large deviation in MFR occurred within the same lot. This was thought to be caused by the lack of uniformity between the two materials during mixing. By reducing the size difference between the two materials before mixing and optimizing the mixing method, the MFR deviation within the same lot was successfully reduced significantly. In addition, by reducing the number of screw rolls, simplifying the cap while maintaining usability, and reducing its diameter, the amount of plastic used in the cap as a whole was reduced by approximately 35% compared to the conventional product. "SOFLAN Premium Deodorizer" container is an environmentally friendly container that not only uses PCR material but also reduces the amount of plastic used.



- Anyone can figure out how to unlock it.
- Anyone can unlock it with light force.



## Solving Four Challenges! "Karu Garu\* Joints"

Company: KYOCERA Document Solutions Japan Inc.

Category: Electronics

The manufacturing industry has challenges such as reducing CO2 emissions from the product design stage to waste treatment, measures against decreased supply stability to soar raw material prices and production automation. New design joint parts to fix the opening and closing parts of corrugated cardboard boxes to transport products haven't been developed for many years, although there is room for improvement in production automation, material usage, transportation efficiency, etc.

Therefore, we developed joint parts called "Karu Garu Joints" to solve the above challenges using in-house component design technology for multifunction devices and printers. Four Challenges Resolved

- Supports automation of assembly
- Reduction of CO2 emissions from production and distribution
- Reduced loading space during transportation of joints (67% reduction compared to previous joints)
- Shape making it easy to understand how to remove and reducing the force required for removal.

\* "Karu Garu" in Japanese means light and easy.

## LIMEX-Low Impact Material for Earth

Company: TBM Co., Ltd.

Category: Packaging Materials and Components

LIMEX is a groundbreaking inorganic filler composite material designed as a sustainable alternative to both plastic and paper. As a substitute for plastics, LIMEX contributes to significant reductions in petroleum-based plastic usage and greenhouse gas emissions. As an alternative to traditional paper, it conserves essential resources by reducing the need for trees and water. LIMEX is available in pellet form, allowing it to be seamlessly processed with conventional facilities for blown film molding, extrusion molding, blow bottle molding, injection molding, thermoforming, and spunbond molding—no specialized equipment required. LIMEX is primarily composed of limestone, which supports sustainability through three essential factors. First, limestone is abundant worldwide, enabling LIMEX to be produced consistently and with minimal environmental impact on a global scale. Second, LIMEX exhibits superior carbon efficiency; its CO2 emissions throughout its lifecycle are significantly lower than those of petroleum-based plastics. Third, limestone is cost-effective and price-stable, making LIMEX an economically viable as well as environmentally friendly material. More than 10,000 companies worldwide have adopted LIMEX to enhance their sustainability initiatives, and it has been officially recognized by UNIDO's Sustainable Technology Promotion Platform (STePP) as a distinguished Japanese technology. Additionally, LIMEX continues to evolve with the development of CR LIMEX (Carbon Recycled LIMEX), our next-generation material. CR LIMEX uses Carbon Capture Utilization (CCU) technology to recover CO2 and industrial byproducts, which are then scientifically refined into calcium carbonate and incorporated into LIMEX. This cutting-edge innovation embodies the future of sustainable materials. CR LIMEX has already been used to create business cards and planters, which were showcased at this year's Davos conference.





### Soft and Hard Cardboard Cushion

Company: TOTO LTD.

Category: Electronics

The cushion used in transport packaging for heated shower seats. By extracting and using the most effective parts of cardboard, high cushioning effectiveness is achieved with minimal material. Four pieces of cardboard are arranged horizontally, cushioning along the corrugations. However, this arrangement can make the cushioning too hard. To address this, the edges are wavy and stacked alternately, reducing overlap and making it easier to compress. This design allows the cushion to first absorb the initial load softly and then provide firm support with all the overlapping cardboard. There is no complicated assembly required to obtain high cushioning effectiveness, just fold it and snap it into the hole in the mount. This cushion allows for various configurations, including different placements, material types, and sizes for diverse applications. Its simple structure also makes it suitable for automated assembly, offering a practical solution for various packaging needs. As a result of investigating the transportation environment for e-commerce products, we have decided to establish stricter evaluation standards than before, necessitating changes to the cushioning. We developed a solution aimed at enhancing product protection while considering the future possibility of automated assembly, ensuring ease of assembly without increasing packaging materials, and making it applicable to various products. All cushioning and partition boards are made of cardboard, continuing our commitment to environmental sustainability. By using the partition boards as reinforcement against the box's compressive load, we were able to lower the material grade of the box and reduce the total packaging weight compared to previous packaging. Adjusting the position and number of holes in the partition boards to fit the product allows easy adaptation to other products. This cushioning structure reduces acceleration by about 60% compared to the previous design, while also decreasing assembly time and reducing packaging costs.



### The First Application of “Resource Recycling Project” to Pharmaceutical Packaging

Company: Resource Recycling Project (Shionogi Pharma, NEION, TOYOBO, TOPPAN INFOMEDIA, Mitsui Bussan Chemicals, YAMATO BOX CHARTER)

Category: Medical and Pharmaceutical

Label backing release liner typically uses composite materials of paper and resin, which are generally difficult to recycle. As a result, they become a large amount of industrial waste and are incinerated. In the Japanese manufacturing industry, the volume of such waste has risen to 1.39 billion\* m<sup>2</sup> per year. In this project, we replace these label backing release liner with release liner for recycling made from PET-based synthetic paper. After use, the release paper is collected as valuable materials and subjected to material recycling. By using the recycled material again as a raw material for release liner for recycling, we achieve Film-to-Film recycling. This will enable the social implementation of closed recycling system of label backing release liner.

We aim to establish the recycling arteriovenous functions within the project, forming a closed-loop system where resources continuously circulate horizontally. Our goal is to realize a circular economy that achieves reduction of CO2 emissions and zero waste of release paper.

### Combined functions into 1 part. Improved toilet bowl packaging.

Company: Dynapac(HaNoi) Co., Ltd.

Category: Transit

The functions required for packing the wall-mounted toilet bowls have been combined and parts have been reduced.

Previously, an outer box and 6 other parts were used. The new design combined the 6 parts into one. This part fulfills 4 functions: - cushioning, - increasing compression strength, - reinforcement of handhole, and - installation assistance. The number of items to be managed has been reduced by 50%, and the packaging process has been reduced by 40%. The “Shimaoka Lock” makes assembly easy with the patent of Dynapac Co., Ltd. We have received great feedback from the workers and customers that the new packages are easy to assemble with less burden.

The installation assistance parts are also easy to assemble, and they are easy to use because the parts do not scatter when discarded.

The process of attaching handhole reinforcement parts has also been reduced in box manufacturing.



### 360KYUSU

Company: EIGHT BRANDING DESIGN, Product Design Center

Category: Household

Revolutionizing the way tea is enjoyed, 360KYUSU has been designed to popularize Japan's tea culture. The innovative product combines sustainability with traditional beauty.

Named 360KYUSU for its ability to pour tea from any angle, the product's concept is to provide a new teapot experience. The iconic package design is simple yet informative for wider recognition in the world beyond Japan, and features a black foil stamped logo and an embossed product outline. The design uses minimal packaging and printing in consideration for the environment. The aim was to create a long-loved design that would not be impacted by contemporary trends.

Compared to existing teapots, 360KYUSU features a range of innovative improvements. In addition to an original silicon lid that functions as a tea strainer, tea can be poured from any angle, and the product is incredibly easy to clean and maintain. Made from Tritan resin, which is both durable and safe, the product reduces environmental impact as it can be used over the long term.

The packaging is influenced by the simple, Zen-inspired design of the product, and the typography and package design have been stripped down to their simplest forms.

Combining the insight of traditional teapots with a modern and functional design, 360KYUSU aims to promote the tea culture among both people in Japan and overseas.



### BeeStar 1000

Company: Oji Industrial Materials Management Co., Ltd.

Category: Other

Bee hive made of waterproof cardboard box. It can be used as a bee hive by enclosing approximately 1,000 honey bees and their food, transporting, and opening the box.

Compared to wooden box used typically for bee hive, it is less expensive to transport and easier to dispose of after use.

By moving the sleeve up and down, the mesh window can be opened and closed, and the entrance and exit are protected during transportation at the same time.

The design takes into account the habits of bees such as a structure that prevents them from escaping during transportation and so on.

The graphic design is an abstract pattern of a bee hive, expressed by flexographic printing.



## De-plasticized horizontal transport packaging for overseas water heaters

Company: Paloma Co., Ltd. , CHUOH PACK INDUSTRY CO.,LTD.

Category: Transit

Previously, styrene foam was used as packaging material for water heaters to be shipped overseas, but we have developed all-corrugated cardboard packaging material to achieve a plastic-free society.

This newly developed packaging material has a receiving structure that accurately captures the strength characteristics of products placed horizontally, and has cushioning properties equivalent to styrene foam, making it suitable for harsh overseas transportation.

Additionally, all packaging materials can be stored efficiently in the bottom tray, which improves stacking when loading.

Improvements include a reduction in man-hours spent managing parts and materials, improved transportation efficiency, and reduced storage space.

It is environmentally friendly all-corrugated cardboard packaging with excellent cushioning and functionality.



## “FANCL Skin-care Set” with malt powder-infused pulp mold box

Company: KIRIN HOLDINGS COMPANY, LIMITED FANCL Corporation

Category: Gift Packaging

<Japan Packaging Institute, 2024 Packaging Contest “Japan Star Award” and “Japan Packaging Technology Association President’s Award”> This award recognizes efforts to utilize by-products generated during the beer manufacturing process, achieving waste reduction and contributing to plastic-free initiatives, demonstrating a commitment to environmental sustainability.

Furthermore, this package also received the Cute Sensibility(=Kawaii) Design Award and “Product Planning Award” at the “Cute Sensibility(=Kawaii) Design Contest” 2024, organized by the Japanese Society of Affective(=Kansei) / Engineering.

The reason for the award is as follows: The intention to enhance the packaging of skincare products to convey a cute and safe image is worthy of the award. Affective Engineering is an academic field that developed in Japan, but it is gaining interest abroad as well. The goal of Affective Engineering is to incorporate users’ emotions and sensations into the design of products and services. As a result, it is closely related to fields such as psychology, design studies, engineering, and marketing. Researchers and companies outside of Japan, especially those interested in design and user experience (UX), are adopting and applying the methods of Kansei Engineering. Additionally, concepts and methods related to emotion are considered important in the processes of product development and service design, and they are discussed in international conferences and papers. Therefore, it can be said that Affective Engineering is not a field unique to Japan but rather one that has an international impact.



## People and eco-friendly corrugated cardboard for overseas transportation of automotive parts

Company: CHUOH PACK INDUSTRY CO.,LTD.

Category: Transit

In response to recent carbon neutral and SDGs initiatives, we have developed all-corrugated transportation containers with excellent recyclability to replace conventional steel packaging materials.

The sleeve’s four-sided outward-folding structure, which allows packing by a small number of people quickly, makes it easy to insert and remove contents, dramatically improving workability.

Also, the top surface of the top cover is reinforced in consideration of stacking, preventing cargo collapse even when the upper tier is shifted and stacked.

Improvements include a reduction in CO<sub>2</sub> emissions due to weight reduction (-63%), improved safety, and improved workability.

This is a product that can be widely deployed as a people and eco-friendly corrugated cardboard that is adaptable to harsh logistics conditions.



## Bulk packaging to reduce volume! Packaging of a group of 24- to 27-inch monitors

Company: SAKURA PAXX Co., Ltd. ,EIZO Corporation

Category: Digital Packaging

Monitors have been conventionally packed in individual boxes according to their inch size, and the packaging volume per monitor has affected the transportation efficiency significantly when a large number of monitors is ordered. Therefore, we developed a packaging solution that can pack four monitors in one package to reduce the packaging volume. The packaging box, cushioning materials supporting the four monitors, and accessory trays are made of eco-friendly corrugated cardboard cushioning. Compared to individual boxes, the collective packaging reduces the volume per monitor by approx. 17% for 24-inch series monitors and approx. 42% for 27-inch series monitors. In addition, six combinations of cushioning materials and boxes can be used for nine models of monitors, achieving a packaging system that maximizes the flexible use of cushioning materials.



## ALBLANC SmoothSpatula Cream

Company: KAO Corporation , YOSHINO KOGYOSHO CO.,LTD.

Category: Health and Personal Care

This innovative tube container includes a hinged cap with a unique spatula-shaped outlet to enhance user comfort when applying highly viscous products, such as creams, while maintaining environmental sustainability. Conventional tubes often waste cream and cause uneven application, but our new design allows smooth and even application, which enables consumers to spread pleasantly over large areas, especially on the arms, legs, and neck. The side-opening hinged cap is easy to open with one hand, stress-free from cream messing the lid, and thus kept clean from beginning to end of usage, even when applying large areas. In order to realise this spatula-shaped outlet with a hinged cap, the sealing structure was redesigned from the conventional tube to an optimised structure, so no additional components are required. This new container is simple design yet improves satisfaction by allowing the product to be used without waste or stress.







WORLDSTAR  
WINNER 2025

Japan



“FANCL Skin-care Set”  
with malt powder-infused pulp mold box



Joy brings us together  
**KIRIN**  
A little joy, every day.  
**FANCL**



KIRIN HOLDINGS COMPANY,  
LIMITED  
<https://www.kirinholdings.com/en/>



### V-shaped moulded pulp cushion for car navigation systems

Company: JVCKENWOOD Corporation, DYNAPAC CO.,LTD.

Category: Electronics

We have developed a moulded pulp packaging for KENWOOD brand car navigation systems, which previously used expanded polystyrene (EPS). This will reduce the weight of the plastic packaging by 66%, or 14 tonnes per year for the entire series. Moulded pulp is an environmental-friendly material that is recycled from corrugated board and can be recycled back into paper easily.

Where similar products use U-shaped moulded pulp packaging, we have created a V-shaped moulded pulp that is more productive both in the manufacture of the moulded pulp and in the packing process.



### Compact and lightweight molded pulp packaging! Development with low environmental impact using unique simulation technology

Company: BROTHER INDUSTRIES, LTD.

Category: Electronics

We replaced the cushioning material for laser printers from expanded polystyrene (EPS) to molded pulp, but the increased weight of the cushioning material led to higher CO2 emissions. Therefore, we optimized the structure of the molded pulp and developed a significantly smaller and lighter design. This design reduced the CO2 emissions by 33% compared to the previous molded pulp, making it lower than that of EPS, and allowed us to reduce the product box size by 7% while maintaining cushioning performance.

In this development, we developed a unique technology to analyze the drop impact of molded pulp packaging, which has been difficult to achieve. By utilizing this technology, we have significantly reduced the number of prototypes and reduced CO2 emissions not only during production but also during development, achieving a development process with less environmental impact.



## LATVIA

### MYCELIUM COMPOSITE PACKAGING PELLETS

Company: LATVIAN STATE INSTITUTE OF WOOD CHEMISTRY

Category: Packaging Materials and Components

Packaging pellets from mycelium composite (MC) are created using 100% natural and renewable raw materials - fungal mycelium and biomass from agricultural and wood processing. The production process involves the growth of living fungus within a lignocellulosic substrate, allowing for the formation of self-growing, 3D composite pellets in various shapes and sizes. MC is a sustainable alternative to traditional packaging materials. Unlike synthetic foams, MC pellets are eco-friendly, fully biodegradable, and compostable in soil. They can be used to fill empty spaces in shipping boxes, protecting items during transit. Additionally, MC pellets can serve as a decorative filler for gift boxes while safeguarding delicate items. The production of MC is characterized by a low-energy and carbon-neutral process, which is essential concerning climate change and greenhouse gas emissions. The MC pellet prototype is developed at the Latvian State Institute of Wood Chemistry (Riga, Latvia).



## NORWAY

### Aion Nestable pallet

Company: Aion AS

Categories: Packaging Materials and Components, Transit

A: The Aion Nestable Pallet is a winner because it uses up to 100% high quality recycled plastic packaging, reclaimed from Norwegian aquaculture, an industry with a large environmental footprint and huge volumes of plastic waste. This pallet is designed specifically for use in this same industry, to replace its annual use of over 4,5 million single-use wooden pallets. All pallets are returned at end-of-life to be recycled and used to manufacture new pallets again for the same purpose. AION have recycled industrial plastic waste also from this industry - FIBC bigbags used to transport fish feed, into high-quality material which is then used to manufacture our pallets. Everything in this value-chain is traced by AION, from the material origin of collected packaging, with insights on composition, contamination and quality - to tracking pallet production in Denmark, and information on the return of discarded pallets for re-manufacturing. This value-chain traceability is key in creating a fully circular product. This product has increased resource utilization and recycling, is now eliminating thousands and of single-use packaging items associated with deforestation and habitat loss, as well as reducing CO2 emissions, with a total CO2 reduction calculated to be around 85% for the solution.



## POLAND

### The heart and soul of EISol's Spanish wines

Company: Smurfit Westrock

Category: Point of Sale

Cava is the winner because when you look at it you don't see just a project but you see the heart and strong passion that right away draws you into an amazing world full of peculiar sensations, of which you immediately become an inseparable part. It gives you the opportunity to feel all the impressions of the presented new reality which imperceptibly permeates and mixes with your world.

