



WORLDSTAR GLOBAL PACKAGING AWARDS

2026 Official Winners Guide



WORLDSTAR 2026 WINNERS

8 MAY 2026

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Judging **November 2026**

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



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2026 OFFICIAL WINNERS GUIDE

WELCOME MESSAGE, PRESIDENT



LUCIANA PELLEGRINO

**PRESIDENT
WORLD PACKAGING
ORGANISATION**

Welcome to the special WorldStar Awards celebration at Interpack 2026 proudly presented by the World Packaging Organisation (WPO) Simply unique!

As President of the World Packaging Organisation (WPO), and on behalf of its Board Members representing 66 countries across the globe, I am proud to present this year's winners: exceptional packaging solutions that reflect the strength, diversity, and innovative spirit of our global community. The WorldStar Awards is the most prestigious global recognition of packaging excellence. More than a competition, WorldStar is a unique international platform where countries from every region showcase their achievements, respond to local challenges, and demonstrate how packaging advances within different economic, social, and environmental realities.

Each winning project tells a powerful story. From emerging markets to highly industrialized economies, these solutions highlight how packaging protects products, reduces environmental impact, enhances user experience, strengthens brands, and contributes to sustainable economic and social development. They prove that innovation flourishes in every context when driven by creativity, responsibility, and purpose. Selecting the President's Award winners was both an honor and a challenge, given the outstanding level of technological advancement, sustainability commitment, and design excellence presented this year. The quality of entries confirms that packaging is not only evolving — it is leading transformation across industries and societies.

I warmly congratulate each professional and company behind these achievements. Your work reinforces packaging as a catalyst for progress and a vital contributor to a more sustainable and connected world. Welcome to the WorldStar stage! Together, we celebrate global excellence, regional diversity, and the shared ambition to shape the future of packaging.

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



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 on 6 September 1968 on the occasion of the second Japanese International Packaging Exhibition, the World Packaging Organisation is made up today of 77 members 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 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. WorldStar 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

 @WorldStar Awards



ENTRIES & WINNERS BY COUNTRY FOR WORLDSTAR 2026

No.	Country	2026 Entries (481)	Winners 2026 (234)
1	Japan	53	24
2	China	40	18
3	Brazil	39	17
4	Austria	38	21
5	Germany	26	18
6	Australia and New Zealand	22	11
7	Spain	22	10
8	India	19	7
9	USA	19	8
10	Hungary	19	9
11	Lebanon	18	8
12	Czech Republic and Slovakia	17	12
13	Sri Lanka	13	5
14	South Korea	12	7
15	Ukraine	12	5
16	Türkiye	11	4
17	Mexico	11	4
18	Greece	9	4
19	Italy	9	4
20	Finland	9	4
21	Thailand	7	4

No.	Country	2026 Entries (481)	Winners 2026 (234)
22	Israel	7	3
23	Poland	5	4
24	Norway	5	3
25	United Arab Emirates	5	1
26	South Africa	4	2
27	Latvia	4	2
28	Palestine	4	1
29	United Kingdom	4	2
30	Switzerland	3	2
31	Sweden	3	1
32	Denmark	3	3
33	Canada	3	3
34	Egypt	3	0
35	Singapore	2	2
36	Romania	1	1

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 2026



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MEET THE INTERNATIONAL JUDGING PANEL OF WORLDSTAR 2026



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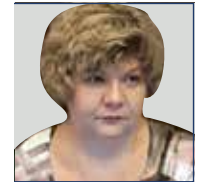
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Executive Director
Camara Venezolana del Envase (CAVENVASE)
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WPO PACKAGING EDUCATION PORTFOLIO 2025 YEAR IN REVIEW

Education is critical to achieving the WPO's mission of "Better quality of life through better packaging for more people". With growing international concern for global warming and climate change, packaging education has become even more critical to ensure that the world's resources are used as effectively and economically as possible. WPO is thus making significant contributions to improving knowledge and expertise in packaging to address the negative impact of packaging on the environment.

The Education Committee is charged with the responsibility of promoting and organizing packaging training programmes to offer industry players and stakeholders an opportunity to learn, network and engage with each other on sustainable packaging, innovation and new trends in the packaging sector. With the support of member institutions and partners, the portfolio continued to deliver its task of building capacity, creating awareness and highlighting new developments in the field of packaging technology across the globe in 2025. These were accomplished through the following activities:

- 2025 WPO Supported Packaging Technology Training
- Webinars and Online Paid Courses
- WPO Recognition / Endorsement of Institutional Training Programs
- Partnership and collaboration with International Institutions
- Support the WorldStar Student Global Packaging Competition

Three-day packaging technology courses were organized in six countries, namely, Morocco, India, Uganda, Chile, Venezuela and Tanzania. For the second year running the training was delivered in English (3 countries), French (1 country) and Spanish (2 countries). More than 190 participants coming from diverse background across the packaging industry, attended the six training programmes. In India for example, the training which was facilitated by an external facilitator and experts from the Indian Institute of Packaging, focused on Artificial Intelligence / Machine Learning for Sustainable Packaging. Participants comprised a diverse mix of PhD holders, postgraduate students, and industry professionals. This created a rich environment for high-level learning, exchange of knowledge and experience.

The training in Uganda, hosted by the Institute of Packaging Partners, Uganda (IPPU), and supported by Ministry of Trade, Industry and Co-operatives, marked a significant milestone for the country considering the development of a National Packaging and Branding Strategy 2025/26 – 2029/2030, by the Ministry. Over 80



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participants consisting of junior academics and senior, experienced persons from the packaging industry attended the training, demonstrating interest in packaging technology. Another highlight was the official opening of the event by the Minister of Trade, Industry and Co-Operatives, which brought the subject of packaging and branding to the fore as a matter of national interest. In May the Education Committee established a team to review the criteria for the evaluation of packaging courses. The team recommended that WPO Technical Trainers and Course Assessors should be certified. Secondly it was recommended that there was a need to revise the definition for Course recognition and Course endorsement as follows:

Recognition – for accredited academic programmes (diplomas, undergraduate and postgraduate degrees).

Endorsement – for non-formal professional training, industry workshops, and continuing professional development (CPD) courses.

Two prominent academic institutions - the SIES School of Packaging Technology in India, and the Institute of Materials, Minerals & Mining (IOM3) – UK, were issued with certificates of endorsement/recognition following successful evaluation and approval of some of their courses by a panel of assessors. SIES submitted applications for WPO approval of the following courses:

- Post Graduate Diploma in Packaging Science & Technology (PGDPST).
 - Intensive Certificate Course in Packaging (ICCP).
- IOM3 applied for recognition of the following four packaging training programmes:
- Evaluators' qualification in packaging technology (EQIPT)
 - PIABC Level 2 Award in Sustainable Packaging Technology
 - PIABC Level 3 Certificate in Packaging
 - PIABC Level 5 Diploma in Packaging Technology

To strengthen collaborations with partner institutions, the Education Committee and Brand Reputation through Compliance Global Standards (BRCGS), successfully organized a webinar on "Setting the Standard for Excellence in the Packaging Industry". Overall 2025 was an exciting year for the WPO Education Portfolio and we shall build on the modest achievements to drive programmes in 2026 through collaborations and the continued support of member institutions.



Training in Uganda



Uganda Training with the Minister



Training in Tanzania



Training in Chile



CREATING A CIRCULAR ECONOMY FOR PACKAGING GLOBALLY

The time has come to rethink the way packaging is designed. This is an exciting time to take bold moves and rethink every aspect of how packaging is designed, used and ultimately provide long-lasting environmental value.

The change is being driven by consumers who want to see circular packaging that has designed out waste, is reusable, incorporates recycled content, is truly recyclable and all unnecessary packaging and problematic materials are eliminated.

This significant societal behaviour shift is a green light for Packaging Technologists to become even more innovative and creative through redesigning packaging for circularity, designing out waste at the start to ensure the materials selected can be used repeatedly, and ensuring that the materials are in fact recyclable in the country in which the product is sold in.

WPO Global Packaging Design for Recycling Guide

A great place to start is by embedding the WPO Global Packaging Design for Recycling Guide at the start of all design processes. Developed by the WPO, Circular Analytics, FH Campus University of Applied Sciences and ECR Community, the Global Packaging Design for Recycling Guide is a starting point to understand Best Practice examples using state-of-the-art technology that can then be applied and tailored to suit the recovery and recyclability capabilities and infrastructure on a regional and local level.

The WPO sees this new resource as the first step to developing a consistent global notion of Circular Design Thinking for materials and Packaging. The guide is now available in 16 languages; all of which can be downloaded for free on the WPO website www.worldpackaging.org/wpo/45

Waste Stream Mapping Tools

The WPO have also developed 33 Waste Stream Mapping Guides that are essential global decision-making tools that will enable anyone to access current information on technically recyclable packaging across multiple countries. They will help those involved in the development of packaging to not only plan in accordance with regional technical recyclability, but to also improve the design at the start to meet the regional requirements, or limitations, for collection, sorting, recovery and recyclability.

Sustainable & Save Food Case Studies

The WPO has been working on a series of Worldstar Packaging Award-winning detailed case studies on Sustainable & Save Food Packaging Design. These are also available on the WPO website via <https://worldpackaging.org/wpo/6/> for the Sustainability case studies and <https://worldpackaging.org/wpo/47/> for the Save Food Packaging case studies.

Annual country reports for WPO Members

The World Packaging Organisation (WPO) Sustainability & Save Food Packaging working group meets twice a year, and a part of the meeting is to invite WPO Member Associations to present a country report. The reports cover a broad range of topics under the auspice of 'sustainability and save food', including government regulations and programs, association events and activities and any important topics that are being discussed under the umbrella of Sustainability.

The WPO encourages the members to also discuss barriers, challenges and gaps within their Sustainability programs and regulations and the working group openly discusses the challenges that each country is facing and then collectively shares learnings. The last five years of annual reports are available on the WPO website. <https://worldpackaging.org/resources/28/>

Global Position Paper Navigating the Food & Packaging Waste Paradox

The United Nations Industrial Development Organisation (UNIDO), the World Packaging Organisation (WPO) and Wageningen University & Research have just announced the global release of a collaborative position paper 'Navigating the Food Loss & Waste Paradox: Balancing Food Loss & Waste with Save



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Food Packaging'.

https://worldpackaging.org/Uploads/2025-05/ResourcePDF89_1747174255.pdf

This collaborative effort leverages the diverse expertise and perspectives of these esteemed institutions to provide a nuanced understanding of the complexities involved in achieving a sustainable and resilient global food system. By unravelling these intricacies, the team seek not only to inform, but to inspire actionable solutions that resonate across sectors, borders, and industries.

The Food & Packaging Waste Paradox position paper explores the complex interactions that exist between sustainability challenges posed by food loss & waste and the environmental impact of food packaging.

The purpose of this position paper is to explore the intricacies of the Food & Packaging Waste Paradox, delving into the challenges, opportunities, and potential solutions that lie at the intersection of Food Loss & Waste and Save Food Packaging.

The Food & Packaging Waste Paradox position paper was co-authored by Eelke Westra (Wageningen University & Research), Nerida Kelton (World Packaging Organisation) and Aleksa Mirkovic (UNIDO).

The WPO will continue to develop a wide range of resources, guides and tools that will be made available free of charge for the packaging industry across the globe to access so that everyone has access to consistent design standards and a harmonised approach to tools to create a circular economy for packaging. We encourage you to use the resources, share them and take learnings from the WPO Members.



16x translations available



WASTE STREAM MAPPING TOOLS		
33 COUNTRIES		
AUSTRALIA	GREECE	RUSSIA
AUSTRIA	HUNGARY	SINGAPORE
BELGIUM	IRELAND	SLOVAKIA
BRAZIL	ISRAEL	SPAIN
CHINA	ITALY	SWEDEN
COTE D'IVOIRE	JAPAN	SWITZERLAND
CZECHIA	KENYA	UNITED ARAB EMIRATES
DENMARK	LATVIA	UNITED KINGDOM
FINLAND	LUXEMBOURG	UNITED STATES OF AMERICA
FRANCE	NETHERLANDS	VANUATU
GERMANY	NEW ZEALAND	VENEZUELA





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
- Packaging Technologist of the Year • ABA Scholarships • AIP President Award

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.



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**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 63 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



PACKAGING AS A STRATEGIC MARKETING DRIVER

In today's competitive marketplace, packaging has evolved far beyond its protective function to become a powerful marketing tool. Often serving as the first point of contact between a product and its consumer, packaging plays a critical role in shaping perception, communicating brand identity, and influencing purchasing decisions. Well-designed packaging captures attention, builds trust, and tells the story behind a brand.

Recognizing this growing importance, the World Packaging Organisation (WPO) highlights marketing excellence in packaging through the Marketing Special Category of the WorldStar Awards, celebrating solutions that successfully combine creativity, strategy, and consumer engagement.



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WPO's Global Reach

As the leading global authority in packaging, WPO actively promotes innovation, collaboration, and knowledge exchange across the industry. Through its presence at international trade shows, conferences, competitions, and educational initiatives, WPO connects packaging professionals, industry leaders, and academic institutions from around the world.

From Asia and Europe to the Americas and Africa, these engagements reflect WPO's role as a global platform fostering dialogue, innovation, and progress within the packaging community.



The Role of the WPO Marketing Team

Driving these efforts is the WPO Marketing Team, a dynamic group dedicated to strengthening WPO's global visibility and engagement with the international packaging community. The team manages WPO's presence in international trade shows, marketing strategy and digital communication platforms and social media channels, sharing insights on industry trends, member activities, global competitions, and major initiatives. The team also plays a key role in organizing and promoting international events, roundtables, webinars, and industry gatherings, creating opportunities for dialogue, collaboration, and knowledge sharing.

Through strategic communication, event coordination, and global outreach, the marketing team supports WPO's mission of advancing packaging innovation, sustainability, and excellence worldwide.



Tradeshows 2026

9 TRADESHOWS

7 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!



Prof. Pierre Pienaar

2026 LIFETIME ACHIEVEMENT IN PACKAGING AWARD

**DIRECTOR: PACKTECH SOLUTIONS PTY LTD
PACKAGING TECH CONSULTANCY.**

**IMMEDIATE PAST PRESIDENT FROM
JAN 2018 - DEC 2023 · 6 YRS
NATIONAL CHAIRMAN OF THE SOUTH AFRICAN
INSTITUTE OF PACKAGING (IPSA). PRESIDENT
OF THE AUSTRALIAN INSTITUTE OF PACKAGING (AIP).
EDUCATION DIRECTOR FOR THE AIP**

2026 WORLDSTAR PACKAGING AWARDS

I am truly humbled. And, I am deeply honoured to be a recipient of this prestigious Lifetime Achievement Award. I would like to thank the World Packaging Organisation's organising committee as well as the international panel of judges for this recognition.

This award is not only in recognition of one man's lifetime contribution to the industry; it is more than that: it is an honouring of the extraordinary people with whom I have had the privilege to work throughout my packaging career of more than forty years.

This award represents countless late nights – by many; challenges overcome, dreams and aspirations chased together. I want to extend too my sincerest appreciation to my family, especially my amazing wife, Deanna, whose unwavering support has been my rock through all these years. To my many peers and mentors in the IPSA, AIP, and in WPO, who guided,

challenged and encouraged me along the way, please accept my heartfelt gratitude. I have loved the journey with you.

Looking back, I am still fired up with the same passion for this very important industry. We have a way to go. This award might be a reward for perseverance and determination, but mostly I hope it inspires others to relentlessly pursue their passion. I have made special friends along this journey. And, while it might be nice to be important, I think it is more important to be nice! Be kind to each other. Make space for each other. And, always, TEACH and help each other.



2026 OFFICIAL WINNERS GUIDE



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

All WorldStar Winners will be displayed on worldstar website : www.worldstar.org/winners

Koor Refillable System

Company: koor

Category: Food, Household

Designed to replace single-use packaging for liquid and semi-liquid products, Koor introduces a compact, refillable, pump-action solution inspired by syringe mechanics. It combines convenience, versatility, and compatibility with circular distribution systems, preventing vast amounts of packaging waste and meeting the evolving expectations of Gen Z and Alpha consumers.

Koor isn't a new packaging. It's a new category. We've had bottles, cups, jars, tubs—and now we have kooors.

Koor's design pillars:

- Design for Convenience

Koor's foldable handle and fast-closing cap make it compact, hygienic, and mess-free—ideal for use at home or on the go. It separates into two parts for easy cleaning, fits in a bag pocket, and stands upright.



Australian Organic Food Co - Mono Material Spout Pouch

Company: Flavour Makers, Cheer Pack Asia Pacific

Category: Food, Packaging Materials and Components

World-first mono material retort pouch: Australian Organic Food Co. have developed a world-first Vanilla Custard Mono Material Retort Pouch that has taken the region by storm. This world-first packaging has been developed for Vanilla Custard; a delicious, portable snack made with certified organic ingredients.

The Vanilla custard is packaged in spouted pouches to ensure that the product can be consumed directly. The custard is thermally processed using the retort sterilisation method which, along with the high-barrier packaging, means the custard requires no refrigeration after processing. This combination of packaging and process has many advantages, not only for consumer convenience, but for efficiency in material usage, low CO2 emissions, water usage, food safety, and food waste prevention. The challenge with spouted formats has always been recyclability; until now.

Whilst this looks like a typical spout pouch, it represents a significant leap forward in mono-material innovation. The mono-material structure of our packaging ensures that the entire pack is fully recyclable, making it an environmentally friendly option.

Advantage - 9um Pallet Wrap (Bunzl Australia and New Zealand)

Company: Bunzl Australia And New Zealand

Category: Packaging Materials and Components

Advantage 9um Pallet Wrap: Innovation in Performance and Sustainability

Bunzl has developed a new Advantage 9 um LLDPE pallet wrap that meets industry demand for reduced plastic use while maintaining superior strength and reliability. The film has been light-weighted without compromising performance, meaning less material is required for each roll. Its high stretch capability also reduces the amount of wrap needed per pallet, further cutting single-use plastic consumption.

Unlike many compostable or recycled films that can sacrifice durability, Advantage delivers sustainability through high performance, providing secure load containment while significantly lowering overall plastic use.



Carmans Gourmet Snack Mix

Company: Zipform Packaging

Category: Labeling and Decoration

The Carmans gourmet snack mix packaging is an Australian category-first, utilising an innovative 73mm diameter x 80mm high linear formed recyclable composite pack and PET overcap that provides exceptional brand presentation.

Carmans' mantra is "Real food made with real passion" and the high-quality decoration with all over gloss varnish really highlights the premium product within and makes the product stand out on shelf. The graphics are a striking representation of the product and also consistent with the brand owners overall messaging. The design uses Carman's distinctive brand assets such as the logo, brand colour and Sunny Bee to leverage the Masterbrand equity and drive brand fit.

Carman's new pack provides a powerful combination of protecting and preserving the product whilst delivering sustainable outcomes, with excellent brand representation.

Opal Paper-based Food & Fresh Produce Punnet (mountain Blue + Opal)

Company: Opal

Category: Fresh Fruits and Vegetables

In an Australasian category Opal, in collaboration with Mountain Blue and Coles, has launched a game-changing paper-based punnet for fresh produce, replacing plastic (PET) containers with a window made from renewable cellulose material. Crafted from 100% recycled, FSC®-certified paper (FSC-C113466) from Opal's Botany Paper Mill and a PEFC-certified, non-petrochemical wood-pulp-derived transparent film, this punnet reduces plastic waste while matching plastic's functionality. With eight plastic punnets used per kilogram of blueberries in Australian supermarkets, Opal's innovation will eliminate over a thousand tonnes of plastic annually for the customer. Unlike other fresh produce paper punnets with traditional plastic windows or restrictive slitted lids, Opal's new cellulose window ensures that the punnet is re-closeable, food safe, protects the barrier of the produce and has clear visibility of produce, enhancing consumer appeal.



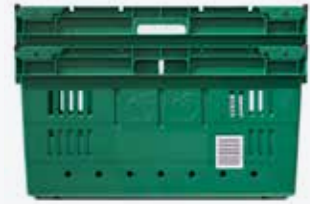
Reusable Ecom Tote (woolworths Reuse Co + Viscount Reuse)

Company: Viscount

Categories: Other

Designed for Australian retailer Woolworths, the Viscount Group's Reusable eCom Tote redefines sustainable packaging by transforming single-use dependency into a truly circular, domestically made solution. Manufactured in Australia using approximately 90% recycled plastic, sourced from end-of-life Woolworths totes, the design showcases how local innovation, material recovery, and circular thinking can deliver large-scale environmental and operational benefits.

This reusable tote replaces imported, 100% virgin-plastic models with a fully circular system. At end of life, damaged totes are collected, shredded, and remanufactured into new ones, all within Australia. This approach eliminates export waste, supports local industry, and ensures every stage of the product's life cycle occurs domestically. To date, over 150,000 totes have been produced locally, saving an estimated 270 tonnes of virgin plastic and reducing logistics emissions through onshore production and a 300-gram weight reduction per tote.



Katermaster Regen - Reusable Food Container (Bunzl Australia & New Zealand)

Company: Bunzl Australia & New Zealand and Genfac Plastics

Categories: Food

The Katermaster/Regen reusable food container represents a clear change in the way food service packaging is designed and used. It is a simple and practical design, but behind that simplicity sits a powerful sustainability story. This reusable food container is the outcome of close collaboration between Bunzl and Genfac Plastics. Genfac Plastics is a 100% Australian-owned family business and the leading manufacturer of plastic food packaging in Australia. Operating from a state-of-the-art, highly automated Melbourne facility and with over 30 years of industry experience, Genfac Plastics is committed to sustainability through manufacturing recyclable products and a low carbon footprint. Bunzl and Genfac Plastic have a strategic partnership and have been collaborating for many years on different projects.

AmPrima Recycle-ready Packaging For Shredded Cheese

Company: Amcor Flexibles Asia Pacific - ANZ

Category: Food, Packaging Materials and Components

AmPrima® is a recycle-ready mono-material flexible packaging structure developed to replace multi-layer laminates that traditionally contain non-recyclable components such as PET or PVDC. These conventional materials, often used for barrier and stiffness properties in food packaging, are incompatible with recycling systems and present a challenge for circular packaging design. The innovation behind AmPrima lies in its ability to replicate the functional performance of complex structures, including oxygen and moisture barrier, seal integrity, heat resistance, clarity, and stiffness, using predominantly polyethylene layers. By doing so, AmPrima meets soft plastics recycling thresholds and enables recovery through approved soft plastics recycling systems in Australia & New Zealand, while maintaining the high-performance standards expected from food-grade flexible films. AmPrima has been engineered to align with the thresholds required to provide "Check Locally" Australasian Recycling Label (ARL) on the pack. The recycle-ready design also supports the Australasian region's 2025 National Packaging Targets and the Sustainable Packaging Design principles. It is also designed to remain compatible with both mechanical and advanced recycling streams as they continue to develop in the region.



AUSTRIA



Ad/vantage Smooth Brown Semi Extensible

Company: Mondi

Categories: Packaging Materials and Components

Ad/Vantage Smooth Brown Semi Extensible is an innovative, smooth-finished kraft paper – developed as a new solution for industrial and consumer-near packaging. It is positioned between traditional sack kraft paper and machine-finished kraft paper, combining high strength, stretchability, and exceptionally good printability for a brown paper.

These unique paper properties make Ad/Vantage Smooth Brown Semi Extensible ideally suited as a high-performance base paper for coated and heat sealable packaging solutions. Its calendered surface ensures excellent coating performance and adhesion. At the same time, its smooth surface delivers superior printability – a clear advantage over natural brown papers with rougher surface textures. Additionally, its mechanical strength and puncture resistance make it suitable for form-fill-and-seal (FFS) packaging used for sharp-edged or heavy items, such as toys and dry food, spare parts and building materials, and other packaging solutions.

Re/cycle VacuumPack

Company: Mondi

Category: Non-Alcoholic Beverages

re/cycle VacuumPack by Mondi is one of the world's first mono-material vacuum pack for coffee; the designed-for-recycling and aluminium-free solution delivers the same protective qualities as a multi-material structure: strong barriers, tightness, functionality to the consumer with easy opening and resealing. Coffee packaging places particularly high demands on protection and durability. At the same time, conventional vacuum packaging often relies on complex multilayer laminates containing aluminium and polyamide, which are difficult or impossible to recycle at the end of their lifecycle. Mondi has taken on this challenge and developed an innovative alternative designed for recycling.

The goal was to develop a recyclable vacuum packaging for coffee that meets barrier requirements and can be efficiently integrated into existing production lines. The solution: re/cycle VacuumPack, a mono-material structure based on polypropylene that contains no aluminium or polyamide and is specifically designed for use in vacuum coffee packaging.



Comforlid With Low Carbon Aluminum

Company: Constantia Flexibles International GmbH

Category: Non-Alcoholic Beverages, Packaging Materials and Components

ComforLid is a patented packaging innovation developed by Constantia Flexibles. Designed for on-the-go beverages, it replaces conventional snap-on plastic lids and straws, reducing plastic usage by approximately 25%* compared to standard market solutions.

In the implementation for dairy company Schwarzwaldmilch, the focus was on supporting recyclability (excellent separability of materials), significant material savings, and the reduction of the carbon footprint. ComforLid is a patented packaging innovation developed by Constantia Flexibles. Designed for on-the-go beverages, it replaces conventional snap-on plastic lids and straws, reducing plastic usage by approximately 25%* compared to standard market solutions. In the implementation for dairy company Schwarzwaldmilch, the focus was on supporting recyclability (excellent separability of materials), significant material savings, and the reduction of the carbon footprint.



Click In Sealing Lid

Company: Greiner Packaging International GmbH

Category: Packaging Materials and Components

The Click In sealing lid from Greiner Packaging is a clever mono-material lid that redefines how cups are sealed. By replacing the conventional combination of sealing foil and snap-on lid with a single component, it simplifies packaging while improving functionality, sustainability, and recyclability. Click In transforms an established system into a streamlined solution that delivers measurable benefits across the entire value chain.

At the core of its innovation is a secure, reliable fit that ensures leak protection every time. Thanks to its innovative click technology, the Click In lid stays firmly on the cup when re-closed. This ensures that even after the first opening, the cup remains tightly sealed and the product stays well protected at all times.



Cubo

Company: Greiner Packaging International GmbH

Category: Food

CUBO from Greiner Packaging is a square cup format that breaks with the convention of round yoghurt and dairy packaging and demonstrates how geometry can drive sustainability and efficiency. By rethinking shape, CUBO turns packaging into a logistics-optimised solution that delivers tangible benefits across the value chain, from production and transport to retail display and consumer use. The logistics advantages are immediate and measurable. Round cups inevitably leave wasted space when packed, stacked, or displayed, while CUBO's square format fits seamlessly together, both vertically and horizontally. This simple change in geometry enables up to %35 more cups to be transported per pallet compared to standard round formats. Scaled across a production of 25 million units, this translates into approximately 160 fewer truck journeys each year. Every avoided truck journey means less fuel consumption, lower CO₂ emissions, reduced traffic, and more efficient use of logistics networks. In other words, CUBO is not just a new cup shape, it is a practical response to the growing demand for sustainable and resource-saving transport solutions.



Re/cycle Hiprotex Paper

Company: Mondi

Category: Health and Personal Care

re/cycle HiProtex Paper by Mondi is a paper-based high-barrier solution specifically designed to replace aluminum- and PVDC-based composite materials. With over 80% paper content, it has a natural visual aspect and touch and it is customisable for individual printability. re/cycle HiProtex Paper is recyclable in the paper or lightweight packaging streams (where collection facilities exists). The material combines excellent product protection – barriers against oxygen, water vapor, and light – with the goal of significantly improving the recyclability of flexible packaging. Typical applications include dry food, confectionery, personal care products, dietary supplements, pet food, and tea.

re/cycle HiProtex Paper meets the demands for high functionality and sustainable material substitution, offering brands a new way to achieve regulatory and corporate sustainability goals. Through the development of this solution, Mondi replaces complex, recycling-challenging composites with a highly functional, paper-based material – without compromising on protection or processability. Compared to conventional aluminum or PVDC composites, HiProtex Paper, as part of Mondi's re/cycle portfolio, is designed for recycling in accordance with CEPI guidelines.



Re/cycle Protectorbag Pocketform

Company: Mondi

Category: Transit

Mondi's re/cycle ProtectorBAG PocketForm is a paper-based packaging solution designed for the transport and storage of items such as bicycle accessories, electronic components, screws, car parts, and similar products. This solution replaces traditional plastic film packaging while meeting high standards for efficiency, sustainability, and functionality.

It reduces the effort required for packing and handling – for example, when packaging car parts, there's no longer a need to wrap them in materials like bubble wrap, foam, or fleece. The re/cycle ProtectorBAG PocketForm replaces various previously used packaging formats, thereby reducing the number of different packaging items needed. re/cycle ProtectorBAG PocketForm is a winner because it solves pressing industry challenges by combining sustainability, performance, and branding in a single solution.



Designed for Recycling.

Engineered for Performance.

Awarded for Innovation.

WORLDSTAR
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WPO
WORLD
PACKAGING
ORGANISATION

Packaging materials and components

Non-alcoholic beverages

ComforLid with Low Carbon Aluminum combines patented design, a residue-free separable aluminum layer, and material savings.

By **reducing plastic by ~25%*** and enabling **up to 43%**** **CO₂ reduction** compared to the standard specification, ComforLid runs on conventional filling lines and sets a benchmark for beverage and dairy packaging **designed for recycling** and material efficiency.



LOW
CARBON
ALUMINIUM



Constantia
Flexibles

consumer.cflex.com

*The calculated plastic savings of approximately 25% is based on a comparison with standard market cups. These were emptied, cleaned, and analyzed using calibrated measuring devices. The stated value represents an average, measured in weight percent.

**Based on an internal comparison of the standard lid (50µm Aluminum / 40g PP) with the optimized version (45µm Aluminum / 35g PP) using Low Carbon Aluminum produced with renewable energy and recycled content. Cradle-to-gate PCF calculated by Constantia Flexibles with an externally verified PCF calculation tool according to ISO14067.

Vieno Pure Classic Rapeseed And Sunflower Oil

Company: Marzek Etiketten+Packaging GmbH

Category: Food

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.

In preparation for PPWR, which requires labels and packaging as a unit to comply with EU regulations, close cooperation among all stakeholders is becoming increasingly important to develop the best labeling and packaging solutions. A prime example of such collaboration is the partnership between Marzek Etiketten+Packaging, VIMEKSIM International GmbH, and NaKu e.U..The project was nominated for the Green Packaging Star Award.