Cava, a stone cellar where Spanish wines mature, became the inspiration for the creation of the unique EISol exhibition. This project perfectly combines Spanish temperament, passion and unique taste that will touch the senses of every wine lover.

To enhance the atmosphere of the cellar, soft lighting has been added to subtly brush the individual elements of the display, creating a warm, cosy and romantic atmosphere, transporting visitors straight to the Spanish winery.

As you immerse yourself in the magical atmosphere of Cava, you will see how perfectly we have combined the Spanish temperament with the delicate, mild taste of EISol wines.



# PREMIUM QUALITY PACKAGING



## BRING YOUR PRODUCT TO LIFE

CZK / RORI packaging – manufacturing unique boxes since 1922 for customers all over the world. Combining 100 year heritage of box production with vast knowledge and modern technologies. The company specialises in high-end packaging, and production of Mock-ups fully finished and embellished box prototypes. Offering diverse production technologies (traditional & digital) allowing orders for small & large quantities.

[rori@roribox.com](mailto:rori@roribox.com)

[www.roribox.com](http://www.roribox.com)



## Eco-Friendly Lunch Box With Extra Features & Benefits

Company: Mondi Warszawa Sp. z o.o.

Category: Food

Eco-friendly packaging is one of the e-commerce trends. The e-commerce sector continues to grow, and its value is increasing. In the coming years, we can expect a greater focus on sustainability and ecology. The introduction of environmentally friendly tools will become an absolute necessity in e-commerce. E-shop owners already modifying order packaging and shipping processes to be harmless to the planet. Eco-friendly catering packaging for food storage, is an integral part of any restaurant or catering company offering take-out or delivery food ordering. Such a solution became popular during the pandemic period, when catering food was practically the only option we could use. A box diet can't do without durable and well-chosen eco-friendly catering packages! Nowadays, it's all about quality, convenience and saving time. The list of requirements for food packaging is impressive. What the packaging of the future should be? Ecological, intelligent, attractive, safe, convenient, functional, modern and original. However, customer expectations will be higher and higher, so packaging - in addition to quality and durability - must meet the criterion of using less raw materials during production and be sourced from recycled and recyclable materials. Packaging made from a single material is the most popular, making the entire recycling process much easier and faster.



## DULCIA - protective cream with SPF

Company: RORI Packaging / Cieszyńskie Zakłady Kartoniarskie

Category: Digital Packaging

The packaging for "DULCIA - protective cream with SPF" was the first project, which RORI packaging executed for the company DULICA Natural s.r.o.. The client wished to improve the appearance, quality and functionality of the previously existing box. Our packaging is fully printed and enhanced using digital technologies. Moreover, digital technology also enabled us to provide the customer with Mock-ups, i.e. fully finished packaging prototypes, which allowed the customer to assess whether the proposed effects and refinements fully satisfied his expectations before proceeding to final production. This was particularly important due to the fact that the client, for the first time, desired to produce packaging on metallised cardboard, which subtly alters the shades of the selected colours. Digital technology also allowed us to fully enhance the Mock-ups, ensuring that the prototypes looked like the final packaging. The client received a full-size Mock-up digitally printed on metallised cardboard using an HP Indigo 30000 printer, and finished with a matt laminate. The company logo and selected graphic elements were distinguished using 3D digital 'varnishing' applied by a Scodix Ultra machine. Same technologies were used for final production.

## BeerCoolBox

Company: MONDI WARSZAWA SP. Z O.O.

Category: Packaging Materials and Components

Our innovative beer bottle packaging, made of corrugated cardboard, combines functionality, aesthetics, and environmental friendliness. The design consists of a sturdy box and a specially designed insert covered with barrier paper (Paratherm), ensuring complete waterproofness. When you open the box, the insert transforms into a practical ice container, effectively cooling beer bottles to the perfect temperature. The water from the melted ice remains in the insert due to its waterproof properties, eliminating the risk of leaks and keeping the surroundings clean.

Our packaging stands out not only for its innovative approach to cooling but also for its commitment to environmental protection. The use of fully recyclable corrugated cardboard highlights our contribution to nature conservation. Additionally, the barrier paper used in the insert is also recyclable, making our packaging environmentally friendly. The ratio of corrugated cardboard to PE in this composition is around 2%.



## Simple piano - Oginski Vodka

Company: TFP-Grafika

Category: Luxury

The Simple Piano project for OGINSKI VODKA deserves to win the competition due to its innovation and perfect combination of aesthetics and advanced technology. The packaging is made from high-quality solid cardboard, covered with durable Top Liner paper, ensuring strength and durability. The CMYK offset printing technology, combined with enhancements such as matte dispersion varnish, selective UV gloss varnish, soft-touch foil, and flocking, creates a spatial effect that emphasizes the product's elegance and exclusivity. These details, along with the minimalist design, harmoniously reflect the piano motif, and the precise finishing, highlighting key elements, adds a unique character. This project stands out not only for its original form but also for its attention to every detail, making it a worthy contender for the award as an example of excellent design and technological mastery.

## SINGAPORE

### Environmentally Sustainable Product Packaging - TruServ Pressed Tray

Company: Smurfit Westrock

Category: Packaging Materials and Components

JR Foods replaced plastic trays with a paper-based solution for plant-based ready meals in Australia and Singapore. With meeting changing sustainability requirements as a key goal, replacing plastic with paper-based solutions in packaging is crucial. The Smurfit Westrock TruServ® Pressed Tray solution developed for JR Foods Planteus plant-based frozen, ready-made meal line is designed with the ultimate understanding of the evolving global shift towards sustainability requirements. The durable, paper-based trays we created for JR Foods led to a reduction in plastic packaging by over 93%, translating into a huge step towards meeting the APCO 2025 packaging targets. Making the packaging shift meant they also reduced the weight of a packed meal by over 30 percent compared to meals in their previous trays. The weight difference meant the company would gain savings on shipping and transport. The innovation in our packaging shows that it's both feasible and beneficial to switch to paper-based solutions, even in settings where one might not initially consider it.



## HiSEQ-Imaging Module (Life Science Integrated Systems)

Company: Greenpac (S) Pte Ltd

Category: Packaging Materials and Components

The product is an Imaging Module - A valuable component in the analytical chemistry toolbox for separating, identifying, and quantifying compounds in liquid samples. This module component is an assembly of various vulnerable and sensitive components, with a net weight of about 20kg.

The Packaging System we have designed is Corrugated Structure End Caps. This is an improved packaging design which focuses on impact resistance and shipping cost-effectiveness

We set out below a summary of annual savings achieved as a result of our environmentally sustainable product :

Packaging Cost: ↓ SGD45,000

Material Reduction: ↓ 20 % (3 tonnes)

Net Weight Reduction: ↓ 20 %

Volumetric Weight Reduction: ↓ 27 %

Freight Cost Savings: ↓ SGD300,000 (42%)

Reduction in Carbon Emission: ↓ 749kg



## SOUTH AFRICA

### Imana Soups Gravies and Sauces range

Company: Constantia Flexibles South Africa

Category: Food

A South African First! The new Imana range pack by Cflex has rationalised sizes over 61 variants, is completely recyclable, has reduced the pack from 8 to 3 layers, rationalised the production process, reduced the material by 30% and changed finish from gloss to matt and is now locally sourced.

The previous Imana pack consisted of three sizes and a complex construction 12 micron polyester/ink/solvent-free adhesive/40gsm or 20gsm paper/ LDPE extruded 12gsm/7 micron Aluminium/solvent-free adhesive/23gsm MLDPE. The process involved imported materials, a prelam from Cflex Mobeni plant, and 2-pass lamination at Cflex Mahogany followed by a print to paper and LDPE to foil, at the same plant.

In 2022, Imana moved to reduce CO2 footprint, minimise environmental impact, reduce waste to land fill, move towards recyclability and improve shelf presence in their Instant sauces, Instant gravies, Cook-in-Sauces and Packet soup. A total of 41 SKU's. Cflex responded to the challenge by creating ECOVER, a solvent-free ultra-high barrier 18micron metallised BOPP laminated to a 50micron CPP.



### AQUELLE SPLASH RANGE

Company: All 4 Labels South Africa

Category: Non-Alcoholic Beverages

A South Africa first! All4Labels SA, Ekhamazi Springs and Alpha have introduced the first zero-spill spring water PET bottle. The range is called Splash and sports a unique, tethered, zero-spill cap and a special gang-printed wraparound label featuring 8 different animated characters. The label, cap and bottle are fully recyclable. The spill and leak-resistant cap is imported from Europe. The new design has eliminated the normal silicone valve and only dispenses liquid by vacuum or mechanical pressure on the elastic mouthpiece. The closure keeps the liquid sealed from the inside at up to 2.7 bar bottle pressure. Tethering ensures that the cap stays attached to the bottle. That allows children to reclose the bottle and consume the product at their convenience as well as ensuring that the bottle and cap arrive at the recycler together, reducing plastic pollution. Launched in Oct 2023, this is the first zero-spill spring water bottle in the country. Designed with kids and parents in mind the zero-spill cap prevents leakage in back packs and school lunches. Nothing worse than wet books and soggy sandwiches. The 500 ml bottle is blown from a combination of BOPP/ PP/TPE at the Aquelle Plant in Kranskop and is ergonomically shaped with a waist to assist small hands in gripping the bottle.

### IMH™ PET Integrally Moulded Handle Bottle

Company: Integrated Plastics

Category: Packaging Materials and Components

Impact Plastics the Licensee of Integrated Plastics Australia's IMH (Integrally Molded Handle) bottle has received a Gold Pack Trophy at the 2023 Afristar Institute Of Packaging awards. The patented Integrally Moulded Handle (IMH™) PET bottle by Integrated Plastics is a prime example of an environmentally responsible innovation. This technology offers a 100% recyclable solution, made from recycled PET (rPET), aligning with the global push for sustainability. Unlike traditional bottles that incorporate separate handle materials, the IMH™ design integrates the handle directly into the bottle, which means the entire package is recyclable without any separation process. This design facilitates participation in the circular economy, reducing the overall carbon footprint of manufacturers and users. From a technical perspective, the IMH™ bottle provides superior benefits over competing materials like HDPE/PP/PVC. PET, with 50 times more oxygen barrier capacity, ensures extended product shelf life, making it suitable for a wide range of products such as dairy, juice, oil, and more. Additionally, the bottles are lighter, faster to produce, and offer better clarity, making them more attractive to consumers and easier to manufacture at scale. Furthermore, the IMH™ technology allows for customization, enabling companies to adapt bottle designs to their specific needs without requiring significant changes to existing production lines. This flexibility, combined with the ability to future-proof packaging against emerging environmental legislation, makes this solution commercially viable as well. Compared to traditional HDPE, PP, or PETE extrusion-based bottle molding processes, "IMH™ bottles" offer vastly superior manufacturing efficiency. This is largely due to the scalability of cavitation and significantly higher output rates in the IMH™ blow molding process. IMH™ bottles can be produced at 1,000 bottles per hour per cavity, with rotary blow molding machines capable of up to 12 cavities, yielding a total output of 12,000 bottles per hour. This high-speed production allows IMH™ systems to replace up to four conventional extrusion molding setups with a single rotary blow molding line.



## SOUTH KOREA

### Water-based coated paper container that is heat-sealed and easy to open

Company: NONGSHIM CO.,LTD.

Category: Food

Current situation

- Most paper containers are not recycled (less than 5%, Korea)
- Because it is difficult to separate the PE coated inside the paper.
- Contaminated coated paper containers are rejected by recyclers.

Submitted Works

- The submitted work uses a water-based coating method that makes it easy to separate the paper and coating layer.
- Developed Korea's first water-based coating paper container for instant cup noodle that is heat-sealed and easy to open
- Most water-based coating raw materials are acrylic, but polyolefin (POF) is used.
- Excellent pulp recycling rate (about 96%, UL2485) by applying a water-based coating method that facilitates pulp dissociation
- Minimize coating amount through precise and uniform coating process



**CHLORELLA PLATINUM 540g [(360mg X 750tablet) X 2EA]**

Company: Daesang Co., Ltd. / Daesang Wellife

Category: Packaging Materials and Components

- A design update is required to express the changing and healthy concept of Chlorella Platinum, which was released in 2011. - Previous packaging materials are difficult to recycle because they are composed of various types of materials such as colored PET and metal, etc. - Deepening of environmental issues such as global warming. Increasing consumer interest in carbon reduction - Possibility of damage during transportation of general paper cushioning material due to weight exceeding 1.3 kg - Product introduction - (Single material package) The cap, lead paper, container, and label composed a single olefin material. Achieving Single material packaging and advanced recycling grade. - (Ensuring quality stability) Assure the package strength by applying a PAPER PRESS composed of double layer of kraft paper. Ensuring package stability during transport or display. - (Eco-friendly packaging) Using FSC certified eco-friendly paper (bamboo paper, kraft paper) and exclude chemical coatings to enhance eco-friendly image. - (Design minimization) Developed the "Chlorella Emblem" by incorporating the alphabet C of CHLORELLA and the characteristics of plant-based natural raw materials. - (Eco-friendly design) The brown color of the below box (craft paper) and the green color of the upper box (bamboo paper) suggest earth and wood, emphasizing a nature-friendly image.

**Eco ampoule**

Company: yonwoo

Category: Health and Personal Care

- Ampoule packaging made entirely of olefin-based materials (PP, PE) for easy separation and 100% recyclability
- Combined inner bottle and bellows shape, with soft olefin-based material, reducing the number of parts compared to conventional metal springs
- Screw type refill system encourages continuous use
- Provides the same soft pressing sensation and precise dispensing as conventional metal spring dispensers
- Enables drop-by-drop dispensing through a dropper pipette design and orifice structure, allowing for fine control

**MONO MATERIAL DROPPER**

Company: MORAE KOREA

Category: Packaging Materials and Components

1. Development of eco-friendly products that remove obstacles to recycling

- Traditional droppers are composed of three different materials (NBR/Glass/PP). Although each material is recyclable, if users find it difficult to separate them, they can become obstacles to recycling.

2. Development of products that are easy to separate for recycling while maintaining the functionality of each material

- To make separation and recycling easier, we have applied single-material PP.

- The NBR or silicone material used in traditional droppers for the pumping function, located at the top, has been replaced with PP. By designing the shape, the plastic can restore its original form, enabling the pumping function.

- The screw cap and pipette, which are attached to the container, have been designed as an integrated piece, applying a single material while ensuring proper sealing and secure attachment to the container.

3. Development of products that are expected to reduce carbon emissions

- By reducing the number of components from a traditional 3-piece dropper to a 2-piece dropper, the investment in molds, assembly costs, and plastic usage is reduced, thereby decreasing carbon emissions. Product video link : [bit.ly/45OEUDG](https://bit.ly/45OEUDG)

**morae**  
packaging Korea  
Mono Material Dropper

**Shake Lip**

Company: Cosmaxneo Co.,Ltd.

Category: Health and Personal Care

We are continuously developing differentiated formulations. However, there are limits to preventing layer separation of the formulation. Separated layer formulations cause consumers to feel unsatisfied when using makeup. These dissatisfaction can lead to distrust of the product and even lead to customer returns. That's Why, We invented a Shake Lip. Shake Lip is overcomes the limitations of formulation by providing perfect mixing with simple operation.

Just move the brush rod up and down 2-3 times before use to Mixing easily and perfectly. These simple operations are ergonomically convenient because they do not require vigorous shaking or additional movements. And, the mixing function can be visually confirmed from outside the product. So, This product provide consumers with a new and enjoyable experience. Additionally, the perfectly blended formula provides a satisfying makeup experience.

This allows brands to launch new products with differentiated formulations and sell them attractively to customers.

In addition, it is composed of 97% PET and 3% PE, allowing the use of recycled materials based on a single material.

And it has a stable sealing structure. So, there are no problems with product distribution or sales, and there are no problems with daily reuse.

**AllmyTAG, Non-replicable Security label solution with Layer QR code**

Company: Nexpotsolution Inc.

Category: Digital Packaging

Nexpotsolution has created "AllmyTAG," a Layer QR code insertion-type security label solution that prevents counterfeiting through combining six security features with an QR code. Using AllmyTAG, which combines a variable security QR code with an IT solution, consumers can verify product authenticity through a simple scan and confidently purchase the product. Clients can enhance brand value and increase sales by improving consumer satisfaction.

Layer QR code has an appearance of an image, allowing for intuitive and aesthetically pleasing representations such as logos. Each QR code is composed of individual features, enabling prevention of duplication while ensuring quick response. The Layer QR code security label solution is printed simultaneously with product labels by pre-inserting IT-linked security QR DATA. This package solution satisfies both a production site and a marketing team, as it can achieve product authentication and secure consumer channels without additional processes. It can be applied at a reasonable cost thanks to in-house development of QR code generation and data insertion technology.