Murflex® Pp Clip Foil

Company: Rattpack Flexibles GmbH

Category: Food

RATTPACK® murFLEX® PP Clip Foil - Revolutionizing Retort Packaging

The murFLEX® PP clip foil represents a breakthrough in sustainable flexible packaging. Designed specifically for retort applications, it is one of the first multilayer high-barrier films made entirely from polypropylene (PP) – combining outstanding product protection with full recyclability.



From Multi-Material to Mono-Material

Traditional clip foils typically combine materials such as OPP, CPP, OPA, and aluminium, bonded with solvent-based adhesives. These multi-material structures are difficult to recycle and often non-compliant with modern circular economy requirements. murFLEX® PP clip foil overcomes these limitations through a mono-PP construction, compatible with existing PP recycling streams and compliant with the latest design-for-recycling guidelines.

Murflex® Pp Standup Pouch

Company: Rattpack Flexibles GmbH

Category: Food

murFLEX® PP Stand-up Pouch

Revolutionizing Packaging

The murFLEX® PP Stand-up Pouch by RATTPACK® represents a breakthrough in sustainable flexible packaging. Designed also for retort applications, it is one of the first multilayer high-barrier films made entirely from polypropylene (PP) – combining outstanding product protection with full recyclability.

From Multi-Material to Mono-Material

Traditional stand-up pouches typically combine materials such as OPP, CPP, OPA, and aluminium, bonded with solvent-based adhesives. These multi-material structures are difficult to recycle and often non-compliant with modern circular economy requirements.

murFLEX® PP Stand-up Pouch overcomes these limitations through a mono-PP construction, compatible with existing PP recycling streams and compliant with the latest design-for-recycling guidelines.



Assortment Box

Company: Rondo Ganahl Aktiengesellschaft

Category: Point of Sale

The 5-Bottle Assortment Box for noble bitter drops is a multifunctional packaging solution that combines aesthetic appeal with practical versatility. Designed to resemble a handcrafted wooden chest, the box uses brown corrugated cardboard and minimalist stamp-style printing to evoke a natural, rustic look. This visual language aligns with the artisanal character of the product and enhances its shelf presence. The packaging consists of three interlocking parts assembled without adhesives, ensuring both sustainability and ease of handling. Each bottle is securely positioned with protective spacing, allowing the box to serve not only as a retail and gift package but also as a robust shipping carton. The thoughtful internal structure minimizes damage risk during transport while maintaining an elegant presentation. Beyond its primary function, the box offers a secondary use: by removing the insert, consumers can repurpose it as a keepsake chest. Its intuitive opening and closing mechanism eliminates the need for additional locking elements, enhancing user convenience and reinforcing the product's sustainable ethos.



Munakra - Botanical Rum

Company: Ulrich Etiketten GesmbH

Category: Alcoholic Beverages

The label is a winner because it combines design, craftsmanship, and technical sophistication in an exceptional way. On the one hand, it impresses with its creative design: the exotic plant motifs and symbolic imagery perfectly capture the mystical, alchemical world of the brand. On the other hand, the label stands out for its technical execution – the double-sided print, which allows the back of the label to be seen through the bottle, is an extraordinary detail that sparks curiosity and makes the product stand out on the shelf. The combination of copper hot foil, relief embossing, die-cutting, and matte varnish creates a refined, tactile surface that emphasizes the premium character of the spirit. The result is a harmonious overall concept that convinces both aesthetically and technically, reflecting the brand philosophy of MUNAKRA at the highest level.



Biocat Ks-c Packaging – Suitable For Dispatch!

Company: Rondo Ganahl AG

Category: Transit

The packaging of the Biocat KS-C impresses across the board:

Rigid wedges securely fix the device at the top and bottom, while an MC honeycomb board allows adjustment for three different device lengths. A foldable side panel enables easy setup and upright removal. Two accessory boxes ensure safe storage and protect the sensitive hood. Optimized dimensions allow stable palletization on Euro pallets – robust, well thought-out, and ideal for global shipping. The foldable side panel enables easy setup and upright removal of the device

Fixation wedges offer a smart solution for hose storage

The MC honeycomb board allows packaging adjustment for three sizes

One accessory box ensures safe storage of all parts; a second box reliably protects the sensitive hood by keeping it isolated

Optimized packaging dimensions for precise and stable palletization on Euro pallets

Packaging made from monomaterial



re/cycle CompressWrap

Company: Mondi

Category: Household

re/cycle CompressWrap is Mondi's innovative paper-based packaging solution designed to replace traditional plastic wraps used for compressed mattresses.



The mattress packaging consists of two components: compress wrapping and secondary packaging. For the first step, Mondi's FunctionalBarrier Paper 95/5 ensures durability and vacuum sealing during the compression process thanks to its thin coating layer. In the second step, the compressed and rolled mattress is secured with an outer wrapper made from Mondi's FunctionalBarrier Paper Reduce, which offers excellent sealing properties to tightly secure the high-end mattress during shipping.

These components are part of Mondi's re/cycle FunctionalBarrier Paper portfolio, designed for recyclability in line with the 4evergreen "Design for Circularity" guidelines.

Transport Tray For Mirror Motors

Company: Rondo Ganahl Aktiengesellschaft

Category: Transit

This packaging solution is designed to transport mirror motors used in vehicle side mirrors and serves as a global shipping unit. The newly developed tray, made entirely from corrugated cardboard, fully replaces the previous Styrofoam-based version. The motors are placed into the tray by a robotic system, which required a highly stable and precisely engineered design to maintain compatibility with existing automation infrastructure. The goal was to enable seamless processing of the new cardboard trays using the same equipment – a target that was successfully achieved. Furthermore, the tray accommodates two different types of mirror motors, enhancing flexibility and efficiency. A standout feature of this development is its exceptional structural stability. The design challenge was to maximize torsional rigidity, as the robotic system can only grip the trays by their outer walls. This was accomplished through the strategic use of triangular struts, which deliver high strength with minimal material usage. Inspired by principles from bridge engineering, this geometry significantly increases load-bearing capacity. The trays are stacked up to 40 layers high, with the bottom layer supporting up to 400 kg – a feat made possible by the optimized triangular design.



Ecoprint Revolution

Company: Dunapack Packaging

Category: Point of Sale

Our packaging solution is a winner because it delivers measurable sustainability gains while enhancing consumer experience and product presentation. This packaging proves that sustainability, functionality, and visual impact can coexist—making it a true winner in today's competitive and eco-conscious market.

1) Sustainability Highlights

Up to 18% ink reduction using GTT 2.0 anilox technology, significantly lowering CO₂ emissions
15–25% shorter drying energy, reducing energy consumption and improving production efficiency
Less maintenance and fewer press stops, resulting in lower material waste

Fully recyclable corrugated board, unlike foil-wrapped multipacks

Water-based inks support easier recycling and reduce chemical load in the deinking process

2) Retail & Consumer Benefits

Designed for modern filling lines and optimized for the safe transport of long-life milk Stylish shelf presence that reflects the premium quality of the product Ergonomic carry handle for easy and secure transport from store to home Frustration-free disposal thanks to mono-material construction and recyclability



Protective Mailer

Company: Mondi Ag

Category: E-Commerce

Why our packaging is a winner

The Mondi Protective Mailer combines outstanding product protection with full recyclability. Made entirely from renewable paper, it eliminates plastic while ensuring goods arrive safely thanks to its innovative open-flute design. Lightweight and space-efficient, it reduces shipping costs and carbon footprint. Easy to pack, open and return, it meets rising consumer expectations for sustainable and convenient eCommerce packaging. Developed with industry leaders and already award-recognized, the Protective Mailer proves that performance, sustainability and customer experience can go hand in hand. The Mondi Protective Mailer is a winner because it doesn't force a compromise: it is simultaneously protective, sustainable, user-friendly, and economically viable. It addresses real market needs and delivers across all metrics—environmental, operational, brand, and customer satisfaction.



Saveol - Coiffe 1 Kg

Company: MM Service Gmbh
 Category: Food

MM Packaging France developed a fully fibre-based lid solution for SAVEOL's 1 kg cherry tomato pack – offering a more sustainable alternative to conventional plastic lids. The goal: reduce plastic while maintaining full product visibility and ensuring strong impact on shelf. The new lid features a wide cellulose-based window – that allows consumers to clearly see the tomatoes inside. For a fresh product like this, visibility is key. The design provides both structure and protection, while highlighting the natural quality of the product. Made from MM Board & Paper's FSC-certified cartonboard Alaska Strong 360 g and finished with a soft matte varnish, the lid also serves as an effective branding surface. It supports rich colour reproduction and can be customised for special editions – such as seasonal themes or major events like the Football World Cup.



Paper-based Cover Label For Fruits & Vegetables / Package “drillinge”

Company: Ulrich Etiketten GesmbH
 Category: Fresh Fruits and Vegetables

Paper-based Cover Label for Fruits & Vegetables (Package “Drillinge”) is a winner because it combines sustainability, functionality, and cost efficiency.

It proves that a fully paper-based visible packaging solution without plastic is technically feasible, industrially viable, and at the same time strong in communication. This combination of innovation, recyclability, and market relevance makes it a showcase project for sustainable packaging solutions of the future.

Conditions Before Project Start:

The demand for sustainable packaging is more urgent than ever – especially in the food retail sector, where large quantities of single-use packaging circulate daily. Conventional visible packaging often consists of plastic or composite materials that are difficult or even impossible to recycle. At the same time, consumers increasingly expect transparency and a direct view of the product – particularly when it comes to fresh food.



Transport Box For Mach Water Filters In Two Different Versions

Company: DS Smith Packaging Austria GmbH
 Category: Household

The die-cut packaging solution offers both functionality and product protection. Thanks to the attached triangular insert, the BWT MACH filter is elevated off the floor, protecting it from impact damage. The BWT MACH filter combines modern design with sophisticated technology and sustainability. Its robust construction, made from high-quality materials, ensures a long service life. The new packaging is designed to protect two filter configurations and the necessary accessories during transport.

Further details on the customer product:

The reduction in the number of plastic parts used and the use of a sustainable packaging solution made from recyclable material conserve valuable resources. The MACH filter is the latest generation of BWT backwash filters and features patented rotational pulse backwashing technology (DIR). This backwashing technology, further developed by BWT, optimises filter performance and improves the cleaning of the filter surfaces. Consequently, the MACH filter provides particularly clean, hygienic drinking water.



Chronos Derma Seruns Concentrados Refiláveis

Company: Wheaton
 Category: Health and Personal Care

Chronos Derma Refillable Concentrated Serums represent a milestone in the union between technology, sustainability, and skin care. Developed to meet different skin needs with high-performance formulas, the project reflects Natura's purpose of creating beauty with environmental responsibility. The line reinforces the brand's pioneering spirit in the refill category, offering a solution that combines sophistication, innovation, and positive impact.

The structural design of the bottle combines elegance and functionality. Each serum has a durable and sophisticated glass body, with an applicator that ensures precision in use and ergonomics in handling. The refill system, the focal point of the innovation, was developed to be intuitive and practical, providing a smooth experience when changing the product. This intelligent engineering reduces waste disposal by up to 88% and carbon emissions by an average of 83% compared to regular packaging, reaffirming Natura's commitment to the circular economy.



Natura Alba Aura

Company: Wheaton
 Category: Health and Personal Care

Natura Aura is a winning case because it combines exclusivity, innovation, sophistication, and sustainability in a single product. It reflects Natura's ability to transform rare raw materials into sophisticated sensory experiences, offering consumers a perfume that goes beyond fragrance, becoming a true narrative of care, culture, and connection with nature.

The innovation of Natura Aura begins with the use of natural oil from the Rosa Alba de Konare rose from Bulgaria, a raw material that is unprecedented in the Brazilian market. This rose, grown in unique conditions in the Konare terroir, has intense and delicate aromas and contributes to the preservation of other species, such as Rosa Damascena, creating an ecological and fragrant relationship that inspires the entire fragrance. Incorporating this rare essence into the perfume reinforces Natura's leadership in olfactory innovation and demonstrates its ability to offer unique experiences that combine femininity, modernity, and authenticity. The bottle design complements the experience, visually conveying the sophistication and care that define Natura Aura. It combines modern lines, balanced proportions, and a weight that conveys quality and presence, inviting consumers to experience the perfume in its entirety, from visual contact to tactile experience.



Deca Food Waste Disposer

Company: Dexco Deca

Category: Household

Deca, Brazil's market leader in sanitary ware and fittings, debuts in a category with very low household penetration locally: food waste disposers. We began with a simple question—"where does food waste go?"—and took the design beyond the wrapper. The box acts as a salesperson and visual manual that reduces fear, answers questions, explains value, and makes the choice easy. While the category typically relies on white boxes with real photos of food waste, which often trigger rejection, we chose the opposite path: a premium dark palette, clean renders, and friendly icons that inform without aversion. Each panel has a clear job to lower cognitive load:

- Presentation & attributes: Deca brand, premium product render, and concise technical iconography for instant credibility.
- Benefits: plain language that answers "what do I gain?" (hygiene, convenience, less odor, safety).
- Technical detail: short, readable lines that unpack the attributes.
- Educational infographic: how the system works, how to use it, what can/can't be processed, and where the waste goes (sewage network).
- True-size top: the valve at 1:1 scale, aligning expectation and reality.



Growable Pet Snack In A Paper Pot

Company: Tuical Graphic Industry

Category: Pet

Growable Pet Snack In A Paper Pot is an innovative, sustainable, and educational solution, combining attributes that directly address today's most pressing environmental and social challenges. It delivers true environmental innovation by eliminating polyethylene and plastic barriers, resulting in packaging that is 100% biodegradable and compostable, a rare achievement in the plant-based packaging market. With a functional and sustainable design, the packaging educates consumers about sustainability in a practical and engaging way.

Stand-up Pouch Monomaterial Reciclável Com Barreira

Company: Camargo Cia de Embalagens Ltda.

Category: Packaging Materials and Components

Camargo Embalagens, in line with its sustainability initiatives and solutions, has been expanding its already extensive portfolio of packaging with this appeal, which is perfectly aligned with its environmental cause. And once again, the company brings to the market a new product: a recyclable monomaterial Stand-Up Pouch with barrier properties, made of Polyethylene (PE), suitable for supplement and similar products.

The use of polyethylene provides excellent print quality, excellent sealing capacity, and hermetic pouch sealing. The packaging structure is made of two layers of polyethylene, making it a "Ready to Recycle" monomaterial, meaning it's ready to be recycled within the polyethylene supply chain.



Flexible Film 100% Pcr - Food Contact

Company: Conver

Category: Food

Conver led the development of Brazil's first flexible food-contact packaging made entirely from 100% post-consumer recycled (PCR) plastic, created for the KitKat® Limited Edition bar in partnership with Nestlé®. This project represents a landmark achievement for the packaging industry and a tangible demonstration of how innovation and collaboration can accelerate the transition toward a circular and low-carbon economy.

Developing a 100% PCR flexible film suitable for direct food contact required overcoming substantial technical and regulatory challenges. Conver's R&D team pioneered the use of ISCC-certified PCR resin under the mass balance approach, ensuring full traceability, sustainability, and compliance with ANVISA and international food safety regulations. Advanced formulation and testing ensured mechanical strength, sealability, and barrier performance equivalent to virgin resin, maintaining product safety and quality throughout the shelf life.



Modular Eps Rack For Automotive Air Conditioning Systems

Company: Termotécnica

Category: Transit

The "EPS CONCEPT" developed for the VMG Aires Company, is a one-way overseas packaging solution for transporting heavy automotive air conditioning systems. The main objective was to develop an optimized and environmentally friendly solution.

The current solution uses fully traditional wooden boxes and transports 35 units per container.

The new solution offers a hybrid system that minimizes logistics costs by increasing capacity to 40 units per container — a 14% improvement. Furthermore, the new system achieves a 33% weight reduction per package and eliminates 42% of non-recyclable wood. The Expanded Polystyrene (EPS) technology is 100% recyclable, providing a sustainable and practical solution aligned with circular economy principles.

The innovative system features an easy-assembly design, reducing packaging time and minimizing ergonomic issues. The key highlight is the POKA YOKE system, which combines excellent cushioning performance with premium assembly workability.



Innovation

behind every drop.



NATURÁGUA SOLAR PARK



CURIÓ FOREST
SOCIO-ENVIRONMENTAL PROJECT



NATURÁGUA HEADQUARTERS

NATURÁGUA

A SMARTER 5L SOLUTION.

Designed for your refrigerator door. Driven by purpose.



PREMIUM COLLECTION

A COMPANY OF

GRUPO  TELLES



Campo Belo Double-layer Label Preserves

Company: Nacom Goya Ind. E Com. De Alimentos Ltda

Category: Food

In a traditional and highly competitive market, our double-layer label emerges as a revolutionary innovation, transforming something ordinary into something extraordinary. Simple, accessible, and powerful, it stands out both on the shelf and in the consumer experience.

After use, the outer layer — which carries the product information and legal details — can be peeled off to reveal a reusable chalkboard surface, inviting consumers to give the jar a new purpose and add their personal touch, whether for storing spices or any other item.

More than just packaging, it's an idea with a sustainable soul that combines smart design, functionality, and environmental awareness — all without increasing costs.

Its clean-removal adhesive and washable finish make reuse practical and long-lasting.

This solution proves that true innovation isn't about spending more — it's about thinking differently, bringing creativity, purpose, and sustainability to an audience that values both the new and the meaningful.



Palattone Paladino

Company: Quadrante Design Ltda

Category: Point of Sale, Gift Packaging

Another issue is more technical, technical-commercial, the Packaging increased customer sales and improved the perception of the product's value at the Point of Sale.

Embalagem SEC: Hyva E-line

Company: Cartrom Embalagens

Category: Transit

Lightweight Corrugated Packaging for Export and Industrial Transit

This project replaces traditional wooden crates with high-strength corrugated packaging designed for industrial and export transit. The new structure ensures excellent stacking resistance, easy handling, and optimized protection throughout the supply chain. It allows faster assembly, safer operations, and lower transport costs while enhancing environmental performance.

The packaging introduces a poka-yoke structural design, preventing assembly errors and reducing setup time by more than 40%. Its engineered corrugated structure delivers equal or superior strength compared to wood, with a 30% reduction in weight. The ergonomic assembly process minimizes operator fatigue, improves efficiency, and ensures consistent performance in different shipping conditions.



ZARAPLAST Box Pouch Special Dog Biscuits with pocket zipper and glossy & matte finish - Innovation, Differentiation and Sustainability in the category

Company: ZARAPLAST

Category: Pet

Development of distinctive, innovative, and more sustainable packaging for the launch of a new product in Special Dog's Ultra-life line of dog biscuits. The packaging was tasked with highlighting all aspects of differentiation and innovation (box pouch or 3-D pouch), communicating the benefits of the product formula, differentiating the product on the shelf (graphic design with a glossy & matte effect), and providing functionality and convenience with an easy-opening and reclosing system that ensures product preservation (pocket zipper), good consumer usability experience and a recyclable packaging structure. Several features and technical solutions were incorporated into the same packaging, resulting in a package that stands out on the shelf compared to its competitors in the product category, impacting positively consumers' purchasing decisions.

Naturágua 5L

Company: Naturágua Águas Minerais

Category: Non-Alcoholic Beverages

Naturágua 5L represents a breakthrough in structural and functional design: the first 5-liter bottle engineered to fit in refrigerator doors, combining practicality, ergonomics, and aesthetics. Made of 100% recyclable PET, it improves handling, optimizes storage, and brings benefits across the supply chain and retail. Winner of two ABRE Awards, it enhances consumer experience and reinforces innovation as Naturágua's brand signature.



Gr Green – Sustainable Flexible Packaging 90% Recycled Content

Company: Grunflex Embalagens Plasticas Ltda
 Category: Household

Our GR GREEN – Sustainable Flexible Packaging with 90% Recycled Content deserves to be recognized as a winner because it stands out among flexible packaging solutions with high recycled content, proving that innovation, sustainability, and performance can truly coexist without compromise.

Developed under the CirculaPlast Grunflex Project, already awarded in Brazil with Plásticos Sul 2024 and Embanews – Troféu Roberto Hiraishi 2024, GR GREEN represents a significant advancement in applying the circular economy to packaging.

What makes GR GREEN unique is not only its remarkable 90% recycled content but also the circular process behind it. The material combines PIR (Post-Industrial Recycled) and PCR (Post-Consumer Recycled), collected through an innovative reverse logistics system. Production scraps are recovered directly from the customer, separated, ground, and reintegrated into the production cycle.



Pérola Line Packaging Redesign

Company: Dexco Deca
 Category: Household



The Pérola project is a structural packaging redesign for four heavy, premium metal fittings — wall tap, basin tap, wall faucet mixer, and basin faucet mixer — that replaces four separate cartons with die-cut paper cradles with one universal box plus a molded-pulp cradle. More than a new box, it is a system redesign: assembly, handling, stocking, and waste were rethought so the pack works better for people, operations, and the environment.

Before, each SKU used a paperboard box with an integrated cradle. In practice, any assembly mistake forced the entire pack to be discarded, generating immediate waste and cost. Assembly was slow, the system hard to understand, and variation on the line pushed unit costs upward. In transport, the cradle failed to shelter and protect adequately; heavy components could rub or shift, leaving dents and marks on glossy/matte finishes — unacceptable results for premium metalware that customers expect to receive pristine.

Clash

Company: Wheaton
 Category: Health and Personal Care

Clash is a winning case because it expresses the essence of a new masculinity in an iconic and emotionally powerful design. Created to represent the territory of masculine freshness within the Boticário Group, the brand's biggest challenge was to go beyond the traditional codes of the blue fougère segment and translate a more modern, authentic, and sensitive vision of freshness that values vulnerability as a strength. The bottle design reflects this duality between power and emotion. With striking vertical lines, thick glass, and a solid base, it conveys confidence and presence. At the same time, the bas-relief detail that runs along the body of the bottle symbolizes the brand's central message: the beauty of imperfection and the courage to accept one's own flaws. This visual metaphor transforms the packaging into a tangible symbol of its storytelling. The structural development required intense collaboration between designers and suppliers, with refinements to molds and adjustments to the glass forming process to achieve the desired visual and tactile effect. The result is a premium piece that stands out at the point of sale for its balance of strength, elegance, and authenticity.



Kopenhagen Father's Day Edition

Company: Spice Design
 Category: Gift Packaging



What should you do when a reputable brand looks for innovation in a new project for a specific audience? Attend creation for a commemorative date and still maintain the brand's sophistication? Everyone can say that the path is immersion in the company's culture, but this is just one stage of the process. For us, it goes beyond thinking about what else the brand can offer its audience without losing its identity, it is necessary to surprise. This was the case in this project for Father's Day campaign, where in addition to preserving branding and market positioning, we delved into the masculine universe between fashion, perfumery and luxury to find inspiration for creation. Highlight the value and appearance of a chic and delicious gift. The concept always had a focus and creative streak related to refinement and added value for the communication style that the brand was seeking for this campaign. The result was a set of packaging with great prominence in the market, an elegant, dynamic and young concept to give as a gift to parents.

Lucid Infinity

Company: Lucid Corp
 Category: Food, Packaging Materials and Components

Lucid Infinity™ is a patented, 100% recyclable, leak-resistant, pad-less clear PET tray that transforms the way proteins, seafood, produce, and food service products are packaged. It directly addresses one of the packaging industry's most persistent environmental challenges — billions of PET and foam trays going to landfill each year because glued-on soaker pads, meshes, or desiccants contaminate the pack and prevent recycling. In conventional formats, these absorbent pads capture purge from products like fresh meat, seafood, berries, or sliced tomatoes, but they create multiple problems: - Recyclability barrier: Pads are bonded or embedded with adhesives, making separation costly and impractical for material recovery facilities (MRFs). Contaminated trays are diverted from the PET recycling stream straight to landfill. - Consumer inconvenience: Consumers are expected to remove pads before recycling — a messy, unhygienic, and unpleasant task that most avoid. - Aesthetic loss: Pads bloat, discolor, and leak, undermining the visual appeal of high-quality products.



Crema Palo Santo Deodorant Stick

Company: Viva Healthcare Packaging

Category: Health and Personal Care

The CREMA Palo Santo Deodorant Stick is a milestone in sustainable men's packaging, combining 100% post-consumer recycled (PCR) polypropylene with premium aesthetics and manufacturing efficiency. Every component—the barrel, dial, and cap—is made from PP-PCR in a mono-material design, ensuring full compatibility with polypropylene recycling streams. This eliminates the need for material separation at end of life, helping to close the loop on plastic use.

Environmental Impact

- 100% PCR content: Eliminates virgin plastic use, reintroducing plastic waste into circulation. For every million sticks produced, more than 40 metric tons of plastic is diverted from landfills.
- Mono-material construction: Simplifies recycling, aligning with global goals for circular packaging.
- Clean energy production: Manufactured at a vertically integrated facility in Toronto, powered primarily by hydroelectricity, reducing greenhouse gas emissions compared with fossil-fuel-based production.
- Optimized logistics: Components are transported by ground to Iowa for filling, lowering emissions versus air or sea freight.



CHINA



Langjiu Modern Blue And White Style

Company: SHENZHEN BAIXINGLONG CREATIVE PACKAGING CO.,LTD /Mars Creative Team

Category: Alcoholic Beverages

The packaging material is cardboard made from secondary recycled paper to strengthen ecological protection and reduce environmental pollution. At the same time, the packaging adopts a mortise and tenon structure, and the exposed mortise and tenon nodes are cleverly transformed into natural decorations, which not only enhances the unboxing experience and cultural immersion, but also increases the reuse rate and recycling rate of the packaging, effectively saving recycling space. The bottle body is treated with a matte frosted texture, and the bottle mouth is wrapped with ethnic blue and white patterned fabric, which enhances the cultural charm and handmade craftsmanship of the product. The primary color is blue, echoing the classic charm of the blue and white pattern; the secondary color is silver, adding a sense of modernity and refinement, blending cultural heritage, high-end style, fashion, and youthful vitality. Combined with the exquisite tactile texture and unique packaging structure, the result is a brand-new sensory interactive experience between product and consumer.

Double Hundred Initiative: Hakka Yellow Wine

Company: Shenzhen Polytechnic University, Guangdong Detianxia Wines Co., Ltd. Dongguan Yunfeng Environmental Protection Technology Co., Ltd. / Yongjun Chen, Jie Song, Si Chen, Yawei Cai

Category: Alcoholic Beverages

The innovative design of the dice-function bottle cap delivers novel gaming experiences, enhances emotional communication, and creates a joyful, healthy, eco-friendly, and fulfilling lifestyle. The product artistically integrates the local region's unique landscapes and life scenes into its innovation—allowing consumers not only to savor exquisite huangjiu but also to appreciate the captivating scenery, simple local life, and profound historical heritage.

The product's presentation of the local region's unique landscapes and life scenes gives the packaging distinctive characteristics. This uniquely individual packaging image attracts greater attention, making it easier to stand out in the fiercely competitive market and ultimately boosting sales.



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.

Shede · Dijiao Aged Liquor

Company: Fujian Luckyhorse Group Co., Ltd. Zeng Wenli

Category: Alcoholic Beverages

This product chose the meltwater from the snow mountain with an altitude of 5588 meters and has been aged for years. The design shapes like three-leg traditional Chinese wine vessel, a ridge line decorates the upper part of black bottle body dotted with snowflakes, the lower part of the bottle shows the reflection of the mountain in the water, solid color in the upper part, transparent in the lower part, forming a contrast of reality on the top and virtuality on the bottom, which fits the Yin and Yang in traditional Chinese culture. The round curved arc bottom also indicates cellar, the liquor can refract the changing lusters through transparent glass, this looks like a scroll of Chinese landscape painting, turn the body of bottle and it shows the undulating mountains covered with snow, cloud and mist, just like a fairyland, embodies the brand concept of "good mountain and water contribute to good Dijiao liquor".





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CHINA

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Messe
Düsseldorf

Sonic Riddle Smart Speaker Pack

Company: Stora Enso China Packaging

Category: E-Commerce

The packaging adopts an eco-friendly corrugated structure with a distinctive “hammock” design. By harnessing the natural flexibility of single-face corrugated fiberboard, an arched cavity forms around the product and gently cradles it, delivering exceptional cushioning and protection. When opened, the “hammock” unfolds together with the outer box, like a pair of hands gracefully presenting a gift, creating both a sense of ritual and an element of surprise. The design strikes a delicate balance between cost efficiency and consumer engagement, resulting in a natural and refined unboxing experience. Beyond protection, the design integrates the accessory compartment seamlessly into the main structure, making the entire box a single piece. This not only simplifies construction and enhances functionality but also ensures flat-pack shipping efficiency, significantly reducing logistics costs. The packaging is more than a container. It is a bridge between musical art and an elegant lifestyle. On the lid, a flowing handwritten logotype strengthens brand presence, while the back subtly incorporates abstract elements inspired by Spanish surrealist master Joan Miró. His signature blocks of color, star-like points, and fluid lines translate musical rhythm into a visual language, evoking an immersive “sound as painting” experience. In this way, design expression and functional communication achieve a harmonious fusion.



Qingniang

Company: Huizhou Qiushi Packaging Co., Ltd.

Category: Alcoholic Beverages

The product takes the name of “Qing Niang”, closely linked to the dual core of youth and Baijiu. ‘Qing’ echoes youth, symbolizing the unique vitality, diversity, and infinite possibilities of the young group; ‘Niang’ is not only related to the brewing technology of Baijiu, but also implies that youth is as profound as wine. The concept of “youth needs to be brewed, and more needs to be shared” is conveyed through green wine, so that Baijiu can become a carrier of youth gathering and self-expression. Through the visual presentation of colorful collages and the design of round and square bottles, packaging breaks the boundaries, blurs the age barrier of traditional Baijiu, and endows the product with multiple attributes of trendy, artistic, and social. Taking “brewing youth” as the main narrative line, and relating to the inclusive philosophy of “harmony of five flavors” of Baijiu, “inclusiveness” extends from product design to brand values. The wine box is made of recyclable raw pulp paper, which has good biodegradability and can quickly return to natural circulation after being discarded.



Dome-“shudao Mountain”

Company: Chengdu Academy of fine Arts, Sichuan Conservatory of Music / Zhou Jingming

Category: Household

Firstly, it achieves a deep integration of cultural essence and regional characteristics. Inspired by the phrase “Laizi Shudao Shan” (a Sichuan dialect expression), the design constructs a three-dimensional narrative of “Three Mountains”—Bamboo Shoot Mountain (local cuisine), Snow Mountain (natural scenery), and Mahjong Mountain (recreation)—capturing the natural and cultural landscape of Sichuan. This approach gives the packaging high distinctiveness and cultural appeal, far surpassing homogenized market designs. Secondly, it organically unifies functionality and aesthetics. The panoramic transparent dome can be opened and displayed as a desktop micro-landscape, extending the user’s experience and memory. The panda components serve not only as shockproof structures to ensure safe transportation but also as detachable art pieces, transforming the packaging from mere protection to a collectible item. This enhances reusability and emotional retention. Thirdly, the design fully adopts eco-friendly materials and green printing practices. It utilizes biodegradable materials and soy-based inks, with all paper being FSC-certified, consistently adhering to environmental principles and addressing global demands for sustainable packaging.