## All-PP Refill Cartridge Stick

Company: SAMHWA Co.,Ltd

Category: Health and Personal Care

- By modularizing the components of the main package and the refill cartridge, we minimized the number of parts and reduced overall packaging volume to decrease of plastic usage. Also, We provide premium refill cartridge stick of cosmetic packaging that meets South Korea's exemplary recycling standards by utilizing single-material polypropylene (PP) and 100% post-consumer recycled (PCR) PP.
- The cosmetic package with maximized emotional quality and consumer convenience by UX/UI design considerations.
- The need for package of eco-friendly design and environmental considered solution is constantly increasing in the market, as well as the demand for innovative packaging of refill as consumption trends transition in major group of consumer target. As a result, the premium and innovative refillable cosmetic market is increasing consequently, and efforts are being made to revitalize the eco-friendly packaging market.



## A paper container that displays braille and product information on the outside using foaming technology

Company: OTTOGIRAMYON CO., LTD.

Category: Food

Our packaging material is a paper container that marks braille and how to use it on the outside to guarantee the least thing to know among the socially disadvantaged, and it is the world's first new braille display method using printing and foaming technology that breaks away from the form pressure method, which is a common paper container, and reflects the needs of real users, and marks the cooking line and basic cooking method (boiled water cooking, microwave cooking) along with braille (product name).

We applied it to all products in a groundbreaking braille display method that does not incur additional costs because we only adjusted the printing color without any post-process and produced it according to the existing process. In addition, it is a container that can reduce paper usage by 20% to 30% compared to the existing double paper container, and there is no damage to the container production, distribution, and sale of the container compared to the normal braille display method, so it can provide accurate information to actual users.

## HIGH-STRENGTH PULP MOLD PACKAGING

Company: LG Electronics

Category: Electronics

As global interest in the environment continues to grow, regulations on plastic usage are steadily increasing. Customers are recognizing the value of eco-friendliness when choosing products, leading to a rise in "greensumer" who are influenced by environmental considerations in their purchasing decisions. In response to these environmental changes, we have recognized the need to develop eco-friendly cushioning materials that reduce plastic usage. Our company had been using EPS for cushioning materials in most electronic products, and to improve this, we developed pulp mold. Until now, pulp molds have been used for securing or packaging lightweight products, so there has been a lack of research on cushioning. This pulp mold is used as a cushioning to protect heavy products over 20kg from impact. The newly developed pulp mold for air purifier packaging has the same shape and packaging sequence as the traditional EPS. It is designed to be easy to assemble and disassemble, and it can be used with the existing packaging equipment without any modifications. To secure the cushioning performance of the packaging, the parameters of rib-structure such as rib height, quantity, shape, thickness are optimized based on the cushioning theory. Other heavy electronic products packaging, pulp molds, have been used in combination with corrugated paper or EPS.



## CLPE Film Coffee Pouch with SOFTPACK

Company: R&F Chemical Co., Ltd (Peter Park)

Category: Food

- According to the United Nations Environment Programme(UNEP) plastic pollution response agreement, it was agreed to design packaging materials to enable Reduce and Recycle in order to reduce waste plastic.
- CLPE has a high resistance to external stress by applying a special Controlled-Layer process, so it is possible to recycle and reduce thickness (Down-gauging) compared to other PE single-material packaging. This is our unique technology.
- The applied aroma valve is generally made of PP/rubber material, but the soft pack aroma valve applied to CLPE is made of a single PE material and has excellent CO2 gas discharge and O2 blocking properties.
- Excellent printing characteristics: CLPE has excellent heat resistance under processing conditions, so it has demanding printing processability such as 9-color printing, allowing for various packaging designs, and is highly applicable to packaging of other food packaging including coffee.
- Excellent aroma valve performance: The aroma valve designed with a single PE material has high adhesion to CLPE when attached, providing excellent gas barrier properties. In addition, it is designed with a mono PE material, and innovative PE material was applied to achieve innovation in CO2 emission/oxygen barrier properties. This allows consumers to separate and dispose of waste as is without having to separate it with a knife or scissors, making it more environmentally friendly and effective in building a recycling system.

## Mono-Material & Refillable Grinding Compact Package

Company: SAMHWA Co.,Ltd

Category: Health and Personal Care

- Unlike traditional cushion compact mechanism of cosmetic package that use sponges and meshes, the 'Grinding Compact' package features a grinding concept where the product is discharged through a cutter. This design minimizes components in both the cutter and refill sections by utilizing a modular approach with single-material polypropylene (PP), effectively reducing plastic usage and maximizing recyclability after consumption.

- Despite the anticipated rise in packaging demand, there is a notable absence of refill cosmetic packaging in the market.

- The need for eco-friendly design and packaging is growing, driven by shifts in consumer trends. Consequently, the demand for innovative refillable packaging is increasing, leading to the expansion of the premium refillable cosmetic packaging market. The Samhwa is committed to promoting the development of the eco-friendly packaging sector.



WORLDSTAR  
WINNER  
2025



# AWARD ON SUSTAINABILITY FOR PACKAGING MATERIALS AND COMPONENTS

## PLASTIC PALLETS IN IBERIA

A sustainable solution for the glass and packaging industries.



We are honored to receive the WorldStar Award 2025 for our innovative plastic pallet made from 50 % recycled material—lightweight, durable, and 100 % recyclable, offering a superior alternative to wooden pallets.

Designed for the container glass industry, it ensures efficient, eco-friendly transport, reducing waste and CO<sub>2</sub> emissions in compliance with EU Packaging & Packaging Waste Regulations (PPWR).

Now part of our best-in-class pooling service, it provides an easy way to meet EPR regulations while optimizing logistics.

RFID technology enhances traceability, and life cycle assessments confirm a lower carbon footprint and reduced water usage.

Keeps wooden pallets out of food production facilities, ensuring higher hygiene standards!

**Choose innovation. Choose sustainability. Choose Cartonplast.**

A big thank you to the **WorldStar Organisation** for this recognition!

At Cartonplast, we are committed to **innovative and sustainable solutions for the industry.**

CARTONPLAST  
POOL



**Cartonplast Iberica Plastic Pallet - Iberian model**

Company: Cartonplast Iberica SLU

Category: Packaging Materials and Components

This innovative plastic pallet, made with up to 70% recycled material, is designed for the transport of glass bottles and jars. Its light weight and high resistance make it more efficient than wooden pallets, as well as being 100% recyclable and contributing to sustainability with a lower environmental impact. It incorporates a RFID system for traceability.

**OPERATIONAL ADVANTAGES**

17.5kg (CPL plastic pallet) vs. 25kg (average ANIFE wooden pallet according to Anfevi standard).

No need to adjust the lines: same dimensions as the ANIFE wooden pallet.

No need for phytosanitary treatment.

Logistics optimization - joint collection of interleavers and pallets.

Use of RFID: improved traceability and stock management.

In case of extreme dirt, they can be washed.

Standardization: There is no variation in weight, dimensions or shape vs. wooden pallets.



**Corrugated Cardboard Trays: Safe and Sustainable Packaging for Automotive Headlights**

Company: DS Smith Tecnicarton

Category: Transit

We present an innovative and sustainable packaging solution for automotive headlights. Our 100% recyclable and biodegradable corrugated cardboard tray is designed with a double fingerprint die cut, allowing the delicate and heavy headlights to be positioned safely, immobilizing them both on the bottom and on the top of the package. This unique feature guarantees optimal support during transport, avoiding scratches and damage, offering exceptional protection to these sensitive products.

In addition, thanks to their innovative double-footprint design, these trays are stackable, facilitating efficient storage and transport. They can be integrated into large packages, maximizing the number of pieces positioned thanks to their lateral design, instead of the usual front positioning.

Designed to replace returnable plastic packaging in situations of emergency or return flow failure in the automotive industry, where single-use packaging is required, these trays can be manufactured quickly and with the same requirements and protection conditions as their plastic counterpart. They offer an economic and fast solution, with a low tooling cost.



**Cinco Jotas Pure Genius - Premium Range for Cold Meat**

Company: Alzamora Group

Category: Food

We present a comprehensive packaging solution for the gourmet food sector, focusing on hams and loins. Our range includes an innovative vertical case, a display stand, and customised fine paper envelopes, all designed with a premium approach. The fine paper supplier is Compte International Business , SL - myCordenons. Thanks to their embossed finishes and the selected texture of the paper, this proposal not only stands out at the point of sale but also imparts a significant personality and distinction compared to other brands.. Within this range, we particularly want to highlight the vertical case, which we believe deserves recognition for its exceptional structural design and high-quality finishes. We have transformed the previous canister, which utilised plastic lids, into an elegant vertical case with a rotated prism design, made entirely of cardboard. This innovation not only enhances the product's aesthetics but also ensures optimal support and protection. This new format offers a series of advantages that are both aesthetic and functional. By eliminating plastic components and opting for FSC-certified cardboard, we have created a packaging solution that is fully biodegradable and recyclable, aligning with our commitment to reducing the environmental impact of packaging.



**SAFE AND GREEN PUNNETS**

Company: SMURFIT WESTROCK

Category: Fresh Fruits and Vegetables

Sustainable tray, 100% paper with a lid. Compatible with automatic forming machines. Allows efficient ventilation to prevent the accumulation of ethylene inside, and the lid is resealable, allows stacking, enabling reuse and storage. It is compatible with our surface treatments such as moisture-resistant and ethylene absorber, which helps delay product ripening.

**Paprika packaging**

Company: ITC Packaging

Category: Food

The initial objective of the project was to improve the features and functions of the two-sided flip tops, traditionally used by the spice industry. A challenge that inspired the teams of both firms to develop a very simple but innovative solution: a hinged two-sided flip top. This cap can be opened in two different ways to either take the spices out using a spoon or sprinkle them out directly.

The developed solution is hermetic thanks to the heat sealable cap-jar join, which helps preserve the product, and the IML label is like a barrier to protect it from UV rays. In this way, they have managed to create a container that preserves all the aroma and the organoleptic properties of the spices.

When it comes to sustainability much less raw material is used to make the new packaging and it has better cubage thanks to its optimized stackability, which therefore reduces the carbon footprint. It is also mono-material, so it can be recycled using the existing waste management systems. In short, a packaging solution that complies with all the technical and functional requirements with an added plus of having a more sustainable innovative design.





LICOR 43 SLEEVE

Company: Printer: Ovelar & Client: Zamora Company & Designer: Battlegroup  
Category: Luxury

This limited edition Licor 43 sleeve mixes HD flexo printing with LED inks and gold foil cold foil stamping. In some of the tiles, silkscreen embossing has been used to enhance interior details, thus achieving more realism by imitating the effect of a ceramic bottle.

Likewise, the use of different wefts and anilox contributions seek to represent the true idea of craftsmanship that it symbolizes.



ENBOX, LongLiFe. Ethylene absorbing tray and film

Company: Flexográfica del Mediterráneo, S.L.  
Category: Fresh Fruits and Vegetables

This container for tomatoes incorporates an absorbent ethylene film, which extends its useful life up to 12 days longer than conventional containers. In addition, the film has antibacterial properties, improving the quality and freshness of the product during storage.

Patented and improved formula. Developed thanks to CDTI funds for research. In the study, weight, color, brix and organoleptic quality were measured.

OLÉ ON ICE SLEEVE

Company: Printer: Ovelar & Client: Finca Los Remedios & Designer: Regadera Studio  
Category: Alcoholic Beverages

Introducing the shrink sleeve for Olé on ice sparkling wine, made in HD flexographic printing with LED inks. In addition, it includes a striking luminescent ink on the entire surface of the bottle, visible only with ultraviolet light.

To the touch it also generates different sensations through the sandy varnish on the body of the bottle, looking for the cold-frost sensation, just like the basis of the design in its original concept. This perception is further accentuated in the profile of the ice with the silkscreen relief.

As this is a sparkling wine, thermochromic inks have also been added within the design of the ice cubes to indicate to the consumer the optimum drinking temperature. When the temperature is below 8 degrees Celsius the ink reacts and the ice cubes turn from white to blue.



Niupack Side

Company: Forankra España  
Category: Transit

With Niupack Side we have managed to combine in a single product all the important aspects of today's logistics, such as safety and accident prevention, sustainability (it is a recyclable, reusable product and made from recycled material) and optimization of loading time and storage space. Niupack Side has become an essential product to the logistics, especially in the food and beverage industry. It is used for securing goods during transport and ensuring that they arrive at their destination in perfect condition, avoiding any damage and the consequent return of the goods. J2 Servid is pleased to present the Niupack Side product. An innovation in a range of patented, unique, made in Europe and ecological products from J2 Servid. This range of Niupack products is used to fill the gaps between pallets, acting as a separator, and avoiding the movement, swinging, tilting or falling of the goods during transport. These products are essential to avoid the dreaded domino effect during transport. The new model is a protective element made of recycled cardboard with a fully foldable honeycomb structure. Its design is more sustainable and compact, as the top lid is smaller and foldable, which makes the product very easy to place and efficient. This product is safe, economical, recyclable, reusable, durable and takes up little space.

SPIN JUG

Company: Miguel Anton -Spin Jug-  
Category: Packaging Materials and Components

The Spin Jug represents a true revolution in the world of liquid packaging and dispensing. It's not just a new design but a tangible solution to the challenges millions of people face in their daily interaction with liquid products. This package introduces an innovation that blends functionality and design, prompting us to rethink how the simplest objects can enhance our lives. And it is precisely because of this ability to transform the life of people that we believe this project deserves to win the Materials and Components Award at Worldstar 2024.

At its core, the Rotating Jug is composed of two key parts: the jug itself and a curved base with an optimized friction surface. Together, they work to redefine the liquid-serving experience. When you gently spin the jug on its base, the liquid—whether it's water, oil, or juice—flows smoothly and with control, eliminating the effort of lifting and handling heavy containers. The smooth rotation on a curved base allows for a consistent and controlled flow, improving precision and preventing spills. This simple yet effective breakthrough, inspired by nature, turns a mundane task into an act of precision and ease.





# SRI LANKA INSTITUTE OF PACKAGING

## DEVELOP | FACILITATE | RECOGNISE

Established in 1967 with the backing of the Government of Sri Lanka, the Sri Lanka Institute of Packaging serves as the nation's representative body for the packaging industry. As a unified voice for the industry and its stakeholders, we promote collaboration and innovation, setting packaging standards across Sri Lanka.

Our mission is to unite all sectors of the industry, providing a platform to showcase accomplishments and honor significant contributions made by organizations and individuals.

With affiliations to esteemed global organizations such as the World Packaging Organization and the Asia Packaging Federation, we are dedicated to fostering holistic growth in the packaging sector. We aim to expand knowledge, facilitate networking opportunities, and recognize outstanding achievements in the field.



### EDUCATION

- Annual Packaging Congress
- Packaging Workshops  
WPO Endorsed
- Certificate Training Course  
Packaging Technology
- Diploma in Packaging Technology  
Endorsed by the World Packaging Organization

We offer World Packaging Organization (WPO) endorsed programs with lectures held in Colombo. Our courses provide a journey of discovery and innovation, covering the latest trends, sustainable practices, & cutting-edge technologies. Ideal for anyone aspiring to build a career in packaging.



A prestigious annual competition that recognizes excellence, innovation, and mastery in packaging. Celebrating the finest achievements in design, functionality, and sustainability, this competition serves as a gateway for winners to apply for the esteemed Asia Star and World Star awards, gaining international recognition.



### LANKAPAK



Sri Lanka's premier packaging, processing, and printing exhibition, bringing together industry leaders and stakeholders.

## SRI LANKA INSTITUTE OF PACKAGING



## Micro- Plastic Migration Preventive Bio- coated Pouch

Company: JF Packaging Limited

Category: Food

This pack is a micro-plastic migration-preventive stand-up pouch designed to ensure the safety and shelf life extension of the food product. As well, the pack is recyclable, better shelf appealing, and user-friendly, making it a comprehensive solution for the market.

How does it prevent micro plastic migration?

With the aging of plastic pouches, micro-plastics are formed and migrated into food upon direct contact. To prevent this, an edible bio-polymer coating was applied to the inner layer of our pouch. This bio-polymer is a derivative of alginate; an algal based polysaccharide. The dense molecular structure of this bio-polymer forms a barrier for micro-plastics with size ranging from 1  $\mu\text{m}$  to 5 mm. In fact, micro-plastic migration is influenced by several factors, including the characteristics of the micro-plastic, the composition of the food, and environmental conditions as described below under "More Details". Accordingly, high fat foods attract micro-plastics due to their lipophilic nature. Therefore, this pack is specifically designed for desiccated coconut, a high-fat product with long-term contact in packaging, ensuring food safety during export.



## Eco-Friendly Packaging from Agricultural Byproducts

Company: MODERN PACK LANKA (PVT) LIMITED

Category: Food

Introducing the Food Tray with Hydrophobic, Antimicrobial and Antifungal Protection from agricultural by-products, a state-of-the-art solution designed for eco-conscious businesses and consumers who demand more from their food packaging. Made from natural, renewable agricultural waste, utilizing materials such as corn husk, banana stem, and paddy straw.

This tray is not only biodegradable but also 100% compostable. Designed with the environment in mind, this packaging fully decomposes in a natural composting environment within a few months. Unlike plastic, which can take centuries to degrade, this packaging returns valuable nutrients to the soil, enhancing fertility and promoting healthy ecosystems without leaving harmful residues.

Through natural hydrophobic treatments, this packaging effectively repels water, protecting its contents from moisture without relying on synthetic coatings. This feature makes it ideal for various applications, including food and beverage packaging, as it ensures product integrity even in humid or damp conditions.