Single-sheet Formed Ceramic Cup Packaging

Company: Shenzhen Polytechnic University/Xun Chen, Guang Yu

Category: Gift Packaging

1. Structural Innovation & Superior Protection

Moving away from traditional multi-layer filler structures, this design innovatively employs monocoque E-flute corrugated paperboard. Through precisely calculated folding and interlocking mechanisms, it forms a self-supporting, high-rigidity structure that provides comprehensive cushioning and impact resistance for fragile ceramic cups. This “paper-instead-of-plastic” approach achieves exceptional protective performance while drastically simplifying material usage. The mono-material design entirely eliminates the need for material separation during recycling. 2. Cultural Empowerment & Immersive Experience The packaging transcends being a mere container to become the starting point of a cultural journey. Inspired by the Maritime Silk Road, the design incorporates Chinese freehand brushwork to depict the vastness of the ocean and starry sky. Inside, gilded star trajectories symbolize ancient navigation routes and civilizational exchange, creating a metaphor for dialogue across time and space. The unboxing process evokes a sense of ceremony and emotional resonance, transforming practical packaging into a cultural artifact that bridges millennia.



Laozhanggui Selected 345

Company: Shenzhen Fuhao Cultural and Creative Co.,Ltd.Chuanhui Wu

Category: Alcoholic Beverages

This work redefines the function and form of liquor packaging through groundbreaking design thinking. In terms of materials, fully biodegradable eco-friendly paper and inkless embossing techniques are employed, significantly reducing environmental impact and embodying the principles of green design. The packaging can be further folded into practical storage boxes, enabling reuse and further minimizing resource waste. Departing from the traditional “bottle + box” model, the design seamlessly integrates the outer packaging with the brand booklet—when closed, it serves as an elegant liquor package; when unfolded, it becomes a brochure conveying the brand story and tasting guide, offering consumers a layered, “exploratory” unboxing experience. The design language is minimalist, eschewing excessive decoration and allowing the high-quality materials to convey sophistication. The bottle design combines storage functionality with display value, blending into everyday home environments as an artistic accent that enriches daily life. The fusion of eco-consciousness, aesthetic value, and practical function elevates the product from a mere “vessel for drinking” to a “green lifestyle art piece,” delivering a precise yet warm visual expression.



Yili Ambrosial - “For A Bluer Ocean” Packaging

Company: Yili Group

Category: Food

This packaging builds upon the classic PET yogurt bottle design of Ambrosial Yoghurt and undergoes a systematic environmental upgrade, embodying a “design by reduction” philosophy. It pioneers the industry’s first alkali-washable deinking technology to develop a high-barrier, deinkable label that enables high-quality recycling. Carbon black has been eliminated from both the PET bottle and the label. By adopting a hydrolyzable coating structure, the ink can be effectively removed in alkaline conditions during the recycling process, preventing contamination of the RPET stream, enhancing the usability of recycled materials, and reducing dependence on high-load light-blocking additives. The label’s base film density has been reduced by 15%, achieving a 15% reduction in plastic use and carbon emissions. By allowing the label to provide the primary light-blocking function, reliance on high-load light-blocking agents in the bottle body is reduced. The label and bottle are co-designed to improve recycling efficiency from the source. Complemented by biodegradable plant-based trays, as well as zero-printing, zero-ink, virgin paper-based recyclable cartons, it delivers a full-chain eco-packaging solution that communicates the brand’s commitment to sustainability and environmental values to consumers.



Creative Mouse Packaging Design

Company: ShenZhen YUTO Packaging Technology Co., Ltd.

Category: E-Commerce

Centered on “eco-friendliness + efficiency”, this creative mouse packaging redefines the practical and aesthetic boundaries of mouse packaging through the technological breakthrough and detailed design of “one-sheet forming”. It uses recycled kraft paper as the raw material, which has a natural fine fibrous texture—retaining an eco-friendly feel while providing sufficient stiffness to support the structure. The entire packaging is formed solely by folding a single sheet of paper along its pre-scored lines, with no glue or extra accessories, completely eliminating pollution from chemical adhesives and simplifying production and assembly. Just fold the side flaps inward along precise pre-scored lines, fasten the bottom triangular locks, and fold the top flap: assembly takes only 15 seconds, achieving 60% higher efficiency than traditional multi-component packaging. Once formed, it has a stable structure that fully meets the load-bearing needs for mouse transportation and display.

Honeycomb Lifiable Led Light Box

Company: Shenzhen YUTO Packaging Technology Co., Ltd./Jiang Zhanfeng, Liao Chunhai, Ding Zhiyong

Category: E-Commerce

The packaging of this multifunctional lamp box deeply integrates “green environmental protection” and “creative experience” from material selection to structural design, forming a solution that combines protective functions and scenario value. The outer layer uses double-layer thickened corrugated cardboard, which feels rough yet sturdy. No extra color printing is applied on the surface—only a minimalist honeycomb pattern is outlined with light brown embossing. This not only preserves the natural texture of the paper but also echoes the internal honeycomb paper structure, visually conveying the environmental concept of “simplicity over complexity”. With no ink residue, the packaging can fully integrate into the natural degradation process after disposal, returning 100% to the environment and avoiding chemical pollution. The inner honeycomb paper is the core highlight of the design. It is not ordinary filling material but a specialized stretchable structure: the side length of the honeycomb holes is precisely controlled to perfectly match the lamp box diameter. When the lamp is placed inside, it is tightly wrapped by the honeycomb holes—preventing shaking and collision, while leveraging the mechanical benefits of the honeycomb structure to form a “dynamic protective layer”. In case of vibration during transportation, the honeycomb paper absorbs shocks via slight expansion and contraction.



Zhongrun “fresh Tray” Packaging

Company: Beijing Zhongrun Changjiang Food Co., Ltd.

Category: Food

Zhongrun “Fresh Tray” fresh meat packaging represents a significant innovation in traditional preservation methods. This design innovatively replaces conventional PP plastic trays with an eco-friendly paper-based outer shell combined with high-performance stretch film. While effectively extending the freshness of meat and ensuring transport safety, it achieves a remarkable 60% reduction in plastic usage and a 30% decrease in carbon emissions, additionally contributing to the reduction of food waste. The innovative structure allows consumers to easily separate paper from plastic, greatly enhancing waste sorting and material recycling efficiency. It fully embodies the environmental value, circular economy principles, and practical functionality of sustainable packaging design.

“For every 1 million units of this packaging used, the environmental benefits achieved are equivalent to saving the energy required to power 1,310 light bulbs for one year.”

Data based on comparison with traditional PP+PE plastic tray packaging (Lid film: PA/PE 29µm, Base tray: PP700/PE50).

Luhua

Company: Shenzhen Qiushi Design Co., Ltd.

Category: Alcoholic Beverages

The product is named “Luhua”, which means precious and shining like dewdrops, pure like moonlight. The bottle and box are both designed in an illustrated style, combining the ingredients of Huangjing, goji berries, ginseng, kudzu root, and other alcoholic beverages into a single illustration. It can also highlight the precious medicinal ingredients contained in the wine in an intuitive way, enhance the functional features of the product, and the illustrations have strong visual impact and line beauty, which can quickly attract consumers’ attention. Adopting a slender and smooth bottle shape, the glass material of the bottle body complements the illustration and the wine, enhancing the quality of the product. Paired with wooden bottle caps at the bottlenecks, the material creates a contrast of warmth and coldness between glass and wood, not only enhancing the tactile experience but also adding a natural and rustic charm to the overall bottle shape, echoing the natural medicinal properties of the wine.



Dinghong 10000 Black Tea

Company: Bama Tea Co.,Ltd./ Yue ying Qiu Baohui Yang Jinfei Huang Lieping

Category: Non-Alcoholic Beverages

This is a high-end Wuyi black tea, handcrafted by master tea makers. To preserve the tea's aroma and flavor over time and highlight its rarity, the inner can is made of titanium. We employed the same manufacturing techniques and processes used for thermos cups to create the inner can, reducing overall weight and complying with China's latest packaging regulations. This also provides the packaging with the added benefit of reusability (the inner can can double as a thermos cup for brewing). The outer box is made from recycled paper pulp and is fully recyclable and biodegradable. The illustration depicts the unique landscape of Wuyi Mountain, the tea's origin.

The "titanium cup" design is inspired by water, with six progressive rings embodying both flowing water and the six unique tea-making techniques. The meticulous attention to detail is evident in the treatment of the cup and lid, ensuring consumers enjoy a superior user experience while savoring high-quality black tea. Through product packaging design, consumers can understand the story behind the product, embrace environmentalism, and leave a positive impression of the product and brand.



Yuji

Company: Shenzhen Qiushi Design Co., Ltd.

Category: Alcoholic Beverages

"Yuji", in Chinese, means to carry the deep meaning of "give yourself back", echoes the young people's pursuit of self authenticity, and injects Baijiu with the emotional core of youth awakening and self acceptance. The packaging is mainly in blue color, with the free image of "youth is blue, running under the endless sky" full of infinite possibilities, and the brand's cultural proposition of "inclusiveness" implied by the broad and inclusive nature of blue. The box body is equipped with colorful and fuzzy elements, which, on the one hand, restores the youth's characteristic of "dim but beautiful memory", on the other hand, breaks the traditional stereotype of Baijiu with the collision of colors, and transmits the visual signal of youth and fashion. The simple square bottle fits the minimalist aesthetic pursued by modern young people after leaving, removing redundant design and returning to essence. The bottom is integrated with the element of "wave river", which not only implies the philosophy of "the long river of life", but also echoes the inclusive and harmonious brewing wisdom of Baijiu in the form of flow, so that the static bottle carries the dynamic life mood, and realizes the rejuvenation and innovation of traditional Baijiu modeling.

Exquisite Craftsmanship In A Single Sheet Of Paper: Red Wine Packaging

Company: Shenzhen YUTO Packaging Technology Co., Ltd./Jiang Zhanfeng, Li Gang, Ding Zhiyong

Category: Alcoholic Beverages

This work adopts 100% naturally degradable corrugated cardboard as its core material—eliminating environmental pollution from traditional packaging at the source. After degradation, it fully returns to nature without any chemical residues. Notably, its innovative "one-sheet forming" structure requires no additional splicing or adhesives. Through precise cutting and folding of a single corrugated cardboard sheet, a complete packaging form is achieved. Compared with traditional multi-component packaging, it directly reduces material consumption, practicing "material-reduction environmental protection" in the manufacturing process.

In balancing function and aesthetics, the design shows great ingenuity. Based on the cross-mechanical principle, the left-right cross-support structure forms a natural triangular stability system.



Hengshui Laobaigan · Inheritance Of Craftsmanship

Company: Chengdu Tiandi Runhe Advertising Design Co., Ltd.

Category: Alcoholic Beverages

In terms of protective performance, the packaging features a solid wood gift box made of high-density walnut wood, treated to prevent cracking. The interior is lined with a flocked shock-absorbing layer that securely holds the reinforced ceramic bottle. The ceramic bottle, fired at high temperatures, has a dense structure that effectively preserves the aroma of the liquor.

For the opening experience, the metal twist-off cap is equipped with a silicone seal and can be opened with a 270° rotation. The child-resistant design ensures safety. The product's attributes are accurately conveyed through the relief on the bottle depicting "an ancient Hengshui brewing scene" and the wood grain of the gift box, highlighting the heritage of intangible cultural craftsmanship. The combination of the celadon-green ceramic bottle, gold metal accents, and dark brown solid wood box creates a striking visual contrast, enhancing its market appeal.

CZECH REPUBLIC AND SLOVAKIA

Emma

Company: Line Art Group a.s.

Category: Food

Emma – Cereal and Nut Range

Designing an own brand for a retailer is a discipline in itself. It must balance clarity and distinction across many SKUs while remaining easily recognisable on shelf. Emma was created from scratch for the Albert retailer (part of the Ahold Delhaize Group), with a focus on the Central and South-East European region (Czech Republic, Romania, Greece, Serbia). The range includes over 40 SKUs of cereals and 100 SKUs of nuts and dried fruit. The brand was built to ensure that its key assets are consistently adapted across various formats, printers, and technologies. Creating a brand that would remain coherent, recognisable, and meaningful across such diverse markets was a major challenge. Using our evidence-based Unpacking® methodology, we identified key consumer expectations and translated them into a clear, trustworthy visual language. The result is a brand that is easy to pronounce and understand in all markets, with a distinct visual identity and brand assets ensuring strong shelf visibility. The modular design system allows easy differentiation between product lines – from raw ingredients to kids' cereals, adult wellness, and cereal bars – while maintaining brand consistency as the portfolio expands into new formats and categories.



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Growth, with a future

Mono-material PE/PE Pet Food Bag - LAMIBAG®

Company: Granitol akciová spoločnosť

Category: Pet

LAMIBAG® is a next-generation flexible pack engineered entirely from polyethylene (PE/PE), offering a modern, recyclable alternative to conventional multi-material laminates. Its mono-material structure is deliberately designed for high-quality recycling within established polyolefin streams and aligns with circular-economy principles as well as the trajectory of upcoming European packaging legislation (PPWR). In practice, this means end-of-life clarity for consumers and EPR-readiness for brands — no metallisation, no PET/PA layers, no mixed substrates that hinder sorting or reprocessing.

The structure is certified for direct food contact and tuned for real-world robustness: excellent puncture and tear resistance, reliable seal integrity, and stable stackability for warehouse handling and pallet formats. Moisture barrier, stiffness, and drop resistance are achieved through tailored PE co-extrusion and film orientation, enabling fit-for-purpose protection across demanding categories while preserving a pure polyethylene bill of materials.



Mr. Elegant

Company: Smurfit Westrock Slovakia

Category: Packaging Materials and Components

The atypical grid is designed for the transportation of automotive components with surface finishes sensitive to mechanical damage, intended for international shipment. It consists of two differential parts assembled by interlocking one long and six short sections.

The main advantage lies in the use of repeated components and the increased number of transported pieces within a standardized outer box, while complying with the legally permitted handling weight. When assembled, the grid can be handled as a single unit (a customer requirement).

The positions of the components are defined and separated by short U-shaped sections. The simple form of these parts intuitively indicates the correct placement of the components. They support the heavier aluminum projection of the part and, through mutual tension with the duplicate wall, stabilize its position. A bottom layer was added for safety reasons, resulting in a consistent and coherent structure.

Pos Harmonika

Company: Ds Smith Packaging Czech Repub

Category: Point of Sale

DS Smith's "Harmonika" is a food-category POS display engineered to combine shopper impact, supply-chain robustness, and sustainability in one circular, PPWR-ready system. It ships flat, locks to a reusable QP 600x400 mm pallet in seconds, and opens into a 14-shelf, high-visibility merchandising tower that keeps SKUs upright and shoppable even as stock runs down. The result is more facings, better on-shelf availability, and faster shopper pick-up with less store labour and waste.