Designed to withstand exposure to moisture, the hydrophobic surface of this packaging prevents water absorption, ensuring durability and strength even when exposed to external moisture. This feature enhances the shelf life and stability of products, meeting the demands of modern packaging without compromising environmental responsibility.



## Disaster Relief Box

Company: Packwell Lanka

Category: Transit

Our corrugated disaster relief box stands out as an innovative, practical, and reliable solution for delivering essential supplies to areas impacted by disasters. Designed specifically for aerial delivery, this box incorporates structural and design features that make it a winning entry in the "Transit" category. Here's why our pack deserves recognition:

1. Engineered for Efficient Aerial Delivery

Our box is crafted to be deployed from a height of 120 feet (36.5 meters), optimized for helicopter delivery, which enables multiple boxes to be transported in a single trip. This approach allows for efficient delivery to remote and hard-to-reach areas, especially in situations where drones may not be viable due to range or payload limitations. This feature makes it particularly suitable for disaster relief missions, where speed, accuracy, and reliability are paramount.



## SWEDEN



### Bumperpac

Company: aPak AB and Mondi Ansbach

Category: Transit

With Bumperpac, we have created a new solution for transporting bumpers in a truly sustainable and efficient manner. The innovative packaging offers good protection, easy handling, and great economics in a packaging that folds and unfolds in an instant.

We started the project by optimizing the overall footprint, which now allows for 72 bumpers per container instead of 60. The new footprint also eliminated the air in the container so there is no longer need for stabilizing shock absorption (Air filled plastic pillows). The Bumpers are very delicate and to be able to store six of them in a small box we developed a unique insert with integrated foam which reduces the use of plastic, stabilizes the bumpers and makes the packaging stackable. There is also 12 small customized expep foams that fixates and prevents the bumpers from hitting each other during heavy load. The sturdy BCB cardboard that makes up the corrugated sleeve is glued with water-resistant adhesive that withstands the humid conditions of overseas transport. The packaging is placed on a customized wooden pallet that requires less wood than a normal pallet due to the bumpers lightweight.

## EDGEPAK COLLAR: SUSTAINABLE ONE-WAY PALLET COLLARS

Company: NEFAB

Category: Transit

EDGEPAK COLLAR: ONE-WAY TRANSIT PACKAGING

Nefab's EdgePak Collar is a lightweight, fiber-based alternative to wooden pallet collars, designed for one-way shipments. The winner of the ScanStar award benefits companies looking for a lighter, standard sized, easily adjustable, but at the same time more sustainable solution to replace wooden collars when shipping goods in one-way or uncontrolled flows from one continent to another.

**MAIN BENEFITS** These paper-based pallet collars provide the same convenience as wooden alternatives while reducing CO2 eq emissions, landfill waste, and transport costs in one-way flows.

- Resource-efficient for single use: In one-way shipments, the EdgePak Collar reduces CO2 eq emissions and landfill waste. As these corrugated pallet collars can be recycled at the destination, the disposal of reusable materials after one use can be prevented.
- Reduced transport costs: Made from lightweight fiber-based materials, Nefab's EdgePak Collar is at least 58% lighter than wood-based solutions. This reduces transport costs, particularly for air transport.
- Convenience of pallet collars: Transitioning from wooden collars to EdgePak Collar is straightforward, as it offers the same ease of use. It's quick to assemble, flexible in height, and standardized in size. In addition, these lighter collars are beneficial for more ergonomic handling. The collars are exempt from ISPM-15 regulation for exports.





# Welcome to the Swedish Packaging Guild

For personal connection within the packaging community

Want to know more? Visit [www.gillet.nu](http://www.gillet.nu)

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### FrameTray

Company: BoxonTech

Category: Packaging Materials and Components

The FrameTray system is a unique, environmentally-friendly packing system based on a closed material loop, ensuring 100% reuse of plastic material of the trays after use. It starts with the development of FrameTrays tailored to customer and subcontractor needs. All focus to optimise the inbound flow within the Global Automotive Industry. When sending the critical parts from suppliers to the Engine or Vehicle:

1. Reduced Transport volumes- adding more parts per unit
2. Injection moulded design = Safe & clean protection
3. Less Administration – Volumes follows programs
4. Global system
5. Reduced CO2 footprint (reused material & transport)
6. Significant reduction of waste - 100% reuse of material

From our production plants we supply always new clean produced to the subcontractors for components, which are transported to Engine or Vehicle plants.

After use, the trays are sent to a BoxonTech recycling center close by, where they are shredded into small plastic chips and returned as raw material for new trays in our production.



### High-End Corrugated Monitor Packaging for GE HealthCare Monitoring Solutions

Company: NEFAB

Category: Electronics

Nefab's innovative paper-based packaging for the GE HealthCare CARESCAPE Canvas Monitor exemplifies sustainable, efficient, and protective packaging. Designed for sensitive electronics, this mono-material solution ensures the safe delivery of high-quality patient monitors while significantly reducing environmental impact through CO2 eq savings.

Main Benefits

- Eco-Friendly Design: The mono-material solution uses corrugated cardboard to replace PE foam, making the solution plastic free, while reducing package size by 34%. The result is a 23% CO2 eq reduction and 25% less landfill waste\*.
- Cost Effective: This packaging achieved a 66% increase in packing speed and reduces total costs by 46%, proving it to be an economical choice without compromising quality or protection.
- Enhanced Protection: Successfully passed the ISTA 2A test, ensuring the monitor's sensitive electronic components and touch screen remain intact during transit.
- Seamless User Experience: High-end unboxing experience facilitated through innovative design and printed instructions that simplifying packing and unpacking, enhancing the opening experience for users.

### Printed Pressed Board VSP Tray for Morrisons' Own-Label Steak

Company: Graphic Packaging International

Category: Food

An evolution of Graphic Packaging's existing pressed board trays, this solution was adopted by UK retail giant Morrisons – specifically, for their private label steak lines. The premium line is differentiated from the core and entry-level lines by its use of all-over photographic print – a world first in the pressed board tray category. This unlocks unique branding opportunities with full-cover photographic print across the inside of the tray, something that has never been seen before in paper-based trays. The successful launch of the tray range proves the versatility of the pressed board tray format, as it can deliver enhanced differentiation across a wide portfolio using different grades of paperboard and printed designs, while meeting plastic replacement goals. The premium pack consists of a barrier-lined recyclable bleached paperboard tray to ensure optimal print quality. The entry-level trays are made with unprinted, bleached paperboard for a clean white look, while the core lines are packed using unprinted, unbleached kraft-look board. All the trays are a hybrid solution consisting of 90% fiber. They use significantly less plastic than Morrisons' previous plastic-based trays, removing 12 million plastic trays and 250 tons of plastic waste from the supply chain every year. The skin lidding film can be easily separated from the tray, enabling simpler recycling for consumers post-use in existing UK recycling infrastructure.



## SWITZERLAND



### Hoffmann Neopac Polyfoil® Mono-Material Barrier Tube

Company: Hoffmann Neopac AG

Category: Packaging Materials and Components

Colgate's "elmex" toothpaste tube has been innovatively redesigned for sustainability. Now aluminum-free, it is ready for recycling in the HDPE stream where available. The tube features a 350 µm (0.35 mm) mono-material barrier with a patented HDPE-based adhesive film containing <2% EVOH. Its offset printing with matte lacquer ensures a natural appearance and tactile experience, while the 360° print and invisible side seam maintain brand integrity. The TopStar cap is a quick-thread, thin-wall new PE design. The redesigned laminate tube contributes to a 16% reduction in plastic use and a 38% decrease in carbon emissions (cradle to grave) across the portfolio. Recognized by RecyClass (EU) and APR (US), the full tube holds the highest rating for PE stream recycling. The mono-material design promotes easier recycling and supports a circular economy, aligning with global sustainability goals. Reduced wall thickness lowers material usage and production costs without sacrificing performance, proving that eco-friendly design can be economical. The tube's durable, lightweight design ensures product safety and offers high-quality printing options for enhanced brand recognition. Using recyclable polyethylene in both the tube and cap highlights a comprehensive approach to reducing waste and environmental impact. The luxurious appearance combined with eco-conscious design appeals to consumers and brands prioritizing sustainability. This tube sets a new industry standard, combining advanced technology with environmental responsibility.

### Mathy's Medical Hip and Knee Implants

Company: Graphic Packaging International

Category: Medical and Pharmaceutical

A bespoke solution developed closely with the customer to fit their needs and processes, this unique paperboard container provides a functional, future-proof, and reduced-plastic packaging solution for knee and hip implants.

The new solution takes Mathys' (now part of Enovis Surgical International) previous packaging for their hip and knee implants, which incorporated multiple materials and components including a foam inlay and replaces them with an ergonomic three-piece paperboard-only solution. The entire packaging solution is produced using virgin paperboard, sourced from sustainably managed forests.

The new packaging is designed to offer benefits at every step of its life cycle. It is intended to optimize efficiency by simplifying and accelerating the erecting and filling process. The new dimensions give room for all relevant labeling and information on the outside to clearly and safely indicate the product inside for improved storage and handling in the hospital environment. The opening features are specifically designed for convenience and ergonomics, ensuring the end user in the hospital can access the medical device inside as quickly and easily as possible. At the end of life, the carton is fully recyclable within existing recycling infrastructure.





## ASD Turkish Packaging Manufacturers Association

ASD was established in 1992 by 39 members with purposes of fostering the growth of packaging industry, giving an identity to the sector, representing the sector in national and global arenas, establishing scientific, technical, and social cooperation and solidarity among members.

In 2025, ASD has over 250 members that are active in every branch of the packaging sector in Turkey; flexible plastic packaging, rigid plastic packaging, glass packaging, metal packaging (aluminum & steel), paper, carton board, corrugated cardboard, wood packaging, packaging machinery, labels, closures & caps, raw materials, and other auxiliary packaging materials."

Activities: ASD Webinar, ASD Packaging Congress, Crescents and Stars For Packaging Competition, ASD Packaging Academy, Ambalaj Dünyası - Packaging World & Pack Converting magazines, Packaging e-Bulletin, Eurasia Packaging Istanbul Fair, Student Competitions, International Events & Competitions, Turkish Packaging Industry Report, University-Industry Cooperation, Packaging Library, Government Relations & Corporate Communication works.

Please visit [www.ambalaj.org.tr](http://www.ambalaj.org.tr) for more information.



Member of:



## Crescents and Stars for Packaging Competition

Crescents and Stars for Packaging Competition is organized by the ASD every two years. The competition is for packaging products manufactured and launched by both Turkish companies and all other companies abroad.

### Categories

1. Beverages
2. Electronic and Electrical Household Appliances
3. Food
4. Health and Cosmetic Products
5. Home - Automotive - Office Appliances, Equipment and Disposables
6. Packages for Other Non-food Products
7. Pharmaceutical Products
8. Industrial and Transportativon Packages
9. Packaging Materials and Components
10. Point of Sale Display, Presentation and Storage Products
11. Flexible Packaging
12. Graphic Design
13. Luxury Packaging



Among the Gold Awards presented at the Crescent and Stars for Packaging Awards, Gold Packaging Awards will be also offered in cooperation with the Turkish Standards Institute (TSE). The Crescent and Stars for Packaging Competition is accredited and recognized by the World Packaging Organization (WPO) and Asian Packaging Federation (APF).

Please visit [www.ambalajyildizlari.com](http://www.ambalajyildizlari.com) for more information.

## National Packaging Design Student Competition

National Packaging Design Student Competition is organized by ASD with the contribution of Eurasia Packaging Istanbul Exhibition in collaboration with RX TÜYAP. The Student Competition that we organize each year is aimed at encouraging the students who receive design education in our country to be involved in the field of packaging design as well. Top three winners receive cash awards and a 12-month non-refundable ASD & TÜYAP Scholarship. All winner students are encouraged to participate in "WorldStar Student" and "AsiaStar Student" competition organized by WPO and APF.



**ASD TURKISH PACKAGING  
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 ASD Ambalaj Sanayicileri Derneği



### High Powered Box

Company: Onurcan Ambalaj

Category: Food

High Powered Box, our environmentally friendly, hygienic and economical packaging solution suitable for automatic filling lines, provides producers with clean food production and operational efficiency. Its self-reinforced structure offers 60% advantage in packaging labor costs and 48% savings in storage space while eliminating environmental reinforcement processes. In this way, as Onurcan Ambalaj, we support producers in increasing their operational efficiency. It minimizes the possibility of damage to the products with its strong structure by providing twice the strength compared to the traditional two-piece packaging method. Its suitability for automatic filling lines and untouched packaging feature supports hygienic production.



### Innovative Retort Pouch

Company: Koroza Ambalaj San ve Tic. A.S.

Category: Food

Our newly developed retort packaging is both lighter and transparent compared to traditional aluminum-layered retort packaging, allowing consumers to see inside the package. It is specifically designed for ready-to-eat foods and wet pet foods, and it is resistant to high temperatures. With high moisture barrier properties and advanced rotogravure printing technology, it can create striking designs. Our retort packaging features a resealable design and is suitable for use in both microwave and conventional ovens. Another innovation in our retort packaging is the use of a special inner layer film formulated and produced in-house.

### MonoPE Recyclable Spouted Up Pouch for Micellar Water

Company: Koroza Ambalaj San ve Tic. A.S.

Category: Health and Personal Care

Koroza presents a new packaging solution that uses 67% less packaging material compared to rigid packaging, made from fully recyclable polyethylene material, designed to contribute to the circular economy. Our customers, who strengthen their brands with our flexible packaging films, along with their associated sales channels and end consumers, include sustainability goals among many functional performances expected from packaging materials. As part of this expectation, Koroza focuses on two main areas in this project: producing flexible packaging instead of rigid plastic and developing new structures instead of non-recyclable plastics. We have reduced raw material usage and made our packaging recyclable. As Koroza, our goal is to continue finding solutions to reduce, reuse, and recycle, and to ensure that 100% of our packaging production is recyclable or reusable by 2030.



### FULL SIZE OVEN BOX

Company: PARTEKS KAGIT ENDUSTRISI A.S.

Category: Electronics

Full-size oven boxes is formed by folding and gluing the packaging parts produced with corrugated cardboard material from the appropriate sections in the appropriate waves (C, EB and BC) to the area where they are used. In addition, thanks to thermo wood supports, the packaging and the product inside are prevented from being damaged as a result of environmental factors (exposure to moisture, damage that may occur during transportation, etc.). A sustainable and recyclable option has been created for full-size ovens, the current packaging of which is made of expanded polystyrene (EPS) material and thermo wood. With the implemented design, a complete solution has been offered to the sector with 100% recyclability, sustainability and storage space advantage.

Advantages of the full-size oven box over previous packaging:

Recycled corrugated cardboard material is used.

All components are made of recyclable materials.

The transportation cost of the packaging material has been reduced. The amount of wood used has been reduced.

- Reduced stock area costs.

### Bottle Protector

Company: MONDI TURKEY OLUKLU MUKAVVA KAĞIT VE AMBALAJ SANAYİ ANONİM ŞİRKETİ

Category: Other

The Bottle Protector stands out from other packaging solutions with its robustness, durability, and eco-friendly design. These attributes not only enhance product security during transport and storage but also align with the sustainability goals of brands. Its recyclable structure reduces environmental impact while reinforcing the brand's commitment to social responsibility—attributes highly valued by consumers. Its user-friendly design simplifies assembly and handling, leading to increased operational efficiency and cost savings for businesses. The aesthetically pleasing design boosts brand visibility and helps create a stronger connection with consumers. All these features combined make Bottle Protector an effective and economical solution that offers a competitive edge in the market. Bottle Protector is shipped as a flat separator, taking up less storage space and offering easy assembly. It separates bottles while acting as both a carrier and a separator, enhancing the box's durability for safe transport and storage. The design includes folding tabs that reinforce corners, maintaining the box's structure and reducing the risk of damage. This is particularly useful for heavier loads. Its shelf-ready design allows safe storage of bottles, while label areas enhance visibility in retail environments.



## POST-CONSUMER RECYCLED MONO-PP FOOD PACKAGING

Company: Super Film Packaging Films

Category: Packaging Materials and Components

The world population, which was 2 billion in the early 1950s, has now exceeded 8 billion, and the climate crisis we are currently experiencing indicates that our limited natural resources will not be sufficient for future generations, and the environmental impacts of increasing waste are reaching serious levels. Therefore, the petrochemical industry and the packaging sector, which uses these products as inputs, are among the industries with the greatest responsibility for sustainable production and consumption. In terms of sustainability, there are two significant issues that the entire value chain in the packaging sector focuses on: the inclusion of recycled materials in packaging and its suitability for reuse within a circular economy. Plastic packaging products can structurally be recycled and reused multiple times. In particular, packaging from polyester-based PET bottles can be highly recycled and reused, thanks to the existing deposit system. However, reuse in flexible packaging structures requires a more complex transformation. While a 0.5-liter PET bottle weighs between 13-15 grams, an empty flexible packaging package weighs between 3-7 grams. Additionally, existing package structures are often produced with multiple materials, making them unsuitable for recycling even if collected.