Harmonika wins on efficiency. Co-packers receive the mono-material body flattened in a protective sleeve, add optional components (top card, price rails, inserts) from a secondary pallet, and complete five intuitive steps: expand, lock the body, fix to the QP with two locks, slide in RRP units, and cap with the transport over-sleeve. After a brief learning curve, assembly plus filling takes under three minutes—around sixty percent faster than typical multi-part corrugated displays—reducing co-packing cost, touchpoints, and energy use. This right-first-time workflow supports lean operations and reduces total cost of ownership.



Sleep Well

Company: THIMM

Category: Toys

Svitap sleep well s.r.o. offers a unique in-store experience — children can create their own plush bedtime teddy bear. To ensure that kids can take this special experience home with them, we designed packaging with a secondary use — a functional cradle for the teddy bear. We did not design just an ordinary carry-home package, but one with added value that becomes part of the play.

The packaging transforms into a real rocking cradle, extending the interactive and playful dimension of the product. It not only protects the toy but also prolongs the lifespan of the packaging by turning it into an integral part of the child's playtime and emotional connection to the teddy bear.

Caution: Slippery

Company: Smurfit Westrock Slovakia

Category: Transit

CAUTION: SLIPPERY — Mono-material anti-slip lacquer that stabilises pallets, doubles friction and removes claims. Since 2022 our distribution of secondary packs with very smooth surfaces (high-quality coated board with overprint varnish) was plagued by sliding layers, leaning loads and toppled pallets. Instrumented testing confirmed why: the incumbent duplex anti-slip sheet (paper + PE) delivered a low coefficient of friction, CoF 0.15–0.25, which could not resist the dynamic forces of storage and transport. The result was 50+ pallet damage claims across inbound and outbound flows, extra rework and customer dissatisfaction. In 2025, after deploying our new solution, the number of claims fell to zero. The breakthrough is a recyclable, cost-neutral mono-material paper with a new anti-slip lacquer that consistently raises friction to CoF 0.41–0.42, almost 2x the previous performance, while running on existing lines and automated palletisers. The project had clear guardrails from day one: stay mono-material for 100% recyclability in paper streams; deliver a cost-neutral switch without adding conversion steps; and make the solution work both inbound and outbound so that the same specification stabilises supplier deliveries and our own finished-goods pallets.



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PRODUCTION



BLOWING
LDPE, HDPE



FLEXOPRINT
up to 10 colours



LAMINATION
duplex, triplex



CONVERTING
bags & sacks



Hol(e)y Tray

Company: Smurfit Westrock

Category: Transit



How do you pack 10-liter barrels so that the pallet survives the journey to the customer — without the need for prayers? The answer is our “Hol(e)y Tray” — a clever interlocking divider with smartly designed holes that let the barrels lock into each other, giving the pallet unmatched stability. This innovation allowed us to reduce material use, switch from BC to thinner EB flute, simplify the design, and replace six square “support columns/chimneys” with just four rectangular ones in the corners — their rectangular shape bring way better stability during transport. The result? A stronger pallet, faster packing (27% fewer handling steps), lower costs (9.1% cheaper packaging), and zero complaints about collapsed loads. Annual saving is €69.300 together! Thanks to the thinner dividers, warehouse space usage dropped by 40%, meaning less storage, fewer empty packaging transports, and 13 fewer trucks on the road every year. Overall, we helped the customer cut their carbon footprint by 43 tons of CO₂ annually — all while improving pallet stability. And yes, the line operators are smiling more these days — not only because a robotic arm makes their work easier, but also because our Hol(e)y Tray simply works.

Modular Gift Packaging Set for „Skalický trdelník and Skalický Rubín”

Company: GRAFOBAL, akciová spoločnosť

Category: Gift Packaging

Created for the 120th anniversary of Grafobal, this gift packaging unites two Slovak PDO icons—Skalický trdelník and Skalický Rubín—in one coherent system. The challenge was to deliver a premium, region-rooted experience while coping with radically different product geometries: a handcrafted pastry with variable dimensions and a portfolio of wine bottles differing in height and base diameter. The result is a modular, mono-material paperboard solution that looks identical on the outside for brand unity, yet adapts intelligently inside for flawless product protection, presentation, and consumer delight.

The outer construction is shared across both SKUs to streamline tooling, reduce complexity, and reinforce recognition. Natural kraft board with a single-colour vine illustration communicates provenance with restraint; a clean emboss on the front panel elevates the names and creates tactile premium cues without resorting to multilayer finishes. The side artwork aligns perfectly upon closure, an exacting detail that signals craftsmanship and quality on shelf and in gifting contexts.



Myjavská Slivovica - Limited Premium Plum Distillate

Company: Myjavská Pálenica, s.r.o.

Category: Alcoholic Beverages

Myjava Plum Distillate – Limited Collector’s Edition (Bottle + Display/Gift Pack)

After 100 years, the Myjava region’s plum distillate returns as a limited, numbered collector’s edition that unites heritage, craft, and contemporary packaging. The centerpiece is a hand-blown glass bottle designed by Patrik Illo and produced by R-GLASS Katarínska Huta—each piece unique by intent. A custom cork and spring-mounted label ensure a perfect fit on organic glass geometry, delivering crisp shelf presence and an unmistakably crafted feel. The edition is strictly limited and individually numbered, reinforcing exclusivity and provenance.

Protection and theatre come from a purpose-built microflute gift/display box by Grafobal Skalica. The box both secures a non-standard bottle and stages a memorable unboxing moment: opening reveals a miniature distillation column, a three-dimensional cue that instantly links the spirit to its origin and process. The interior is cut to cradle the bottle securely without abrading the label; tolerances are tuned to accept the natural variability inherent in hand-blown glass while keeping sightlines clean during display.



Co2 Washing Machine

Company: Smurfit Westrock

Category: Transit

Alliance Laundry Systems is the world leader in professional washers and dryers. They manufacture machines that run continuously for ten years in hotels, the military and airports. When they decided to reduce the carbon footprint of their packaging, we replaced their protective plastic EPS parts (corners, boards, prisms) with fully recyclable five-layer corrugated cardboard with a kraft paper and smart perforations for easy separation. The result? An annual saving of 3.3 tons of plastic — i.e. 100% of the original EPS — and a reduction in CO₂ emissions by 98.4% (15 tons). In addition, a 26% saving in packaging costs, which means €8.900 per year, and 40% less space needed for storage and transportation. In translation: fewer trucks on the road, fewer pallets in the warehouse, less mess after unpacking. The packaging is strong, durable and protects just as well as the original EPS, but after use it can go straight into the paper waste sorting. The customer appreciates that in addition to top-notch washing machines, they also receive top-notch sustainable packaging. As our partner said: “We still pack with quality, only now more sustainably. That’s the right direction.” And we add: and it pays off!



Easy 2 Fold

Company: THIMM

Category: Food

Easy 2 Fold lid is an innovative packaging solution that proves even a seemingly small detail can deliver a major change in efficiency, sustainability, and the economics of packaging. Its uniqueness lies in a simple yet clever design that allows the lid to be folded in just four seconds. This is more than twice as fast as standard foldable lids, which take around ten seconds to assemble. At first glance, the difference may seem minor, but in practice it has a dramatic impact: one operator can fold up to 7,200 lids per shift compared to only 2,880 units of the standard version. Easy 2 Fold therefore not only delivers higher productivity but also direct savings in labor costs and a shorter packaging process. The strength of this solution, however, is not just in speed. Easy 2 Fold has also been designed to minimize material use and reduce environmental impact. Each lid uses 0.058 m² less corrugated board than the standard alternative. At an annual volume of 500,000 pieces, this results in a saving of 29,000 m² of material — equivalent to the area of more than four football fields. In terms of weight, this equals more than 11 tons of corrugated board per year. The effect is immediate not only in reduced production costs but also in the carbon footprint: approximately 5.5 tons of CO₂e saved annually, equivalent to the emissions produced by driving a passenger car around the entire globe and then continuing from Prague to Dubai.



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- 2 LABELLING & INFORMATION LOGIC
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Children's Slide

Company: Smurfit Westrock Slovakia

Category: Electronics

The insert is used to protect lamps in standardized outer boxes. The outer box and inserts are used to transport one lamp. Thanks to the versatility of the insert, it is possible to pack up to 6 lamp variants. The head position is the same for all types, only the angle of the lamp placement is different. The advantage of the insert solution is the use of waste for support parts, fixation, separation of sensitive parts, ease of folding and handling. The structure of the insert is folded in a rolling manner into a triangle shape and secured with a lock for manipulation outside the box. The lamp is supplied with control units and a cable.

DENMARK

Whisky packaging for Stauning Whisky

Company: Smurfit Westrock

Category: Alcoholic Beverages

The new packaging solution developed for Stauning Whisky presents a unique combination of functionality, protection, and brand storytelling. Designed to contain two bottles of premium whisky, the packaging not only ensures safe transportation of these fragile and valuable products but also delivers a memorable unboxing experience that reflects the quality of the brand - where every detail is carefully considered, from their location and whisky to the packaging. The structure of the box opens almost like a book, inviting the customer on a journey. Each layer reveals a new part of the story before culminating in the final reveal – the whisky itself. The packaging features high-quality print both inside and outside of the packaging, emphasizing Stauning Whisky's strong visual identity and attention to detail. This layered, narrative-driven design builds anticipation and offers an engaging and memorable experience, reinforcing the premium feel of the product.



Smart and fast assembly insert for Kamstrup

Company: Smurfit Westrock

Category: Electronics

Efficient service operations require efficient logistics – and packaging plays a critical role. In collaboration with Kamstrup, a global leader in intelligent metering solutions for water, heat, and electricity, Smurfit Westrock Denmark has developed an innovative packaging solution that supports field technicians in their daily work.

The design features a durable outer box combined with a unique two-layer insert system. Each insert holds up to 36 components, allowing the full packaging to securely carry 72 parts in total. This ensures organized storage and easy handling of a wide range of components directly from service vehicles.

The standout feature of this solution is the specially designed insert. Instead of conventional fixed compartments, the insert sides fold upwards into an accordion-style structure, allowing for extremely fast and convenient assembly in one motion. Compared to traditional insert systems, this greatly reduces packing time while maintaining excellent protection and organization of the components.



Transport Pack & Instore Display for Kalanchoe Flower Bouquets

Company: DS Smith Packaging

Category: Transit

The new solution for Queen® Flowers creates savings during the supply chain, the new transit pack is fully recyclable compared to the previous solution and at the same time the transit packaging can be used to display and sell the flower bouquets instore.

Previously the flower bouquets were transported in black plastic buckets that did not get recycled. The buckets were transported in cages with shelves.

This was optimised with the new stackable packaging solution that can be shipped efficiently on pallets and avoiding shipping unnecessary air.

At the same time it creates an exclusive gift experience in the stores, and it challenges the way cut flowers are otherwise presented.



FINLAND



Oat Drink Display

Company: Adara Pakkaus Oy

Category: Point of Sale

The display stand consists of two parts made entirely of corrugated board: a tray and a hood. The tray holds the oat drink cartons, while the hood functions as a protective cover during transportation. In-store, the hood is removed and cut in half. The two parts are slotted together to form a sturdy footer. The tray is now placed on the footer. This added stability is especially important due to the tall and narrow format of the tray, ensuring a safe and tidy presentation. This dual-purpose design reduces the need for separate stand components, saving material and simplifying logistics. By utilizing the existing transport packaging as part of the final display, the overall volume and weight of the shipment are minimized. This not only improves space efficiency during transport and storage, but also contributes to more sustainable packaging practices.

A Corrugated Cardboard Solution For Drone-operated Humanitarian Demining

Company: Ds Smith, Insta

Category: Other

The innovative Insta Safe EOD™ product and its corrugated cardboard packaging solution, a box and support stand, is a result of collaborative product development between DS Smith and Insta presenting DS Smith's packaging expertise and Insta's technological know-how. The Insta Safe EOD™ is a pioneering drone system designed for safe and efficient humanitarian demining operations.

According to the United Nations Development Programme (UNDP), Ukraine is now the most mined country in the world, with potentially 23 percent of its land at risk of contamination from landmines and unexploded ordnance. According to NATO, nearly 70 countries and territories are still affected by the presence of 110 million landmines, and removing them safely is a hazardous, time-consuming, and expensive process. Demining operations should be conducted in a manner that is safe not only for people but also for the environment.



Manually Formed And Packed Transport/shelf-ready Packaging For Various Ready Meals And Cold Cuts

Company: Stora Enso Packaging Oy

Category: Food

Background and main objectives for the new packaging concept development

The design project involved the redesign of existing packaging used for ready meals and cold cuts, keeping in mind the following key aspects: - Shelf visibility and efficiency in retail stores - Packing process development - Cost savings

o Converting process o Packing process o Material savings o Pallet efficiency

Result of the development work and main advantages of the new packaging concept

Manually formed two-part corrugated packaging, which combines transport and shelf-ready packaging, which is used for various ready meals and cold cuts. The key innovation of the new packaging concept is to replace traditional manually locked double-wall side panel structure with a new locking system on the upper part of the box (see picture no. 3), which allows materials savings, anyhow without compromising the performance of the package. In addition, this enables faster and more efficient packing process due to the reduction of manual movements required during the box forming process, saving time and reducing production costs.

Muoto Twin Uncoated Fibre Series

Company: Metsä Spring Oy

Category: Food

Muoto Twin Uncoated Fibre Series is a novel uncoated smooth molded fibre solution for food serving and take-away packaging. The products are responsibly manufactured from renewable fresh wood fibre sourced from Nordic forests. Thanks to novel technology, we make a multi-layer structure, which provides internal barrier properties without any added PFAS, yet water- and greaseproof for food serving and take-away end uses. The products have superior quality and visual appearance and they are recyclable, biodegradable and compliant as food contact materials. Our supply chain is fully transparent and traceable. The manufacturing method is highly resource and energy efficient, modular and fully automated. Different product sizes and shapes are produced by pressing directly into the final shape without discontinuities. Production can be integrated into the bioproduct mill, and products do not need any further processing later in the supply chain. Logistics will be straightforward and efficient. All these factors contribute to low environmental impact and cost competitiveness in the industrial scale.



Fiber Box - Beyond The Catch

Company: PPACKS®

Category: Transit, Packaging Materials and Components, Food

The Fiber Box redefines transit packaging for seafood and fresh foods by combining robust protection, logistical efficiency, and sustainability in a single solution.

Protection in transit

- Shock absorption and strength: Molded fiber walls protect against impacts and rough handling. Load tests show the Fiber Box can withstand up to 100 kg stacking weight without failure.

- Moisture and temperature resistance: Tested with ice under cooling conditions, the Fiber Box maintained internal product temperature below 1°C for over 20 hours, ensuring freshness during long transport routes.

• No contamination risk: Unlike EPS, the Fiber Box does not release particles or microplastics during transit, keeping seafood clean and safe.

Sebastian Prestige Shampoo Bottle

Company: WELLA Company

Category: Luxury, Health and Personal Care

The new Sebastian Professional bottle redefines luxury by merging bold aesthetics with sustainable innovation. Its soft-touch surface, debossed detailing, and perfectly aligned closure deliver a refined, premium experience, while the use of up to 60% recycled plastic and refill-friendly design set new standards in eco-conscious beauty. Striking in silhouette and seamless in function, this packaging elevates both brand identity and consumer experience—proving that luxury and sustainability can coexist without compromise.

1. Premium Look & Feel

Matte, soft-touch surface + edgy cylindrical silhouette = tactile luxury that feels different from mass-market bottles.

Debossed logo + glossy/matte detailing communicates craftsmanship and exclusivity.