## Juss Basil Seed Drink

Company: Tasarist Reklam Sanayi ve Ticaret Limited Sirketi

Category: Non-Alcoholic Beverages

The Juss Basil Seed Drink range represents a first in Turkey in terms of both product and packaging design. The product's record-breaking sales in its first month on the market and a total of 23 million units sold within a year clearly demonstrate the success of its packaging design. The bold and playful nature of the packaging achieved these results solely through its shelf appeal, without any advertising campaigns. This success was made possible by Juss's 'Drink the Fruit' concept, which meets Gen Z's experience-driven expectations and provides an interactive consumption experience. Furthermore, for this innovative product aimed at Gen Z, the choice of a glass bottle and transparent label was made with their environmental awareness in mind. This decision conveys a strong message about environmental responsibility and sustainability. Glass, being a recyclable and reusable material, supports an eco-friendly approach, while the transparent label's minimal design reduces unnecessary material use.

The international success further highlights the impact of the Juss Basil Seed Drink design. The Juss Basil Seed Drink range has achieved annual sales of 7 million units across numerous global markets, including the UK, Belgium, Germany, and Africa, despite being priced 40% higher than its competitors. The innovative structure of the packaging, the engaging experience it provides to consumers, and its environmentally friendly stance are the strongest evidence that this product truly deserves an award.

## Display-Guard

Company: MONDI TURKEY OLUKLUK MUKAVVA KAĞIT VE AMBALAJ SANAYİ ANONİM ŞİRKETİ

Category: Point of Sale

Display-Guard offers significant advantages that set it apart from other solutions in the industry. Its flexible structure allows for a wide range of uses in different sectors, making it a versatile option. Its robustness and durability increase the safety of products, making it stand out in transportation and storage processes. Made from environmentally friendly materials, it helps brands achieve their sustainability goals. Its recyclable structure reduces environmental impact and strengthens the brands' sense of social responsibility, which is of great value in the eyes of the consumer. Its user-friendly design increases operational efficiency by facilitating installation and transportation processes, allowing businesses to reduce costs. Its aesthetically striking design increases the visibility of brands and creates a stronger bond with consumers. When all these features come together, our packaging offers an effective and economical solution that provides a competitive advantage in the marketplace. Therefore, our packaging has the potential to be a winner in every respect. Display-Guard features a reinforced construction with double-walled panels, which increases the durability of the box and ensures safe transportation and storage of products. Triangular corner structures provide additional support during transportation and storage, helping the box to maintain its form and thus minimizing the risk of damage. This ensures that the box remains stable even under particularly heavy loads.



## Doğadan Dökme Yeşil Çay Ananas/Dogadan Flavoured Green Tea with Pineapple

Company: Doğadan

Category: Non-Alcoholic Beverages

With our special design packaging;

- The freshness and flavour of large green tea leaves are preserved.
- Easy handling with pocket zip and side gusset for preventing breakage.
- Natural experience with long shelf life and appearance

Product Description: Doğadan Flavoured Green Tea with Pineapple

Our packages are specially designed to preserve the leaf structure, freshness and unique flavour of our large particle curled green teas. Thanks to the side and bottom bellows, the tea leaves are protected from breakage, while the required volume is provided. While offering ease of vertical filling during production, the desired amount of tea can be easily removed from the package with the pocket zip design.

Our light-proof packages maintain their freshness throughout the shelf life with the re-closable feature of the zip. Our packages with sustainability information are made of PE material (25 mic MDOPE and 100micron PE) and are recyclable.

Our packaging, which offers a tactile experience with its paper touch effect, strengthens its natural perception with its kraft appearance, while differentiating our product with its practicality of use and its ability to stand upright on the shelf.



## Juss Pulpy

Company: Tasarist Reklam Sanayi ve Ticaret Limited Sirketi

Category: Non-Alcoholic Beverages

The Juss Pulpy designs were created to establish strong brand awareness across both physical and digital channels. The "fruit swirl" concept used in the project emphasizes the brand's most distinctive feature fruit pieces leaving an appetizing and impactful impression on the consumer's mind. The shelf block effect, created with a unique and deep navy blue color palette, ensures high visibility by distinguishing the brand from other products on store shelves. At the same time, this design forms a strategic digital communication bridge that helps the brand stand out on social media and in the digital realm. This holistic approach, developed with an understanding of the importance of digitalization, offers an innovative solution that carries the brand into the future, which is why we believe it is deserving of the award. Juss needed a visually distinctive identity on the shelf for its chunky fruit juice brand, 'Pulpy,' emphasizing the fruit pieces. A bold navy blue color was used to create a block effect on the shelf. To highlight the product's key feature, the chunky fruit texture, realistic, appetizing, and vibrant product visuals were designed entirely using the AI tool Midjourney. A new visual identity was established with the 'fruit swirl' concept, which connects digital and physical channels to enhance the brand's interaction with consumers and ensure consistent communication. With the fruit swirl concept, Juss Pulpy achieved a memorable visual identity that can deliver impactful communication across billboards, social media, and all physical and digital channels.



### TopLockBox

Company: MONDİ TURKEY OLUKLU MUKAVVA KAĞIT VE AMBALAJ SANAYİ ANONİM ŞİRKETİ

Category: E-Commerce

TopLockBox is an innovative alternative to traditional plastic e-commerce bags and standard boxes, specifically designed to prevent theft and ensure product security during shipment. Optimized for quick and easy assembly, TopLockBox helps you save valuable time and effort. Its user-friendly closure system guarantees that your packages can be securely sealed with minimal effort, improving operational efficiency. Security is the top priority with TopLockBox; the unique lock system makes unauthorized access to the box contents extremely difficult, providing an extra layer of protection. For added convenience, TopLockBox features a tear strip that allows recipients to open the package without any additional tools, enhancing the user experience while maintaining packaging integrity. The strong sealing tape ensures the box stays securely closed throughout its journey, guaranteeing that your products arrive safely and securely to their destination. TopLockBox is a packaging solution designed to enhance security and prevent theft in e-commerce. Its easy assembly saves time, and the user-friendly closure system ensures packages can be securely sealed. The unique locking mechanism makes unauthorized access difficult, while the strong sealing tape keeps the box tightly closed during transit. A tear strip allows recipients to open the package easily without tools. Made from eco-friendly materials, TopLockBox reduces carbon footprint and improves operational efficiency.



### MonoPE Recyclable Standup Pouch with Child Deterrent zipper for capsule detergents

Company: Koroza Ambalaj San ve Tic. A.Ş.

Category: Health and Personal Care

Koroza's newly developed stand-up pouches are designed with a recyclable polyethylene laminate structure and offer a variety of features, including a child-resistant zipper for re-sealing. This project focuses on two main areas: developing new structures as an alternative to non-recyclable plastics, and simplifying packaging materials into single structures or combinations without compromising functionality. The goal is to advance resolutely in finding solutions to reduce, reuse, and recycle, aiming for 100% of packaging production to be recyclable or reusable by 2030.

### ONCBlok-TV

Company: Onurcan Ambalaj

Category: Packaging Materials and Components

The ONCBlok concept is a 3-dimensional design consisting of a combination of recycled paper and sheets produced with recycled paper. Our design is designed to serve the consumer durables sector. Due to its structure, ONCBlok-TV protects and preserves the product placed inside by wrapping it against damages that may occur during shipment and in storage areas. With its layered structure, it increases the strength of the outer box. Our environmentally friendly design has successfully passed the drop and air conditioning tests accepted by world standards thanks to the discharges in the corners. Our product is produced with a fully automatic machine and does not include any manual labor. Our product, which does not change the user's packaging habits, is 100% suitable for our customer's factory automation and is exempt from the disposal fees of 400 euros per ton imposed on our customer within the scope of EU legislation.



### 325920 - 20cl STD Ultra-Light Mineral Water Bottle

Company: TÜRKİYE ŞİŞE VE CAM FABRİKALARI A.Ş.

Category: Non-Alcoholic Beverages

Şişecam Ultra-Light Mineral Water Bottle successfully blends innovation and sustainability in its design, offering a minimalist aesthetic. With its sloping shoulder structure and soft-profiled silhouette, it creates an attractive and user-friendly packaging. While the standard weight of a 20 cl mineral water bottle in the industry ranges between 130-135 grams, Şişecam has aimed for a 110-gram weight, reducing it by a minimum of 15%. This achievement has earned the brand the title of the lightest mineral water bottle in Turkey and reflects advanced product development processes.

In terms of environmental impact, this bottle is seen as an important step towards achieving sustainability goals. Its design, manufacturing, and transport processes are optimized to reduce carbon dioxide emissions, adopting an environmentally friendly approach by using less energy and raw materials. Available in green and flint color options, the bottle is recognized in both local and global markets as part of Şişecam's standard product portfolio.

With this product, Şişecam aims to reinforce its environmental sensitivity by offering packaging that meets the expectations of modern consumers. It is crucial that consumers understand the packaging holds aesthetic value as well as functionality. The Ultra-Light Mineral Water Bottle, with its fine details, goes beyond being just a beverage package. These features enrich the user experience and allow consumers to form a deeper connection with the brand and understand its story more fully.

### Arko Suncare

Company: Tasarist Reklam Sanayi ve Ticaret Limited Sirketi

Category: Health and Personal Care

As Turkey's most established sunscreen brand, Arko Suncare has taken a revolutionary step in the industry with its new visual identity system. To refresh the brand's aging image and increase shelf visibility, we introduced custom-designed "distinctive icons" for each product and attention-grabbing cap colors. This design approach not only leaves a lasting impression on consumers, boosting brand loyalty, but also provides a significant competitive advantage. The ergonomic bottle design was specifically created to enhance the user experience and ensure a secure grip under different conditions. This innovative and holistic design approach allows the brand to stand out strongly across both physical and digital channels, and we believe it deserves the award for providing an effective solution to the brand's challenges.

Arko Suncare, Turkey's most established sunscreen brand, needed to refresh its aging image and develop a distinctive visual identity system that would help it stand out in the competitive landscape. The brand's main challenge was that, despite consumers' familiarity with Arko Suncare, the product struggled to stand out on the crowded sunscreen shelves.





### Modular Box

Company: Onurcan Ambalaj

Category: Transit

Modular Box is made of 100% recyclable paper. It provides 300% more space advantage in the stock area compared to EPS (styrofoam) packaging material. Thanks to its unique lock design, it provides undamaged delivery in overseas transfers by limiting the mobility of the product. Compared to the previously used EPS material, our product can be installed in the production packaging area without the need for extra packaging space thanks to its folding structure. The previously used EPS material increases the use of plastic due to its block-shaped structure and is also disadvantageous in terms of cost. Due to its structure, our design produces minimum paper usage and recyclable waste. Within the scope of the plastic packaging disposal fee determined by the European Union, it is exempt from solid waste fees according to the packaging material previously used.



### Tekirdag Raki Gobek

Company: Tasarim Ussu Ltd.

Category: Alcoholic Beverages

Tekirdag Raki is a legendary Turkish raki brand in alcoholic beverage sector. But with the launch of this new premium "Tekirdag Raki Gobek" it increased the sales by its iconic long glass packaging design; having characteristic distinctive V-shaped neck collar and its 2 piece labels, depicting its delicious "Gobek Raki Taste". By preserving the neck collar detail in premium version of the brand, stronger brand identity has been created. The characteristic V-shaped collar is designed in a different but convenient way in order to continue the DNA of the Tekirdag packaging family in the premium "Gobek" version. By placing consumer's thumb on this groove a haptic perception and a sense of belonging occurs. Blue & cream coloured 2-piece label supports its quality and special taste. As a result, this legendary Turkish raki Tekirdag brand became much stronger in the market by this premium glass packaging version. The bottle is being produced from clear glass. As it is a premium narrow and long bottle, for its balance, which is important during production, filling, transportation and usage, thicker glass in the bottom area is being calculated for its balance point and designed accordingly. The safe closure is from aluminium. The front and neck labels are self-adhesive paper labels which are designed for a special tactile perception. The front label is made of 2 die-cut shapes which complete each other with their geometry. The logo is in a circular dark blue shape and the subbrand "Gobek"; which expresses the midsection of the distillation process, is written on a cream color with surrounding diecut shape. So that this label design in a way depicts the high quality alcohol "Gobek" in the distillation process. This packaging design, which suits its high quality legendary Tekirdag, Raki, created an appealing and charismatic perception on consumers which represents its heritage in its Anatolian territory and culture.

## THAILAND

### Good Relaxation Aroma Pillow with Reusable Packaging

Company: Siam Toppan Packaging Co., Ltd.

Category: Gift Packaging

The Aroma Herbal Pillow Package was ingeniously designed in two-part packages consisting of an inner box for the pillow and an outer box that serves both as a display box and shipping container. This package was inspired by the desire to support and enhance the value of Thai local products under the concept of "Thai Modern Style and Sustainability". The graphic design uses the pattern of Thai sarongs, reducing some details to look more modern, using less colors in printing and minimal decorated with foil hot stamping and embossing to make more outstanding and elegance, and also increase the value of Thai local product. The box's structural design considers the maximum use of packaging and reducing waste in the environment, the packaging design is reusable. The inner box is designed to look like a pillow and can be reused and converted into a lamp using a 5V LED strip attached to the inside of the box, which can be used to decorate living space in home. The outer box is designed in a square shape, making it easy to arrange and stack, saving space for storage and transportation. In addition, the packaging is designed to be able to expand to be a storage box. It can also be changed to a paper bag, helping to extend the life of the packaging for longer use. Further emphasizes sustainable design and environmental awareness.



### Cute Cube

Company: Starprint Public Company Limited

Category: Gift Packaging

This packaging combines sustainability and innovation. Also known as SUSTAINNOVATION (Sustainability + Innovation = Sustainnovation) the first highlight of this box is its simple, elegant exterior. But the structural design and assembly techniques are complex. It gives you the ability to change the box design in many different ways. It creates challenges in finding new ways to open boxes and create new designs. Of the package to the recipient it opens up a new experience in opening the box (Unbox Experience). And the second highlight is that the box can be reused (After Use), for example, putting in stationery, jewelry, etc. This packaging has several outstanding features as follows:

- 1 The main raw materials are gable paper, fancy paper that can be 100% biodegradable or recycled, magnets can be reused. Does not create residual waste in the environment.
- 2 Use soy ink to print 1 color to reduce costs and shorten production time. And reduce energy consumption this ink is also safe for manufacturers, consumers and the environment.
- 3 Reduce energy consumption and transportation time because it is designed in a square shape, it makes efficient use of space for transportation, allowing for more products to be sent per round. Reduce Carbon Footprint (Reduce Carbon Footprint)

### Wooden Speaker

Company: PROMTPUNPACKAGING LIMITED PARTNERSHIP

Category: Other

The packaging is ready to use and portable with features a two-way slide mechanism. It can be converted into an acoustic enhancement tool when used together with speakers or smart phones. The use of a hexagon design in the packaging ensures that the sound is pleasing and efficient through the speaker's opening. The vivid graphic representation of strong sound dispersion on the packaging enables it to blend with an eye-catching sound cloud while unboxing it.

We have taken inspiration from nature's acoustic wonders to create a packaging that resembles a beehive's six-sided structure. Which would enhance sound resonance. Made from 100% recycled paper material, this packaging is an amazing example of environmental awareness through technology. Crafted from 100% recycled pulp, it embodies Eco-conscious innovation in packaging. It does not only enclose, but also enhances sound and sustainability, hence transforming our audio experience.

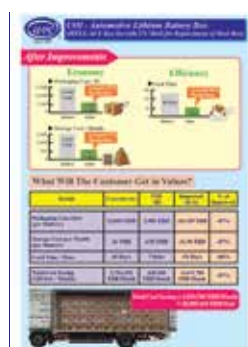


## Good Nature; From Earth, to Earth

Company: Good Nature Co., Ltd.

Category: Food

Goodnature encapsulates the spirit of sustainability in orange packaging. Born from the fallen leaves of orange groves, we embrace the cradle-to-cradle philosophy for all living beings. Beyond its primary role as packaging, our product comes 100% from nature and goes back 100% to nature. After serving its primary purpose, it transforms into a natural fertilizer when returned to the earth. By nourishing the soil, it symbolizes the cycle of life and renewal. It exemplifies the pinnacle of environmentally responsible design while ensuring the safety and quality of the food it protects. Also, with the belief in contributing positively to life on Earth, our commitment goes beyond environmental consciousness, from the living beings around us to the vitality of the place of origin. Crafted by the skilled hands of the local community in Fang, we bring value back to our roots. The design concept of our orange packaging is a visual ode to the intricate cycle of life, elegantly embodying the form of a circular, connected eight/infinity shape: it mirrors the continuous ebb and flow in nature, thus its inherent renewal. We also take inspiration from the ecosystem of Preechafang orchard in Northern Thailand which abstains from harmful chemicals. Similarly, our packaging material and surface take cues from the resilient structure of ant nests which only exist in a chemical-free yard. This unique inspiration symbolizes the balance and safety found in an environment that nurtures both the orange tree and its surrounding life while benefiting the consumers. Further, the packaging has an additional function as an indicator of the orange's freshness and ideal consumption time. The color of the leaf reflects the age of the orange and guides consumers for optimal taste.



## HiPLE-ACE Automotive Lithium Battery Box Set UN Code 4G/Y172/S/20 T/MD090/63/ UOI (Replacement of Steel Box for Benefits of Ecology & Economy)

Company: UNION AND OJI INTERPACK CO., LTD. (THAILAND)

Category: Transit

UOI - Automotive Lithium Battery Box is designed for the purpose of packing and transporting hazardous products by sea (i.e. easy packing/unpacking, product protection during storage and transportation, cost effective).

This design passed strict testing/evaluating processes of United Nations' (UN) regulation on transportation of hazardous products (UN 4G/Y172/S/20 T/MD090/63/UOI).

Our inspiration comes from our knowledge and experiences in applying Value Analysis and Value Engineering (VA/VE) concepts. This package design must also meet 3E conditions (Efficiency, Ecology, and Economy).

By applying these concepts and conditions in designing this package we had successfully achieved the objectives of "Good Packaging" and received full satisfaction and acceptance from our Customer with win-win concept.

Box Set Outer Dimension (L\*W\*H): 1200\*750\*560 mm

Net (Gross) Weight: 125 (161) Kgs/Box Set

Total in 40' HQ Container: 120 Box Sets (19.32 Tons of Total Gross Weight)

HiPLE-ACE (Heavy-Duty) corrugated paper as box and partition, EVA (Ethylene Vinyl Acetate) as cushion, and Wood as pallet are selected for strength, and for cushion during packing, shipping, and warehousing.

## Macada

Company: Starprint Public Company Limited

Category: Food

Because this packaging brings together two main concepts: Universal Design + creativity and design techniques. This creates an innovation in packaging design combined with sustainability. SUSTAINNOVATION (Sustainability + Innovation) and solving problems directly. It was designed by paying attention to little things that we might overlook. Because this product is a type of nuts therefore, there is often a peel from eating. This may cause the area where we eat to become dirty. We solved that problem by adding a function to discard the shell while eating the product.

This packaging has several outstanding features as follows:

1. The main raw material is Kraft paper, which is naturally biodegradable. 100% recyclable, does not create waste in the environment.
2. There is a place to discard the peel in the box, making it convenient to eat. No need to find a bag to put the shells in, and does not make the dining area dirty
3. Reduce energy consumption and transportation time because it is designed in a square shape, it makes efficient use of space for transportation, allowing for more products to be sent per round. Reduce Carbon Footprint



## Sustainable Songkran: Fun Gift Set with Board Game

Company: Siam Toppan Packaging Co., Ltd.

Category: Toys

Songkran gift set and Sand carrying board game presents about making merit by transporting sand to the temple during the Songkran festival. The word "Songkran" means passing or moving from the old year to the new year. For Thai people, which has existed since ancient times people often go to temples to make merit, and having fun splashing water together. This package contains a foldable waterproof cloth bag. For use during the Songkran festival.

This package is designed by combining tradition with modern design and environmentally friendly concept "reusable" this packaging can reuse more than 90% of the box, it is considered to extend the life of the packaging before going to be waste in an environment and achieve for use resources to achieve maximum value.

When the product is taken out can be unfolded to play as a board game "Carrying sand into the temple" inspired by the game Snakes and Ladders. According to Thai people's belief that it will bring good luck equal to the number of grains of sand carried into the temple. Communicated through fun, international games. The easy way to play by installing a temple-shaped pop-up in the middle of the box and use the various colored sand buckets for walk through the various obstacles to get the number of turns from Rolling the dice program where taken from the QR-code printed.



## UKRAINE

### EvoPak MRCM – The World's First Fully Recyclable Paper Crisp Packet

Company: TAS Evotek Flexible Packaging

Category: Food

The package EvoPak MRCM - the World's First Fully Recyclable Paper Crisp Packet. The innovative packaging material EVOPAK RCM is a sustainable solution for modern packaging based on paper and ecosafe water-soluble polymers. It is a barrier material that fully recyclable in paper waste stream (re-pulpable) and it has a hermetic heat seal ability with wide sealing range. The package EvoPak MRCM using for packaging of chocolate, biscuits, cookies and other confectionery products, as well as dry bulk products on typical industrial packaging equipment. It can be printed by flexo, rotogravure or digital and has a basis weight from 65 gsm up to 120 gsm. The material itself and printed packaging made from it have proven to be fully recyclable within the paper waste stream (re-pulpable), as certified by the results of testing in accordance with the requirements of UNI 11743 (Aticelca) and CEPI standards. It is the first crisp packet that has been accredited as recyclable in the waste paper stream, and can help solve the global problem of the estimated 800 billion crisp packets that are either incinerated or end up in landfill every year.



UniLids

Company: Univest Marketing LLC  
Category: Packaging Materials and Components

UniLids are the lids made of molded fiber. They are polyethylene-free, environmentally friendly, fully biodegradable, compostable and recyclable. The raw material for the manufacture of lids (cellulose) and its processing have a low cost, so the product is economically viable. 1/5 of the electricity used in the manufacturing process of the product is the energy of solar panels. UniLids have certain strength, good texture, smooth appearance. According to the different requirements the surface quality, color, pictures and other appearance elements can be processed on the product, post-processing. The lids have a convenient surface shape and the drinking hole of optimal size for drinking. UniLids are suitable for paper cups with cold and hot drinks inside.



UNITED ARAB EMIRATES

Soft N Cool 3D Velvet Pouch

Company: Hotpack Packaging Industries LLC  
Category: Labeling and Decoration

The Soft N Cool 3D Velvet Pouch represents a breakthrough in premium packaging design, blending tactile innovation with sustainability. The brand's demand for a soft touch feel was met through the use of substrates that create a luxurious pearl finish, complemented by the application of a velvet lacquer surface coating. This unique combination delivers a smooth, tactile experience that elevates the customer's interaction with the product.

What sets this pouch apart is its 3D visual effect and the inclusion of a velcro-type zipper, providing not only an elegant design but also functional ease of use for opening and reclosing. The soft, understated color palette enhances the premium feel, making it stand out on retail shelves.

In terms of sustainability, the packaging is made from 100% recyclable mono-material, aligning with eco-conscious practices while maintaining its premium appeal. The Soft N Cool 3D Velvet Pouch is a perfect example of how innovative design, functionality, and sustainability can come together in a winning package.



UNITED KINGDOM

ReZorce® Circular Packaging

Company: Zotefoams Plc  
Category: Packaging Materials and Components  
ReZorce® is a pioneering mono-material barrier packaging range designed for the circular economy by UK-based Zotefoams plc, a global leader in advanced cellular materials. ReZorce will shortly debut on supermarket shelves in beverage carton applications, as a credible alternative to the current composite material, liquid packaging board (LPB). Its performance across a range of metrics, including oxygen and moisture barrier properties, is equal to or better than LPB cartons. ReZorce is made from more than 95% HDPE, a single material that is easily managed in standard recycling streams, with the balance made up of printing inks and functional additives common in food packaging applications. A ReZorce beverage carton looks, feels, folds and behaves like a standard LBP carton. Patented technology creates foamed layers in the core of the extrusion surrounded by a solid outer skin. This allows the foamed layers to prevent the transmission of water and oxygen and, ultimately, create a physical barrier.



USA



ProActive Recyclable® RP-1000 Paper Series

Company: ProAmpac  
Category: Packaging Materials and Components  
ProAmpac's ProActive Recyclable® RP-1000 Paper Series stands out as a winner due to its groundbreaking innovation in sustainable packaging. Designed for Marks and Spencer's Select Farms Organic potato range, this solution integrates advanced sealant technology, allowing it to run efficiently on high-speed form-fill-seal equipment while providing superior moisture protection to maintain the freshness of organic potatoes. Fully kerbside recyclable in the UK, the packaging meets the growing demand for environmentally responsible solutions without compromising performance. It also aligns with Marks and Spencer's ambitious Net Zero by 2040 goals, combining sustainability with practical functionality.

The FSC-certified paper ensures responsible sourcing, and the packaging's vibrant design enhances shelf appeal, making it attractive to both eco-conscious consumers and retailers. By setting a new standard in the industry, ProAmpac's RP-1000 exemplifies the perfect balance between innovation, sustainability, and product protection, reinforcing the company's leadership in advancing sustainable packaging solutions.

Flonase Paper Recyclable Packaging

Company: Haleon  
Category: Medical and Pharmaceutical  
Flonase Allergy Relief Nasal Spray's new outer packaging is made of a printed PharmaLock™ Easy Seal+ paperboard lid that is heat sealed to PaperFoam® tray. Sustainable: PaperFoam is an eco-friendly, compostable, and biobased packaging material made from FSC-certified forests. Along with the lid, this package is 100% paper recyclable. This design replaces the former Flonase PET-G thermoformed clamshell package, which was not recyclable, avoiding over 169.2 metric tons of single-use plastic waste! Flexibility: The PaperFoam tray can accommodate one or two Flonase nasal spray bottles. One design gives the packaging site the ability for one component to be inventoried and used over multiple SKUs. Easier to Open: The previous plastic clamshell design required scissors to open. In this intuitive design, the lid may be manually peeled back, without the use of any sharp implements. Fewer Parts: There are fewer components compared to the previous design. The front lid UPC code is printed on the underside of the paperboard lid and is clearly visible within the notch located in the upper portion of the flange. An extended content label (ECL) is applied to the bottom of the PaperFoam tray to include the necessary drug facts that are required for OTC products, making this information accessible on shelf, without opening the package.







# EEG<sup>®</sup>

مجموعة عمل الإمارات للبيئة  
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**Emirates Environmental Group (EEG)** is a professional working group established in 1991 in the United Arab Emirates. It is devoted to protecting the environment through the means of education, action programmes and community involvement. EEG is actively encouraged and supported by concerned local and federal government agencies. It is the 1st environmental NGO in the world to be ISO 14001 certified and the only organisation of its kind in the UAE with accredited status to the United Nations Convention to Combat Desertification (UNCCD) and the UN Environment Programme (UNEP).

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- One Planet Network under the programme of Sustainable Food Systems (SFS)
- Multi-Stakeholder Advisory Committee (MAC)
- Global Partnership on Marine Litter (GPML)
- Full Member (voting) of World Packaging Organisation (WPO)



**For more information, contact us:**

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## Dutch Head Premium Rum

Company: Berlin Packaging - Studio One Eleven

Category: Alcoholic Beverages

The lion is a symbol of strength, courage, and independence, and it is a prominent part of the coat of arms of the Netherlands. So, when Dutch Head Rum wanted a one-of-a-kind package that could serve as a collector's item for their limited-edition rum, a lion's head was the natural choice. However, it came with a lion's share of challenges. Berlin Packaging's Studio One Eleven design team worked closely with the customer to achieve their vision for the lion's head-shaped decanter. The intricately detailed design and complicated shape posed a multitude of technical limitations and manufacturing complexities. The Studio's structural designers and engineers meticulously studied every detail of the bottle's design and resolved each challenge to bring this elegant lion to life. To further elevate this special spirit, Studio Kluij developed secondary packaging to house the beautiful bottle. They designed an elegant hardwood box with a gold inlaid scratch of a lion's claw. The inside of the luxurious chest is upholstered with specially developed African fabrics.



## Air Capsule

Company: Procter & Gamble

Category: E-Commerce

The rise of e-commerce has led to a growing problem of package waste. In partnership with Dow, P&G China created Air Capsule, a solution that effectively protects products during transport and is designed for recyclability and sustainability.

The single-component package is unlike typical packaging that requires an outer layer like a corrugated box and an inner layer of air cushion bags or bubble wrap to protect products during delivery.

Air Capsule starts out as a flat envelope, which is 25% more efficient for transport compared to typical packaging. Once ready for use, it transforms into a rigid-like 3D structure with inflatable chambers for a tailored, high-load bearing and puncture-surviving structure that weighs 40% less than a normal shipping case. The packaging is designed for reliability and convenience. It is waterproof, easy-to-open and auto-deflates for the recycling bin.

As P&G continues to advance its waste goals, it is working with global partners to create solutions that delight consumers and reduce plastic, create transportation efficiencies, reduce materials, and provide a delightful consumer usage experience. This innovative package has tear tab to open packaging without needing to use knife or scissors.

## Farmer's Fridge™ Sandwich and Wrap Containers

Company: Placon

Category: Food

Placon worked with Farmer's Fridge to design specialized, sustainable packaging for their sandwiches and wraps, which are distributed through their network of more than 1,200 state-of-the-art vending machines. The primary goal of this collaboration was to enhance the vendibility of these items – as the previous packaging frequently encountered vending issues – resulting in jams and disruptions in machine operation, and negatively impacting revenue.

The sleek, rounded edges of this custom packaging have resulted in more than a 50% reduction in Fridge jams. This improvement not only reduces disruptions and enhances the customer experience, but also relieves the workload of field teams tasked with machine maintenance. Through rigorous research and development, the innovative design has optimized the vending experience, ensuring a seamless interaction for both the operator and consumer.



## Obsession Gin

Company: Berlin Packaging - Studio One Eleven

Category: Alcoholic Beverages

Obsession Gin celebrates the past and present, tradition and innovation, science and art. These high-quality spirits bring together complex botanicals to create amazing flavor and a unique drinking experience. The brand's packaging reflects this amalgam of styles and sensations. The custom bottle design was inspired by greenhouses and the glass and iron structures of the late 1800s and early 1900s, like the El Palacio de Cristal in the brand's home country of Spain. The rounded dome shape of the bottle's neck and its architectural rib details evoke the romance and elegance of beautiful historic buildings. The clear glass lets the brightly hued liquid shine through, creating shelf impact and easy differentiation between varieties. The label design was influenced by the brand's name and the original sin - Adam's obsession with the apple in the Garden of Eden. The graphics reflect the exotics and botanicals that make up the ingredients of each gin, as found in a lush and alluring garden. The bottle and label work together to tell a cohesive story of the gardener, his garden, and the greenhouse that preserves it.



## Beckman Coulter Pipette Tray

Company: Plastic Ingenuity

Category: Medical and Pharmaceutical

Beckman Coulter Diagnostics supports healthcare professionals in offering improved patient care by delivering accurate diagnostic information. Beckman Coulter approached Plastic Ingenuity to assist with providing packaging that seamlessly integrated with the launch of a highly automated diagnostic machine while minimizing material content and capitalizing on increased recycling opportunities.

Beckman Coulter began designing a custom thermoformed package to protect their newly developed consumables, including a very sensitive pipette tip that required critical protection. At the time, it was simply a concept, so they enlisted Plastic Ingenuity to assist with converting the idea into a manufacturable solution.

We eventually learned that the pipette tips were highly susceptible to damage, and any damage caused failures with the automated equipment. Even a little bent tip could shut down the machines for extended durations.

Therefore, we designed a lid and base tray to be as robust as possible yet remain a viable thermoformed PET part. The initial design featured straight side walls, which failed drop testing when the boxes were filled with product. Instead of simply adding material, Plastic Ingenuity focused on design features that increased overall package strength.

The Plastic Ingenuity team deployed design ideations, including ribbing, flutes, and structure, to the base and lid to increase the strength needed to withstand the rigorous drop tests.





Modified Atmosphere Sandwich Pack (MAP) RAP Sandwich Wedge

Company: ProAmpac

Category: Packaging Materials and Components

The Modified Atmosphere Sandwich Pack (MAP) RAP Sandwich Wedge is a winner due to its innovative fusion of sustainability, product protection, and consumer convenience. By reducing plastic content by 96% compared to traditional sandwich trays, this predominantly fiber-based solution addresses growing environmental concerns while maintaining product visibility and freshness through modified atmosphere packaging (MAP). Its high-barrier, hermetically sealed design ensures optimal protection against spoilage, extending the shelf life of grab-and-go sandwiches, thus reducing food waste. The packaging also offers economic benefits by utilizing renewable, cost-effective materials and ensuring efficient storage and transportation. Additionally, the RAP Sandwich Wedge provides a powerful marketing tool for brands, showcasing sustainability commitments while enhancing product presentation through its transparent window. Overall, this packaging represents a significant advancement in the food-to-go market, combining eco-friendly innovation with exceptional performance and consumer appeal, setting a new industry standard.



Double Wall Refillable High PCR Pack

Company: Murad

Category: Health and Personal Care

Murad is revamping its luxury double wall packaging into a refillable pack, with high PCR content, in partnership with Toly for their iconic Cellular Hydration Barrier Repair Serum. Double wall components are highly common in luxury skincare but pose challenges as they can be considered overpackaged. Murad has chosen to upgrade the format of the double wall structure by turning it into a refillable cartridge pack. Murad and their partner Toly are not only embracing refills but also show that utilizing Recycled plastic at a high of 65% is compatible with premium quality, which normally is a challenge for the Prestige cosmetics industry. The main parts of this Refillable Airless pack are made of widely recycled plastic materials PET, PE and PP, excluding the pump mechanism to maintain functionality through re-use. The refill cartridge is made fully of polyolefin (PP and PE) material. The outer bottle and cap are PET.