Sleek minimalism + bold aesthetic reinforces the brand's edgy, provocative identity, aligned with luxury positioning.

2. Advanced Functional Design

Patent-applied closure positioning ensures perfect front alignment (luxury = perfection in detail).

Refill-friendly screw closure + large 1L format blends luxury experience with sustainability.

Soft-squeeze grip + controlled dosing elevates usability into a refined, premium interaction.





Nivea Tin With 80% Recycled Aluminum

Company: Beiersdorf AG

Category: Health and Personal Care

NIVEA, a brand synonymous with care and trust for over 110 years, is now taking a step in its journey toward sustainability, reflecting Beiersdorf's commitment to the environment. The recent transformation of the iconic NIVEA Creme tin, now made with over 80% recycled aluminum, marks a significant milestone in our pursuit of sustainable solutions. This project not only preserves the quality our consumers love, but also reaffirms our commitment to circularity and to reducing environmental impact in our production chain, principles that are fundamental to our sustainability strategy.

The transition to recycled aluminum was made possible thanks to technical advancements in our production lines. The biggest challenge was incorporating new metal alloys with different mechanical properties while maintaining our high-quality standards to ensure the protection of our formula. This global project took over two years to develop, in collaboration with Novelis, a global leader in aluminum recycling. Together, we reviewed every aspect of the value chain to ensure the new packaging not only met our standards but also reduced our carbon footprint.

Revolutionary Beer Tank System – Sustainable Tank Beer Systems For The Growing European Market

Company: FIB Beer Systems B.V, Liner Factory GmbH, NITTEL Halle GmbH

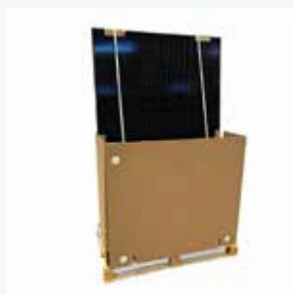
Category: Alcoholic Beverages

Revolutionary Beer Tank System: Sustainable Packaging with Added Value

The innovative beer tank system with inliner technology sets a new benchmark for sustainable beverage packaging in Europe. It delivers tangible benefits to breweries, restaurants, and the environment by uniting product quality, resource conservation, and economic efficiency.

Taste & Quality

At the heart of the system is a PA-free (polyamide-free) inliner—a thin, food-safe liner placed inside the tank to reliably protect the beer from oxygen. An inliner is essentially a disposable inner bag that ensures the beer never comes into contact with air or the tank itself, maintaining a pure, fresh taste right up to the final glass. Unlike traditional KEGs, which require cleaning and logistics for returns, each cycle uses a new hygienic inliner, minimizing dispensing loss and ensuring cleanliness with every use. No CO₂ additives are used during tapping, guaranteeing a natural flavor and easy digestibility. Tanks are completely emptied, preserving consistently high quality. This means bar staff spend less time cleaning and handling returns, while customers enjoy beer that tastes as fresh as the brewer intended with every pour.



Solar Module Packaging

Company: Smurfit Westrock GmbH

Category: Transit

The newly developed solar panel packaging delivers a highly flexible, safe, and sustainable solution for the transport of fragile photovoltaic panels. It addresses key pain points in the supply chain – from transportation damage to inefficient handling – and introduces a future-ready alternative to custom pallets and costly wooden constructions.

Initial Situation

Previously, solar panels were shipped lying flat on custom-sized pallets. These special formats not only caused frequent transport damage during order picking and transfer but also resulted in poor truck utilization and inefficient handling. While upright transport was technically possible, it required expensive wooden frames for stability. Additionally, depending on the ordered quantity, extra padding elements had to be inserted to secure the panels – increasing complexity and material usage.

Packaging Innovation

The new packaging solution enables upright transport on a standard Euro pallet footprint. This is possible for all varying quantities of solar panels. The design is both flexible and scalable, adapting to different order sizes while significantly improving handling and transportation performance.

Aquawave - Watersoluble Air Cushions

Company: Flöter Verpackungs-Service GmbH

Category: E-Commerce

AquaWave brings many advantages for e-commerce applications:

1. Sustainability and environmental awareness
2. Easier disposal
3. High protection factor
4. Promotion of a positive brand image

AquaWave is more than just a packaging solution; it is a vision for a more sustainable packaging world.

AquaWave already won the German Packaging Award of the DVI in 2025.



Disc Safe – Brake Disc Packaging

Company: Smurfit Westrock GmbH

Category: Transit

Brake discs are transported to automotive suppliers for the automotive sector. Each brake disc is individually packed, and multiple discs are transported together in a Euro-pallet-compatible transport box. Three boxes can be stacked on one Euro pallet for optimized logistics.

The packaging solution consists of two parts: an outer carton and a protective inlay. A total of 230 brake disc variants are efficiently grouped into just five standardized packaging sizes.

Objectives of the new design:

- Increase the number of brake discs per transport box
- Reduce packaging weight
- Minimize material usage
- Consequently, lower CO₂ emissions across the supply chain

The new packaging solution for brake discs is a prime example of sustainable innovation in the industrial sector. It replaces the previous two-piece packaging – consisting of an outer box and cushioning – with a one-piece construction that impresses not only in functionality but also sets new standards in ecological and economic performance.

Kalfass-wrap®

Company: Kalfass Verpackungsmaschinen GmbH

Category: Food

The Kalfass Wrap® is the new freshness pack for food at the point of sale and Kalfass Packaging Machines' contribution to waste reduction and strengthening the circular economy. An important feature is the easy separability of the materials, which enables efficient recycling of the fibre and plastic components so that the materials can be 100% recycled and thus reused.

The Kalfass Wrap® consists of only two different mono-materials that are combined to form a single packaging. A barrier film completely and airtightly envelops the tray and its contents, preventing air from entering or any optional protective gas from escaping. This packaging not only protects the food during transport to the shop shelves and to consumers' homes, but also extends its shelf life.

When the packaging is opened, the two mono-materials separate automatically and easily, allowing consumers to dispose of them separately in established recycling systems. With Kalfass-Wrap®, consumers do not have to manually separate the upper film from the lower tray, as is currently necessary with conventional sausage packaging, for example; this happens automatically when the packaging is opened.



Boxli 1000

Company: Evopack GmbH & Tricor Packaging & Logistics AG

Category: Other, Food

Boxli 1000 revolutionizes the large-volume packaging industry for all liquid and pasteous products (e.g. adhesives, binders, paints) by being the only 1000-liter bag-in-box system that can be fully assembled in under 60 seconds. In contrast to conventional solutions—which typically require 7 to 10 minutes for complete setup and are prone to assembly errors—Boxli offers a simple, reliable, and ultra-fast process with minimal failure potential.

This breakthrough removes one of the main barriers to the widespread adoption of bag-in-box systems in industrial environments: assembly time. By reducing setup to a fraction of the filling time, Boxli enables manufacturers to replace rigid plastic IBCs with a more sustainable, space-saving, and circular alternative—without compromising productivity.

Beyond speed and efficiency, Boxli 1000 also offers superior product protection. The closed inliner system prevents oxygen ingress, microbial contamination, and evaporation—protecting sensitive liquid products such as coatings, adhesives, and dispersions throughout storage and transport. As a result, users are able to significantly reduce or even eliminate the use of chemical preservatives or biocides, improving product safety and reducing environmental impact.

Standup-pouch For Frosch Softner With 40% PCR from Household Collection

Company: Werner & Mertz GmbH and Mondi

Category: Household

For the first time, it has been possible to use standard recycled material from the German "Gelber Sack" (yellow bag recycling system) in a stand-up pouch for liquid products. The 100% recyclable stand-up pouch for the brand "Frosch" now contains 40% mechanically recycled PCR in the film, making it fully circular. For the entire packaging (pouch, spout, and closure), this results in a total of 27% recycled content.

Werner & Mertz, together with Mondi, developed the first fully recyclable stand-up pouch several years ago. This pouch deliberately avoids barriers or adhesives and is made entirely of polyethylene. The printing inks are also exposed and not enclosed within the structure. Now, the next milestone has been achieved: the standup-pouch contains recycled material, thus closing the loop. For the first time, post-consumer recycle (PCR) from household collection (Gelber Sack) has been incorporated into a stand-up pouch for liquid products, without compromising stability or processability during extrusion, conversion, or sealing.



Walpack Packaging With Recyclate

Company: Bischof+Klein SE & Co. KG

Category: Packaging Materials and Components

The Walpack is established industrial packaging from Bischof+Klein and is very versatile. Whether construction, food, or chemicals – this plastic cross bottom sack is a sustainable alternative to using pails. The sealed valve sack was developed to securely transport products in paste form that are at risk of leaking, even with high product weights. An apparently simple sack that meets the highest requirements of safety. It is easy to handle thanks to its carrying handle.

Our well-known customers value this packaging for their products, such as plasters and fillers.

Our goal is to completely integrate our products into the circular economy. We have succeeded in this with the mono-material laminate. We now also offer the Walpack with 35 % recyclate and are therefore meeting future requirements today.

Phonak Sustainable Pack

Company: PAWI Packaging Deutschland GmbH

Category: Medical and Pharmaceutical

Our innovative hearing aid packaging seamlessly combines sustainable materials, smart functionality, and premium design. Made entirely from fully recyclable virgin fiberboard, it eliminates plastic entirely and highlights the brand's strong commitment to environmental responsibility.

The elegant, minimalist design features angled lid surfaces and a signature Phonak green interior, creating a striking visual statement that reinforces the product's innovative positioning.

Beyond its visual appeal, the packaging excels in user-friendliness: the technically sophisticated lid with its unique closure mechanism is easy to open and securely resealable without the need for additional labels. This ensures a smooth and convenient user experience.

Its modular insert system allows for flexible configuration with different inlays, making the packaging adaptable for a range of product variants. Despite its structural complexity, it remains quick and easy to assemble.

Another key advantage lies in its flat-packed delivery format, which reduces transport volume, cutting both CO₂ emissions and storage costs. Compared to the previously used rigid boxes, this new solution enables significantly more efficient logistics and greater flexibility.





Jägermeister Manifest Gift Pack

Company: Mast Jägermeister SE

Category: Alcoholic Beverages

The packaging concept combines a disruptive design with outstanding functionality and emotional appeal. It is made from high-quality, sustainable materials, including an innovative foam based on natural resources such as industrial potato starch and cellulose fibers. This material is biodegradable and recyclable, significantly reducing the ecological footprint. With its unique surface texture and striking color scheme, the design stands out and appeals to both design-conscious consumers and gift recipients. Subtle copper and black accents convey elegance, making the concept ideal for special occasions. An attached QR code provides access to a landing page that educates consumers about the product and its production. Additionally, the packaging concept offers a personalization option through customizable gift tags. It is more than just packaging – it's an experience that redefines the perception of design, functionality, and sustainability.

Organic edible oil in returnable bottle

Company: Werner & Mertz GmbH

Category: Household

1. Protection and Preservation of Contents

All the packaging of the innovative dosing and refilling system Switch, including the integrated dosing cap, reliably protects the contents four different professional cleaning formulations from external influence. Consequently, a shelf life of five years can be guaranteed for the four different cleaning agents. The closed construction prevents direct contact with the cleaning product and protects both the product and the user.

2. Ergonomics

The integrated dosing cap of the Switch system guarantees a safe and precise dosage of exactly 5 ml of cleaning product by means of the intuitive manual operation of a lever without effort, without drips, without direct contact with the product. The bottle's ergonomically shaped grooves ensure a good grip during continuous use by professional cleaning personnel. The measuring scale on the side of the bottle permits a quick check of the remaining contents.



GREECE



X-CYCLE™ | Mono-PE Recyclable Coffee Packaging With High-barrier And Easy-open

Company: A. HATZOPOULOS S.A.

Category: Non-Alcoholic Beverages

Developing a recyclable coffee packaging solution comes with a unique set of technical and functional challenges. Coffee is an exceptionally sensitive product that demands packaging capable of preserving both its freshness and its distinctive aroma, two attributes directly linked to product quality and consumer satisfaction. Traditionally, this protection has been achieved through complex multi-material structures that combine different layers to deliver the required barrier properties. However, these conventional laminates are difficult or even impossible to recycle through existing waste management systems. Driven by both regulatory developments and consumer expectations for more sustainable solutions, the need for recyclable alternatives has become imperative. The challenge lies in creating a packaging structure that meets strict performance requirements, such as barrier protection, product safety and functionality, while also trying to align with the sustainability targets set by upcoming regulations.

Our goal was to create a truly innovative monomaterial coffee packaging that can not only match but exceed the performance of traditional multi-layer laminates: maintaining coffee freshness and aroma, ensuring recyclability in current recycling streams, and offering a practical, user-friendly experience without compromising manufacturing efficiency or product protection.

Ionis Evoos

Company: forlabels SA

Categories: Food

The IONIS Ultra Premium EVOO (Extra Virgin Olive Oil) packaging exemplifies the seamless integration of technical excellence and aesthetic sophistication in the premium food sector. Designed to meet the dual challenge of creating a packaging solution that reflects the superior quality of the product while maintaining the highest standards of durability and sustainability, this project relied on advanced technologies to deliver both visual impact and functional reliability. The decision to use 360° shrink sleeve technology instead of a conventional label allowed for complete coverage of the bottle's surface, transforming it into a creative canvas with no limitations on design complexity or visual expression. Printed using high-definition flexographic technology, the sleeve delivers exceptional color stability, sharpness of detail, and consistent adhesion across production batches, ensuring that even the most intricate design elements remain perfectly reproduced. The addition of localized soft-touch varnish further enhances the packaging by introducing a refined tactile dimension, offering consumers a premium sensory interaction each time they handle the product. This multi-sensory approach elevates the user experience beyond visual appeal, merging sight and touch to create a lasting impression of quality and craftsmanship. From a technical perspective, the solution guarantees durability against wear and environmental factors, preserving the aesthetic integrity of the packaging over time. It also ensures that the visual identity of IONIS remains consistent on every shelf, supporting brand recognition and differentiation in a highly competitive market. By combining advanced printing techniques, premium finishing effects, and robust material selection, the IONIS Ultra Premium EVOO packaging demonstrates how innovation in design and technology can deliver a solution that embodies both elegance and performance. The result is packaging that not only protects the product but also serves as a strategic branding asset, reflecting the excellence of the olive oil it contains while aligning with modern sustainability and quality standards.



Hellenic Routes Olive Oil

Company: AIS Strategy, Branding & Communication

Category: Food

Hellenic Olive Oil Routes transforms packaging into a cultural messenger. It celebrates Greece's most iconic olive oil varieties—Koroneiki, Tsounati, Manaki, and Megaritiki—by presenting them not simply as products but as living fragments of heritage. The design reinterprets the first Hellenic postage stamp, featuring Hermes crowned with olive branches. Each variety is expressed in a different color, evoking its individuality while maintaining a cohesive visual identity across the range. The stamp is more than decoration—it is a seal of authenticity, a certificate of origin, and a symbol of Greece's role in the exchange of culture, goods, and ideas.

On the back of each bottle, the text begins: "This is not a bottle." This phrase reframes the packaging as something far greater: a vessel of history, culture, and tradition. Every drop of oil tells stories of resilience—how ancient practices still sustain communities today.

The bottles themselves are sleek, modern, and collectible. Their rectangular form recalls books lined on a shelf, reinforcing the narrative that each variety is a "chapter" in Greece's story of cultivation. The bold front design contrasts with the minimalist sides, creating a balance of heritage and contemporary refinement.