Traditional double wall components are lacking refillability and are usually made of heavy weight glass or non-sustainable plastics. The innovative refill cartridge is designed for an intuitive and efficient gesture when refilling the pack. The Recycled plastic content has been maximized, overall, the pack is made up of 65% post-consumer recycled plastics, excluding pump and cap. The refill cartridge is made of 85% PCR. The outer bottle is made of 70% PCR. The materials used were carefully selected to maximize the PCR in different parts. The cap was kept virgin PET material, ensuring transparency to align with the brand identity code. The pack evolved from a double wall into being refillable. By using one refill, consumers will reduce plastic usage by 80% vs. one full primary pack. When compared to the previous pack, Murad transitioned the pack from ABS and SAN to the widely recycled materials PET, PE, and PP.



Head & Shoulders BARE

Company: Procter & Gamble

Category: Health and Personal Care

Head & Shoulders BARE is the first anti-dandruff product line made with only nine ingredients, contained in the brand's first fully recyclable, roll-up flexible bottle.

The flexible bottle contains 45% less plastic than Head & Shoulders' regular 370mL bottle, and the rollable up feature of this flexible package allows consumers to use every drop of shampoo.

In addition to using less materials, BARE's packaging features raised tactile markings to differentiate between the shampoo and conditioner bottles for people with vision impairment, helping to increase accessibility and provide a better experience for everyone.

BARE is the latest solution to ever-changing consumer expectations for hair care, showing how packaging can bring sustainability, accessibility and value. It's irresistibly superior and more sustainable.







CAVENVASE is committed of the Packaging Community in Venezuela and all over the world, therefore we offer a virtual and in-person training program, to promote specialized training in packaging trends and good practices.

Our packaging engineering training program has two major activities:

- ◇ Monthly courses: Virtual workshops specialized in packaging engineering. CAVENVASE carries out courses annually and trains more than 200 participants.
- ◇ Boot Camp in design, development and technology of packaging: This Diplomat aims to form professionals who develop in the packaging area, covering aspects from graphic design, structural design, materials management and their relationship with the environment.

The Venezuelan Packaging Association, known as CAVENVASE, it's a civil association that works towards the interests of the packaging industry and it's related sectors in Venezuela. It was founded on August 25 of 1970 in Caracas, by 10 manufacturing companies. With 54 years of trajectory, we promote and defend the Venezuelan packaging industry.

CAVENVASE represents a transversal sector of the economy that generate intermediate products to guarantee the protection, transportation and consumption of goods, in every packaging subsector: plastic (rigid and flexible), cardboard and paper, metal, glass, raw materials, machinery, parts, equipment and related sectors.

Our association represents 45 companies in the packaging sector, 34 are direct affiliates and 11 are related companies, this encompasses 70% of the industry in Venezuela. Some of the companies that CAVENVASE represents are:



📺 Cámara Venezolana del Envase

📍 Cámara Venezolana del Envase

📱 cavenvase

🌐 Cavenvase.vzla 🌐 www.cavenvase.org

**Dirección:** Calle Los Laboratorios, Edificio Torre Beta, Piso 3, Oficina 301. Los Ruices, Edo. Miranda

**Telefono:** +58 (212) 238.8598 / 237.5449

**Web:** cavenvase.org

**WhatsApp:** +58 (414) 339.68.24



## Double Wall Refillable High PCR Pack

**Company: Murad**

**Country: USA**

Murad is revamping its luxury double wall packaging into a refillable pack, with high PCR content, in partnership with Toly for their iconic Cellular Hydration Barrier Repair Serum. Double wall components are highly common in luxury skincare but pose challenges as they can be considered overpackaged. Murad has chosen to upgrade the format of the double wall structure by turning it into a refillable cartridge pack. Murad and their partner Toly are not only embracing refills but also show that utilizing Recycled plastic at a high of 65% is compatible with premium quality, which normally is a challenge for the Prestige cosmetics industry. The main parts of this Refillable Airless pack are made of widely recycled plastic materials PET, PE and PP, excluding the pump mechanism to maintain functionality through re-use. The refill cartridge is made fully of polyolefin (PP and PE) material. The outer bottle and cap are PET. Traditional double wall components are lacking refillability and are usually made of heavy weight glass or non-sustainable plastics. The innovative refill cartridge is designed for an intuitive and efficient gesture when refilling the pack. The Recycled plastic content has been maximized, overall, the pack is made up of 65% post-consumer recycled plastics, excluding pump and cap. The refill cartridge is made of 85% PCR. The outer bottle is made of 70% PCR. The materials used were carefully selected to maximize the PCR in different parts. The cap was kept virgin PET material, ensuring transparency to align with the brand identity code. The pack evolved from a double wall into being refillable. By using one refill, consumers will reduce plastic usage by 80% vs. one full primary pack. When compared to the previous pack, Murad transitioned the pack from ABS and SAN to the widely recycled materials PET, PE, and PP.





## Blau Farmacêutica S.A.

**Company: Blau Farmacêutica S.A.**

**Country: Brazil**

Blau sought to differentiate cancer treatment in the market by connecting innovative solutions. It used design thinking (ideation, prototyping, testing, and implementation) to create unit-dose containers and distinct primary and secondary packaging for oncology medications in an extremely regulated market, where previously this had only applied to conventional products. The new INTERACTIVE packaging of Blau Farmacêutica's ONCOLOGY LINE, represented by the anticancer drug Bicalutamide 50 mg, combines INNOVATION, SCIENCE, and TECHNOLOGY with new functionalities and practicality, assisting healthcare professionals and patients in their treatment. The UNIT-DOSES, through perforations around each cavity of the blister, allow for the individualization of the medication and facilitate the dispensing routine, as they enable the patient to carry only the dose they will take at the prescribed time and day. The processes were outlined using concepts of continuous improvement and lean manufacturing. Each cavity contains information about the drug, including the batch number, expiration date, and the DATAMATRIX CODE, which allows access to a WEBSITE providing product information and a DIGITAL LEAFLET, using reading apps or enabled cameras on cell phones and tablets, allowing access to medication information more quickly and easily, until the last dose, even after the disposal of the secondary packaging and printed leaflet. The website contributes to ACCESSIBILITY for people with visual impairments as it provides batch number, expiration date in larger letters compared to the physical packaging, in addition to access to the digital leaflet. Additionally, this innovation can help inhibit the consumption of counterfeit products and the adulteration of medications. Blau was a pioneer in combining these technologies for the oncology product line, enabling initiatives to improve safety and reduce the risk of medication intoxications with effective treatments. The application of different technologies for the benefit of health demonstrates the company's COMMITMENT and MARKETING STRATEGIES, expanding access to healthcare and positively impacting the CONSUMER EXPERIENCE. The ESG (ENVIRONMENTAL, SOCIAL, AND GOVERNANCE) initiatives visible in this project were applied disruptively to oncology medications and indicate that in the future, REGULATORY STANDARDS may be FLEXIBLE to immediately replace printed versions of leaflets with digital forms, ensuring safety and traceability, reducing paper consumption, and contributing to environmental preservation. Given the above, our packaging generates AUTHENTIC INTERACTION AND COMMUNICATION EXPERIENCES between the company, its patients, and the medical community for the PROMOTION OF HEALTH IN A SUSTAINABLE WAY.



## Green City Litchi Wine

**Company: China National Export Commodities**

**Packaging Research Institute, Shenzhen**

**Polytechnic University**

**Country: China**

The bottle adopts a triangular conical design, which is relatively special. The whole packaging design has been put great efforts to make the product more sealable, moisture-proof, transparency. It improves the added value and collection value of the product, and meets the needs of consumers for uniqueness and personalization. In terms of materials, we use kraft paper that can be environmentally friendly and degradable. All of packaging materials are original and environmentally friendly. Especially, the kraft honeycomb paper itself has a natural beauty, which is perfectly matched with the original lychee wine.



## DON DELI CUTS

**Company:** George Weston Foods: DON Smallgoods

**Country:** Australia and New Zealand

This Australian-first innovative flow wrap (envelope pack) solution for smallgoods provides consumer convenience, communicates to consumers intuitively for the easy to open and close features that retain product freshness, minimizes free liquid in the pack that supports increased product shelf life and is a CEFLEX compliant mono material lightweighted packaging solution that does not compromise food quality and freshness. The reseal label, heat seal and board provides new innovative manufacturing technique, solving consumers key frustrations around accessibility, reseal ability and freshness thus reducing food waste. The reseal functionality preserves food freshness, sealing in moisture and flavour, thus reducing wastage due to dry, spoiled product. It enables consumers to retain product in its original packaging for fridge storage, thus product information such as use by dates are visible to consumers. It also prevents wasteful double packaging through use of cling wrap and therefore reduces packaging disposal. The aqueous coating provides an additional product benefit in the absorption of any free liquid in the pack. This protects the consumer from any liquid running out of the pack and has also proven to provide shelf life protection.



## SAFE AND GREEN PUNNETS

**Company:** SMURFIT WESTROCK

**Country:** Spain

One of the major problems with fruit waste is product ripening. Using insulating materials in the packaging for such products can affect them by allowing ethylene to accumulate inside, accelerating the ripening process. The design of this tray allows for ventilation, preventing the accumulation of this gas or moisture. The dimensions and openings are made according to the type of product contained. That is why they have different shapes. The lid can be reused several times, allowing for stacking multiple trays while protecting the product from dirt. It is a very intuitive model to use. The content is identifiable not only through the print. The windows have been maximized to show the interior. Its assembly is compatible with current market assembly machines. It is made from a single piece of cardboard. The content is easily identified. Made 100% from paper, it is 100% recyclable in a simple and intuitive way. The assembly process is straightforward.



## Naked Rivals - Convenience with a Conscience

**Company:** Naked Rivals

**Country:** Australia and New Zealand

Naked Rivals was born from a simple idea: that even the most natural of ingredients can still be improved with a dash of ingenuity. Our mission is to fight food waste at home, promoting healthier lifestyles in a more sustainable way.

Naked Rivals seals and freezes 100% lemon and lime juice in to convenient cubes, which have a two year+ shelf life. This solution extends the shelf life of imperfect fruit and produce. In addition the new solution ensures that consumers, and also food service professionals do not over purchase the ingredient, and that it is always on hand. Naked Rivals also reduces the reliance on importing the ingredients of juices out of season which lowers the overall environmental impact of the product. Naked Rivals reduces a significant amount of food wasted at home. No pips, peel or uneaten fruit goes to landfill anymore with this new solution. Naked Rivals reduces food waste upstream and downstream. Firstly by saving imperfect fruit from either being ploughed back into field or enabling producers to be able to receive the best price for their imperfect fruit. This solution valorises food that could potentially end up in landfill. In addition the solution focused on food waste in the household. There is no need for more rotten citrus to be thrown into landfill. The packaging also eliminates plastic bottles or pouches as the packaging has been designed to be kerbside recyclable in Australia and New Zealand. Our solution ensures that the waste from fresh lemons and limes are processed upstream and reused for other commercial applications such as animal feed. The Naked Rivals brand strategy of 'convenience with a conscience' ensures that every time they communicate with consumers, they focus on the practical convenience of the packaging format – but not at the expense of their other values including health, sustainability and affordability – aligned with the cost-of-living crisis.





The Irish Packaging Society congratulate all  
the finalists and winners of the  
**WorldStar Global Packaging  
Awards 2025**

### **The Irish Packaging Society**

*Supporting the manufacturing and packaging industries  
in Ireland for a sustainable and circular economy*



*The Irish Packaging Society is affiliated with the Institute of  
Materials, Minerals and Mining in the UK and the regional UK  
Packaging Societies that make up the IOM3 Packaging Group.*

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## ALKOseal™ pierce 'n' peel™ “Easy to open” induction sealing liner for rigid packaging

**Company: Alfelder Kunststoffwerke Herm. Meyer GmbH**

**Country: Germany**

This product is a unique ergonomic innovation because it allows consumers of all ages to easily remove the aluminium foil with their hands in one smooth action without needing any sharp objects such as knives or scissors. This easy-open solution is achieved by including a PET layer with laser perforations which reduce the effort needed to pierce the foil. The pattern of these tiny punctures can be fully customized to match the way the products are served or used. The foil is available in 3 main configurations: 1. Full removal, 2. Partial removal with a large opening (e.g. for inserting a spoon), 3. Partial removal with a small opening for products served in small amounts/quantities (e.g. spices) or in single units (e.g. medicines). The perforation in the membrane helps the consumer to peel off the foil in a smooth way, which means: NO more TOOLS required, NO time-consuming STRUGGLE, NO messy RESIDUE on the container, NO content SPILLING. ALKOseal™ pierce 'n' peel™ is consumer preferred, just an easy, clean and safe peel. As the shape of the opening area can be designed to suit consumer requirements or usage patterns and printing can be similarly customized, there are basically no restrictions on how the sealing liner can be adapted to specific applications, products or particular consumer segments with special needs or preferences. With ALKOseal™ pierce 'n' peel it is now easier than ever to peel the foil off in one smooth action, the opening process becomes very consumer friendly and strengthens the brands of our buyers at the same time by showing that they care about the needs of its customers and consumers. ALKOseal™ pierce 'n' peel ensures a clean look of the product even after opening, with no messy foil remnants left behind that could fall into the contents. ALKOseal™ pierce 'n' peel is a safe and clean seal with various possibilities of individualized design to adapt to the requirements of brand owners and usage customs/patterns of consumers.



## DON DELI CUTS

**Company:** George Weston Foods: DON Smallgoods

**Country:** Australia and New Zealand

The pack is initially heat sealed to ensure product integrity and freshness on delivery to store. The secondary seal and reseal functionality are secured on the reverse of the pack with a resealable label with clear instructions on how to open and close the pack for optimal freshness and removing the need to decant product into sealed containers or using secondary plastic for wrapping in the moisture and flavour. When designing the pack and adhesive label there was consideration for the area to grip to open. After initial design, the grasping point on the label was increased in size to enable enough space to grip between the thumb and the knuckle (55mm x 15mm at greatest width). Optimal grip area for the initial opening of the heat seal has also been considered with a 25mm overlap of web to grip and open with both hands. The pack is easy to grip, control and manoeuvre between hands. The textured finish on the film provides friction for grip and opening. The opening does not require excess number of actions to open; does not cause pain or discomfort and there are no sharp edges or awkward hand movements. No tools are required to open the pack. Research showed a clear correlation between the stickiness of the label and the perception of keeping products fresh. The challenge was how to balance this against the ease of opening on first use. Various adhesives and adhesive designs have been tested and research has identified cross hatch adhesive structure that meets consumer needs, keeping it fresh between use whilst making it easy to open on first use. The pack has been designed to make it obvious where and how to open the pack. The aqua blue sash across the top of the pack with a picture of the back of pack aims to direct consumers to turn over for opening. Once turned over, the label has a 4-step process with legible and easy to understand opening instructions with images for opening and resealing the product. The new flow wrap offers resealable functionality, whilst delivering on sustainability without compromising food quality and freshness. A first in Australia.



## SPIN JUG

**Company:** Miguel Anton -Spin Jug-

**Country:** Spain

The Spin Jug has been thoughtfully designed to ensure it is accessible and easy to use for individuals with limited functional abilities or motor skills. Its innovative rotating mechanism completely eliminates the need for lifting and handling heavy containers for serving, which are common challenges for those with reduced strength or dexterity. Instead, the jug glides effortlessly on its curved base, tilting and allowing liquids to flow smoothly with just a simple turn. This ensures a controlled, stress-free dispensing experience, reducing the physical effort typically required with traditional containers. A key aspect of the Spin Jug's functionality is its ability to produce laminar flow. Due to its precise design, the jug creates an orderly flow of liquid, where water molecules move in parallel layers without turbulence. This smooth, natural clean flow enhances the overall user experience by allowing for precise pouring with no accidental spills, a feature that is especially beneficial for users with limited mobility. The upper layer of the liquid remains undisturbed during dispensing, which not only prevents splashing but also adds an elegant, natural quality to the action of pouring. This controlled laminar flow significantly reduces the chances of spills, making the jug even easier to handle for individuals with motor impairments. The ergonomic shape of the jug has been meticulously crafted to fit comfortably in the hand, offering a secure grip without demanding excessive force. The handle design supports a variety of hand sizes and grip styles, ensuring stability and ease of use for people with limited dexterity or reduced muscle control. Through practical evaluation with individuals facing various physical limitations, the Spin Jug has demonstrated that it can be operated with one hand and minimal movement, greatly simplifying the act of dispensing liquids. Users with conditions affecting their motor skills found the design intuitive, allowing them to maintain independence while performing everyday tasks with confidence. This thoughtful approach ensures that the Spin Jug not only provides convenience but also empowers individuals with physical challenges, offering them a product that promotes autonomy, and ease in their daily routines. The incorporation of laminar flow technology further enhances its functionality, delivering an experience that is not only accessible but also beautifully efficient.





## Refill by Respray solutions Kft

**Company: TUBEX GmbH; Refill solutions Kft.**

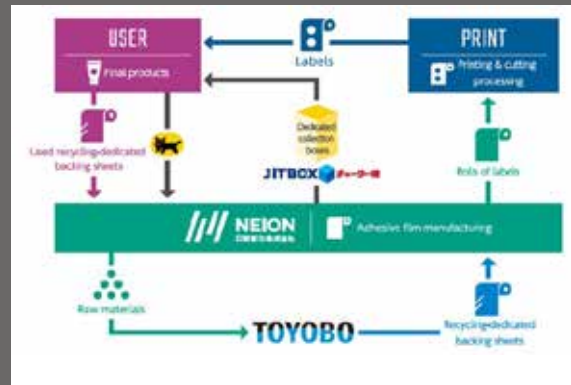
**Country: Germany**

This concept focuses not only on the type of packaging, the use of recycled materials and the recyclability of the packaging but also on avoiding waste and even avoiding additional recycling loops.

By using this deodorant, the buyer actively helps to reduce waste and CO2 emissions as the deodorant is dispensed by air. The deodorant can be refilled at the drug store/department store without additional safety measures. Most of the deodorants must be filled in a special room with high safety measures - with this refill concept this is not necessary. Using a deodorant can 5 times instead of 1 time saves on transport and the risk that comes with transporting dangerous/flammable goods is eliminated. The packaging responds to the upcoming EU regulation (trade  $\geq 400$  m2  $\Rightarrow$  10% refill)

The monobloc aerosol can is manufactured from a lightweight alloy and is considered a lightweight packaging. To make the concept perfect, the aluminium can was designed with sustainability in mind down to the smallest detail:

- Aluminium  $\Rightarrow$  100% recyclable
- 50% real PCR® material from the yellow bag
- BPA-free inner lacquer (inner lacquer does not contain BPA)
- re-usability  $\Rightarrow$  5 times
- decorated with natural printing ink (PURE) - meaning no use of mineral oil and most ingredients in this ink are from renewable sources
- each can is tracked by a code that prevents the can being over filled and filled more than five times.



## The First Application of “Resource Recycling Project” to Pharmaceutical Packaging Company: Resource Recycling Project (Shionogi Pharma, NEION, TOYOBO, TOPPAN INFOMEDIA, Mitsui Bussan Chemicals, YAMATO BOX CHARTER)

### Country: Japan

The recycling-dedicated backing sheets have been designed based on the below. Both of them have manufactured by Toyobo Co., Ltd.

>“KAMISHINE” uses more than 25% recycled raw materials from PET bottles.

>“KAMISHINE NEO” uses more than 25% horizontally recycled raw materials such as the recycling-dedicated backing sheets. We will gradually promote horizontal recycling to circulate “KAMISHINE NEO”. Furthermore, general PET film has a specific gravity of 1.4, but its unique structure with internal cavities reduces the specific gravity to 1.0, contributing to lower costs and resource conservation. (Due to a hollowed-out structure, an approximately 30% reduction of raw materials comparison with general PET films has been achieved.) These have both the advantages of film, such as heat resistance, dimensional stability, chemical resistance, and strength, and the advantages of paper, such as adhesion to various inks and coating agents. It is also the perfect material for this environmentally friendly project. The life cycle assessment (LCA) of the recycling-dedicated backing sheets shows that the CO<sub>2</sub> emissions can be reduced by 21.6% compared to the paper liner. Considering the ubiquity of labels across various products, labels are used in every industry. It is challenging for just one company like Shionogi Pharma to significantly reduce waste and CO<sub>2</sub> emissions alone. Therefore, it is crucial to expand the recycling efforts of the Resource Recycle Project across all industries to collectively reduce these impacts. If all companies using labels join this ecosystem, we can potentially eliminate the disposal of approximately 1.4 billion m<sup>2</sup> of backing sheets annually in Japan, making this an initiative with significant ripple effects. Recycling-dedicated backing sheets are thinner than paper release liners yet have equal or greater strength. This means that a greater number of labels can be rolled into rolls of the same diameter, and this helps to boost the production efficiency of customer's factory. Unlike paper release liners, recycling-dedicated backing sheets do not absorb moisture. Therefore, curling caused by moisture absorption & desorption is greatly reduced. This means that the shelf life of label roll materials may be extended. If the “paper release liners” are replaced with “recycling-dedicated backing sheets” that have been designed from materials that enable material recycling, it becomes possible to carry out the valuable recovery of used label backing sheets from users.



## All-PP Refill Cartridge Stick Company: SAMHWA Co.,Ltd Country: South Korea

By applying single-material polypropylene (PP) to all components, including the refill cartridge, we ensure easy separation and recycling of plastic materials, while enabling the use of PCR-PP in all parts. We have successfully completed the commercialization of stable PCR-PP materials through compatibility evaluations and chemical resistance tests conducted in collaboration with companies such as Lotte Chemical and Eastman. - Maximization of waste reduction and environmental pollution improvement by providing eco-friendly and recycled materials (PCR) and refill packaging according to the environmental policies of the United States and the EU. - Harmonious integration of luxurious emotional quality of main package and single materialization refill cartridge contributes to the supply market of high-value cosmetics packaging with a consumer-oriented design. - Innovative product aligned with eco-friendly consumption trends anticipate expanded refill package usage in response to market growth expectations. - Modularization of the main package and refill cartridge minimizes waste parts and reduces plastic usage. - Comparison of identical 10g of round type stick package shows an 8.3g plastic reduction, achieving up to %20.1 less plastic usage.



## 0.33l Hardened Returnable Bottle for the Austrian Market Company: Vetropack Country: Austria

Two thirds of the bottle are made from recycled glass. The other primary raw materials can mostly be sourced locally (e.g. quartz is from Melk which is approx. 15km away, the farthest is Soda from Bosnia). Weighing 210 grams, the bottle is 30 percent lighter than conventional standard bottles. Less weight means easier handling and reduced CO<sub>2</sub> emissions. • The bottle and crate design, as well as pallets and logistics, are harmonized. Six crate rows (96 crates) can be transported per pallet, instead of the usual five. • Due to reduced wear, the bottle can achieve around 20 percent more cycles than conventional containers, offering not only ecological advantages. • CO<sub>2</sub> emissions are reduced to a quarter, both due to savings in logistics and the high percentage of recycled glass used in raw glass production. Currently, over two-thirds of the raw glass is made from cullet. For every 10% of recycled glass that is used, 3% of the energy and 7% of the CO<sub>2</sub> emissions are saved. The bottle concept is a standard reusable bottle which is made accessible to all beer brewers in Austria. Thanks to the thermal hardening process the bottle is much more robust than a usual bottle and can achieve around 20 percent more cycles. Afterwards it still can be recycled like any other glass bottle or jar.



## PSINA - play with your dog!

**Company: THIMM**

**Country: Czech Republic and Slovakia**

The PSINA-Play with your dog! game cover is designed to not only protect the content, but also serve as an effective marketing tool to engage and draw in customers. One of the key aspects is its ability to tell the story of the game itself through its visual and haptic elements. The playful design of the packaging fully reflects the communication method towards customers, reinforcing their interaction with the product and increasing their curiosity about the game's content.

Another important marketing strategy is the inclusion of interactive elements such as moving eyes and embossed details, which not only attract attention but also encourage customers to physically interact with the packaging. This kind of interactive engagement helps to make the product more memorable and strengthens the emotional connection with potential players.

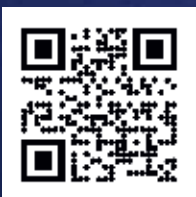
In addition, the attractive packaging design and its interactive elements encourage players to take photos and share their experiences online, organically expanding brand and product awareness among the wider public. The game design is designed by the customer's own court artist, who also designs other product designs. This design fully reflects the aesthetic preferences and style direction of the brand, ensuring a consistent visual identity and a stronger connection with the target audience. By using distinctive typography and specific visual motifs that are characteristic of the brand, we are able to strengthen brand awareness and capture the attention of customers. The product name is strategically placed and designed to be easily recognisable, contributing to a consistent and memorable impression of the product.



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## irogami grater

Company: kuriyama kaoru design

Country: Japan

To communicate the concept, illustrations that clearly show scenes of use and how the product is used are placed in the front rather than the product itself. Since only a portion of the contents of the package is visible, the illustration also serves to differentiate the product from other packages with the same image, which will be developed in the future. The touch of the illustration's lines is modest, but the cartoon-like style is intended to create an impression. The reason for using a one-color illustration instead of a photograph was to keep the brand's world view intact. The brand story is depicted along with the role of each item. By branding these three brands comprehensively (multi-brand strategy) rather than individually, the company succeeded in creating a world view and increasing the number of fans. The company takes pride in the fact that its products are "Made in Tsubame-Sanjo," which is also clearly stated on the packaging. This is also incorporated into their marketing. The one-color, black-and-white printing is not only to keep the brand's world view intact, but also because of cost considerations. The 10-color lineup is also intended to encourage customers to purchase several colors at the same time. Therefore, it was necessary to keep the budget for not only the product inside but also the package in check. Instead of using a separate sheet of paper for the instruction manual, it was printed on the inside mount, which is absolutely necessary to hold the product in place. By opening a window to check and show the color of the product, the need for color printing was eliminated, resulting in a significant cost cut. It is not justified to spend money on packaging. It must be balanced with the selling price. But the result was to create a visual that felt more luxurious than the cost spent on the package, leading to increased demand for the product as a gift. The product inside is a grater shaped like a sheet of turned paper.



## Sweet Honey

Company: SCRIBOS GmbH

Country: Germany

Strong design aspect:

-Each packaging is different in design (digital print), different digital (!) embellished (lacquer and metallization),

-The pack has a sustainable look: less material - less waste

- Nice unpacking experience: Follow the bees into the hive while unpacking. Through a slit, see the honeycombs and the honey - through holes in the label.

-Copy-protected QR with 2-Factor-Authentication: Find out if the product is original by a simple scan (no app needed) and compare the bee distribution on your product with what you see on screen. The QR has an included copy-protection pattern (SCRIBOS ValiGate).

-After scanning and verifying the authenticity you see Marketing / GET MORE Buttons that can lead to different further pages: social media channels, product info/videos, consumer engagement - like bonus points, sweepstakes, shop-finder, sustainability info.

Offering a 4-in-1-system: Nice design, Proof of originality, Track & Trace, plus consumer engagement.

More marketing goals can be achieved with the GET MORE buttons, that are shown after scanning:

The scanning result not only shows of the product is original or fake and guides through the 2-factor-authentication, but the cloud back-end allows to create and administrate the GET MORE buttons. You should not let the consumer go after verifying the authentication, but offer additional benefits.

The GET MORE buttons can be easily administrated and link to all kinds of consumer engagement programs: Social media channels, webshop, product leaflets, sustainability info, games: bonus points / sweepstakes. In addition the GET MORE buttons are 'smart' and can be shown in only one country, only for certain products and only during a defined period of time - allowing all kinds of marketing info to be administrated 'digitally'.

# Providing Innovative Sustainable Packaging Solutions

LibanPack has been a center of excellence in packaging services for the past 15 years. Its active role has garnered both international and regional visibility, allowing it to organize WorldStar, the most prestigious global packaging competition on behalf of the World Packaging Organization (WPO). LibanPack provides cutting-edge services to optimize packaging design and sustainable packaging solutions. Additionally, LibanPack has extensive experience in organizing events and conferences.

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# STUDENT WINNERS 2025

THE WORLDSTAR STUDENT AWARDS COMPETITION IS OWNED AND PRODUCED BY THE WORLD PACKAGING ORGANISATION

A complete lists of all the winners and certificates awarded for the 2022 awards is available on the WorldStar Student Awards website accessible via the WPO website – [www.worldpackaging.org](http://www.worldpackaging.org).

WorldStar Student Awards are awarded as follows: the top three (3) overall Gold, Silver and Bronze trophy winners are named as the WorldStar Student Winners and receive WorldStar Student Winner certificates and trophies; they are also invited to the WorldStar Industry Presentations. If you have any queries or require additional information, please contact Bill Marshall, email: [secretary@ipsa.org.za](mailto:secretary@ipsa.org.za)



WORLDSTAR  
GLOBAL  
PACKAGING  
AWARDS  
STUDENT

GOLD AWARD WINNER

(1ST OVERALL)

EN T R Y	Lipstick Packaging - "Lèvres - Find Your Tone"		
EN T ERED BY	TEAM: Barbara Lübek-Kacperczyk & Elvira Alm Andersson		
EDUCATIONAL INSTITUTION		Nackademin	
COUNTRY	Sweden		



PRODUCT DESCRIPTION :

We've created an innovative packaging design that allows customers to find their perfect lipstick shade without the need for testers, offering a more hygienic solution. Our retractable lip-shaped applicator enables easy sampling of various lipstick shades, making the shopping experience more convenient and enjoyable. Link to the video: [https://drive.google.com/file/d/1-XHh5Py1Q2N-a0Tilju49HtR17r3mT9/view?usp=drive\\_link](https://drive.google.com/file/d/1-XHh5Py1Q2N-a0Tilju49HtR17r3mT9/view?usp=drive_link)

We are excited to introduce our innovative lipstick packaging project:

"Lèvres - find your tone." This is a completely new concept designed for those who have ever returned home with their desired lipstick, securely sealed, only to discover upon first application that the color was far from what they expected. With our packaging, there will be no more disappointments. Featuring a retractable lip-shaped sampler everyone can effortlessly find the perfect shade to complement their skin tone or outfit. The packaging consists of only two parts. The sampler slides out from the main package using a protruding indicator, and after use, it can be easily stored back. This ensures that the product inside the packaging remains intact and allows customers to use the color sampler to check the shade. This solution is functional and easy to use, while thanks to the design inspired by 1930s France, the packaging is also elegant and eye-catching, making it suitable as a decorative piece. The packaging is entirely crafted from cartonboard, an environmentally friendly choice. It requires glue in only one spot, using a minimal amount of material, which reduces costs while creating a stunning effect. Link to the promotional video for the packaging: [https://drive.google.com/file/d/1-XHh5Py1Q2N-a0Tilju49HtR17r3mT9/view?usp=drive\\_link](https://drive.google.com/file/d/1-XHh5Py1Q2N-a0Tilju49HtR17r3mT9/view?usp=drive_link)



SILVER AWARD WINNER (2ND OVERALL)

BRONZE AWARD WINNER (3RD OVERALL)

ENTRY	Innovative Packaging to Extend the Shelf-life of Bananas, Reducing the Waste at Consumer Level	
ENTERED BY	Louisa Joubert	
EDUCATIONAL INSTITUTION		IPSA Education
COUNTRY	South Africa	

ENTRY	Fresh Herbs, Fresher Packaging	
ENTERED BY	TEAM: Cameron Campbell, Nadia De Fazio & Cynthia Mullaly	
EDUCATIONAL INSTITUTION		Royal Melbourne Institute of Technology (RMIT)
COUNTRY	Australia	



PRODUCT DESCRIPTION :

A specialized packaging concept incorporating ethylene absorbing agents to extend the shelf life of bananas and prevent food waste at the consumer level. Friendly on-pack communication encourages consumers to use bananas at all stages of ripeness. Use of agricultural banana waste in its construction makes it truly circular in design.

Bananas are the fruit that is wasted the most at consumer level owing to its innate nature to become overripe very quickly due to the presence of high concentrations of ethylene, a naturally occurring plant hormone in bananas responsible for the ripening of the fruit. With specialized packaging design that prevents the build-up of ethylene and a liner formulated with ethylene absorbing agents, the shelf-life of bananas can be extended, reducing waste of overripe bananas, as well as providing innovative suggestions for consumers to use bananas at all stages of ripeness to further reduce wastage.

To further encourage circular economy, the agricultural waste from banana farming is repurposed to produce the packaging for the bananas. The primary packaging consists of two components, the shipper box and the ethylene absorbing liner (EAL). Both will be manufactured from banana agricultural waste that accounts for 114.08 million metric tons every year. The high cellulose, hemicellulose and natural fiber content makes it a favourable raw material to manufacture paper and board from.



PRODUCT DESCRIPTION :

While the current packaging of fresh herbs is lightweight and effective for transporting from farm to store, once it enters the home it is ineffective at keeping the herbs from deteriorating. The Fresh Herbs, Fresher Packaging is designed to meet the save food packaging design principles.

Full size fresh herbs are chosen by both professional chefs and home cooks alike for their aroma, flavour and texture which they add to any dish. But according to End Food Waste Australia, fresh herbs are among the second most wasted food in the country. Chefs often use a "wet-paper-towel" method for preserving the quality of numerous herbs, which one of our group members was exposed to during their career in hospitality. The team identified a few key objectives when approaching the design of packaging for fresh herbs:

- Mimic the effectiveness of the "wet-paper-towel" method.
- Have herb quality viewable from outside package as with current bouquet.
- Fit a full-size herb bunch with stem intact.
- Not be too different from current offerings that it will scare off consumers from trying it.

This final package achieves the above with a few added features:

- Rigid pack eliminated crushing during transit and in fridge.
- Plantable seed tab encourages the consumer to grow own herbs.
- On pack communication teaches recipes and methods for using herbs since they are lasting so long.
- Paper pulp packaging aesthetically appeals to the eco conscious and is completely recyclable.
- Packaging is stackable for secondary packing.

During design development the wet paper towel method was imitated using a similar environment to the proposed design solution and the herb quality was indistinguishable from fresh store-bought herbs after being stored in the fridge for 5 weeks.







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# CAPTURED MOMENTS FROM WORLDSTAR 2024 AWARD CEREMONY IN BANGKOK



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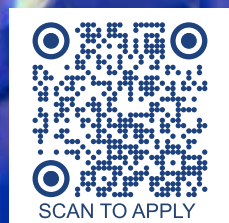
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