Monomaterial Lightweighted Yogurt Packaging With 25% Less Plastic, 50% Recycled Plastic And Detachable Label For Ease Of Recycling

Company: Hellenic Dairies

Category: Food

Hellenic Dairies, in collaboration with Kotronis Packaging, introduces a revolutionary packaging solution for yogurt that transcends mere evolution to establish a new benchmark for the sustainable food packaging industry. This design delivers a potent fusion of innovation, sustainability, functionality, and consumer appeal. Advancing Resource Efficiency and Circularity The new packaging represents a significant step forward in responsible material use. Compared to its predecessor, the cup achieves a 25% reduction in plastic usage (from 8 to 5.9gr). This substantial weight reduction directly translates into lower resource consumption, enhanced cost efficiency, and decreased emissions throughout the supply chain, all while maintaining optimal structural integrity. A cornerstone of this design is its monomaterial composition. The entire package, including both the cup and the lid, is constructed exclusively from polypropylene (PP). This uniformity eliminates the need for component separation by the consumer, streamlining the recycling process and significantly boosting recycling efficiency. By replacing the previous aluminum foil barrier with a polypropylene sealing layer, the solution achieves complete material homogeneity, aligning with the latest European Packaging and Packaging Waste Regulation (PPWR) requirements and maximizing the potential for a closed-loop system.



HUNGARY

Modern Recyclable Paper-based Packaging For Efficient Logistics

Company: Nefab Packaging Hungary Kft. and Nefab Mexico S.A. de C.V.

Category: Transit, Packaging Materials and Components

Our packaging showcases how sustainable, paper-based solutions can significantly lower environmental impact without compromising functionality, while also improving logistics performance. These types of solutions assist companies in reaching their sustainability targets and strengthening their market competitiveness. The customer was extremely pleased with the results and has chosen to implement similar eco-friendly packaging concepts for other products as well.

This successful partnership demonstrates that environmentally conscious packaging not only advances ecological goals but also enhances operational efficiency and corporate reputation. Nefab's approach integrates economic, environmental, and logistical benefits into a unified system, supporting both business success and environmental stewardship.



High-quality Champagne Packaging

Company: Rondo Hullámkartongyártó Kft.

Category: Alcoholic Beverages, Luxury

The Kreinbacher company builds on hundreds of years of experience, and every detail is of paramount importance in the champagne-making process, not least the packaging.

RONDO Hullámkartongyártó Kft. played an important role in the design of high-quality corrugated cardboard packaging that meets customer requirements.

The most unique design is the six-bottle champagne box with inserts, made of five layers of corrugated cardboard. When designing the packaging for these special, premium champagnes, the fundamental objectives were to ensure adequate load-bearing capacity, eliminate the need for separate inserts, and, as a key customer requirement, achieve the right combination of form and design.



High-performance Electrical Switchgear Packaging

Company: Ds Smith Packaging Hungary Kft

Category: Electronics

Our partner, Schneider Electric, has entrusted us with the universal packaging of three types of switchgear. In addition to ensuring product protection, the project posed another challenge: the products' considerable weight meant that they could only be moved—including loading into the box—from the side using a manipulator for occupational safety reasons. Additionally, the moving parts of all three products had to be secured to remain in the correct position for safe transport. When designing the paper-based, drop-test-compliant packaging, it was crucial to ensure that the otherwise highly complex packaging could be assembled in less than a minute. The goal was to make it easy and quick to assemble.

For both Schneider Electric and DS Smith, sustainability, recyclability, and lighter environmental footprint are key priorities. We have designed a solution that meets these priorities to the maximum. The product's packaging comprises paper elements and a polyethylene bag, which is necessary to ensure product protection, due to the fact that the greased parts of the product are sensitive to paper dust. This advanced packaging system is fully recyclable, making it an environmentally sustainable solution. The packaging solution has been designed to avoid unused space, ensuring compliance with future legislation.

Packaging Optimization For E-bike Batteries

Company: Ds Smith Packaging Hungary Kft

Category: Transit

COWBOY is an e-bike manufacturing company that was recently acquired by Cycleurope, one of Europe's leading bicycle manufacturers. The company is recognized for its innovative and sustainable solutions. Cowboy has asked us to design sustainable packaging for two different sizes of e-bike batteries. During the design phase, we had to ensure compliance with express road and air transport requirements. Our solution also had to have a smaller ecological footprint and be environmentally conscious. The new, easy-to-assemble packaging is a cost-effective solution that optimizes raw materials and transportation. Our partner had previously used the same packaging for both products. This approach resulted in increased space on pallets, greater environmental impact, and the use of EPS inserts, which led to unsustainable CO₂ emissions. DS Smith developed a compact solution adapted to two sizes. This way, both the smaller and larger batteries receive their own packaging based on the same logic. According to the original packaging palletization, 48 pieces could fit on one pallet. By optimizing this, our solution allows 208 smaller batteries and 192 larger batteries to fit on one pallet. As a result, the CO₂ impact of the smaller packaging is -7.66 tons, the material impact is -2,104 kg, and 8,000 pieces of plastic have been replaced. For the larger packaging, the CO₂ impact is -1.96 tons, the material impact is -587 kg, and 2,000 pieces of plastic have been replaced. We have developed a more sustainable, 100% recyclable, plastic-free, cost-effective solution.



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Dunapack's Innovative Virtual Environment (DIVE) and Inno Room enable customers to test, compare and validate packaging solutions at full scale, in real context - before production begins.

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- Fewer iterations & lower development risk
- Reduced material use and wast

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Break Pedal Packaging

Company: Ehisz Zrt.

Category: Transit

The packaging was developed for the brake pedal used in Volvo heavy-duty vehicles. During the design process, special attention was given to product protection as well as to optimizing logistics and storage aspects.

Protection and Stability

The brake pedal is a uniquely designed, precision component that requires particular care during transport. Accordingly, the packaging features a custom internal cavity that fits the product's shape exactly, preventing any movement or damage during handling. This solution ensures not only safety but also the preservation of the product's quality.

Optimized Space Utilization

The packaging was designed to accommodate as many units as possible in a single box without compromising product protection. Thanks to the compact, interlocking internal layout, transport costs and storage space requirements can be significantly reduced.

Stühmer Pillanat Christmas Collection

Company: Sz.Variáns Kft.

Category: Food

The Stühmer Pillanat Christmas chocolate collection showcases the perfect harmony between premium packaging aesthetics and sustainable production technology. The entire packaging line was produced using Highcon's digital laser die-cutting technology, which eliminates the need for traditional metal dies and reduces environmental impact throughout the production process.

The Stühmer Pillanat collection demonstrates how innovative technology and thoughtful design can merge to produce packaging that delights consumers while protecting the planet. The packaging retains its premium look and tactile quality while embodying sustainable design principles. Compared with conventional die-making methods, this solution: Reduces carbon emissions by 80–90% across the end-to-end die lifecycle. Decreases landfill waste by 98% relative to mechanical die sets of similar size. Enables production on demand, eliminating excess inventory and minimizing waste



Dive Software Package

Company: Dunapack Packaging

Category: Digital Packaging

The DIVE software package is a pioneering extended reality (AR/MR/VR) development environment that enables the visualization and testing of virtually any packaging solution – from transport packaging to consumer, e-commerce, and POS displays. DIVE is not a commercial product. It is offered free of charge, created solely to increase customer satisfaction and to support partners in developing the packaging of the future.

Splitting into 3 parts the software package has different purpose. DIVE AR is a freely downloadable application. Receiving a QR code, our partners can open our 3D packaging anywhere around the globe and even see it on the top or their table or in a store. DIVE MR is accessed through our mobile VR headset. The partners can interact with the products and the packaging while seeing the room and the people around them. DIVE VR is also accessible through a VR headset. In this the partners can immerse themselves in a realistic retailer store and see the packaging variants on the shelves.

Mumta Baby Wipes - Brand Identity Enhancement Through Minimalist Packaging Design

Company: 'ITC Limited, SBU - Packaging & Printing', 'Sukhraaj Industries LLP'

Category: Health and Personal Care

This innovation represents a crucial convergence of business strategy, consumer demand, and environmental responsibility within a rapidly expanding market. The successful transition to fully recyclable packaging for a core baby wipe product line. The baby wipes market is experiencing robust, sustained growth, with the Indian segment, for example, forecasted to expand at a Compound Annual Growth Rate (CAGR) exceeding 10% over the coming years. This surge is driven by fundamental demographic and social shifts, including a continuously growing infant population and a sharp rise in hygienic awareness. Modern, increasingly time-sensitive parents are prioritizing health and convenience, making disposable wet wipes a household essential.

However, this commercial success has created a mounting environmental burden. The traditional packaging, often made from multi-layered, non-recyclable plastics, contributes significantly to landfill and plastic pollution.



1st FIBC Type D Antistatic Bag Made From 100% Recycled Pet (rPET)

Company: Packem Umasree Private Limited

Category: Packaging Materials and Components

The tragic explosion at the Port of Beirut in 2020 was a wake-up call for the world. Caused by the unsafe storage of ammonium nitrate, it became one of the largest non-nuclear explosions in history and cost more than 220 lives. Incidents like this highlight a serious need for safer and smarter ways to store and transport hazardous materials. At Packem Umasree, we felt a responsibility to respond. Together with Texene, we have developed the world's first Type D FIBC bag made entirely from recycled PET (rPET). It is a solution that unites safety with sustainability, two priorities that can no longer be treated separately. The bag incorporates Crohmiq dissipative threads designed by Texene and also made from rPET. These threads safely disperse static charges that build up during filling or discharging. By neutralising those charges, the bag eliminates the risk of sparks or ignition without the need for grounding. This is critical when handling volatile products like powders, chemicals, pigments or other hazardous cargo that are transported in large volumes worldwide. In practice, it functions as a built-in static protection system, ensuring reliable safety even under demanding conditions.





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Contact Details:

SIES School of Packaging, SIES Activity & Research Centre, Plot No. D388, MIDC Juinagar, Navi Mumbai 400705.

Website: <https://siessop.edu.in> **Contact:** +91-9082336399 / +91-9321475922

For Enquiries contact:

Education: sopacademics@sies.edu.in | **Testing:** soplab@sies.edu.in | **Other Enquiry:** sopadmin@sies.edu.in

Breathable & Recyclable Dal Pack

Company: 'ITC Limited, SBU - Packaging & Printing', 'Maharani Dal Mill'

Categories: Food

We continuously imagine, explore new technologies and create solutions that reduce or eliminate barriers to recyclability and innovation. It improves the eco – impact of packaging through replacing material, energy, and greenhouse gas emissions and also improves the processability and durability of the pack. Overall, this product is a perfect example of an eco-friendly and trendy shift. Dals/ Pulses segment widely in India has a market volume of 26,000 MT of packaging requirement and we can understand the quantity of plastics which is used as packaging material and gets dumped into the environment. The earlier packaging of this dal which was a sandwich of PET/PE doesn't meet the recycling & sustainable goals whereas the new development is meeting all the parameters in aspects of quality and performance with the conventional package adding breathability and recyclability as a cherry on the top. In the current packaging format, air is entrapped inside the pack during filling of the product. To remove the entrapped air, pin holes are incorporated in the pack which are of non-uniform and the hole sizes are very high. Pinholes are sometimes blocked by the product and thus doesn't allow the entire entrapped air to escape and in some cases high pinhole size make the pack further weaken and causing the pack damage during transit and storage.



BioX - Biodegradable Additive & Masterbatch for Packaging

Company: NICHEM SOLUTIONS

Category: Packaging Materials and Components

NICHEM is an ISO 9001:2015 certified Specialty Chemicals Company committed to environmentally conscious, socially responsible and sustainable product development. It is a professional and progressive MSME from India who pushes the boundaries of Chemtech to innovate unique solutions to a problem statement. All technologies developed at NICHEM 's Innovation Center are non-toxic, eco-friendly, safe and sustainable. They are cost effective and ensure viability at the end user level. NICHEM works passionately in areas namely soil, plastic, air and water.



Is plastic really an issue?

NICHEM believes that plastic is not the real issue, but its management is! It use needs to be more responsible & accountable by each individual on this planet.

Flexible Plastic is a boon to modern civilization. Its wide range of benefits - cost-effectiveness, durability, versatility, ease of manufacture, and minimal resource usage in production - has made it an integral part of our daily lives. From packaging and agriculture to healthcare and construction, plastic serves as an irreplaceable material.

Bio-compostable Barrier HS Paper laminate for Portion Packs

Company: Safepack Industries Ltd.

Category: Food

Growing environment concern & increasing pressure of related regulations are forcing packaging industry to develop sustainable materials that are environmentally friendly.

So keeping sustainability as a key topic for the packaging value chain, Safepack designed new packaging format with the aim to drive the flexible packaging industry towards more sustainable packaging solutions & offer consumers to choose environment friendly products.

Safepack's innovative bio compostable metallized bleached kraft paper that is heat sealable and having high barrier is a game-changing stride towards a plastic-free future. Engineered with a bio compostable layer and a thin vacuum-deposited aluminum layer, this eco-conscious material delivers optimum protection against oxygen, moisture, and light—crucial for preserving product integrity.

It complies to meet direct food contact standards. And, is fully compostable and biodegradable, breaking down into water, CO₂, and biomass—leaving no trace behind. Its heat sealability, smooth machinability on FFS lines, and superior printability makes it ideal for modern sustainable packaging demands.



Versatile Use

Upgrade your food packaging with this versatile, smart solution for all your on-the-go meals.



Paper Based Take Away Pouch For Qsr

Company: ITC Limited, SBU - Packaging & Printing

Category: Food

The Honeycomb Thermal Pouch: Preserving Perfection in the Indian Delivery Market

The Indian Quick Service Restaurant (QSR) sector is experiencing explosive, high-volume growth, fueled largely by food delivery. However, the unique Indian climatic condition—marked by high heat and humidity—presents a critical operational challenge for this expansion.

Traditional QSR packaging, particularly for hot items like breads and rolls, relies on unsealed foil wraps or plastic-lined materials. This creates a packaging paradox: the heat required to keep food warm simultaneously generates excessive condensation inside the packaging. This thermal failure results in the infamous “sog factor,” where crisp products become degraded, crushed, and unappetizing long before they reach the consumer.

Beyond quality, the existing solutions—being complex laminates or single-use plastic wraps—are fundamentally unsustainable, mandating an urgent plastic packaging substitution to comply with growing environmental regulations.

High Strength Multifunctional Ecofriendly Wrapper - Alternative To 100% Plastic

Company: Safepack Industries Ltd.

Category: Packaging Materials and Components

Built on Reduce, Reuse, Recycle principle, Safepack's High Strength Multifunctional Moisture Barrier Reinforced Crepe/Crinkle wrapper offers a eco-friendly, high-performance alternative to conventional 100% plastic raffia packaging as it -

- Reduces significantly the plastic content by 90%.
- Recycled plastic used, avoiding use of new fossil fuel resources.
- Reusable owing to the thread reinforcement and crinkling technology imparting tear resistance, cushioning, and flexibility.
- Guarantees 100% protection performance at par with conventional plastic wrapper.
- Circular economy is achieved as all components are non-toxic and recyclable.
- Heat Sealable as the coated thin layer of polymer imparts barrier properties as well as sealing layer to make pouches & bags. The layer can separated well for ease of recycling.
- Optionally available with anti-corrosive VCI protection for bare metal surfaces.



Mono Pe Bag For Bib

Company: Aran Group

Category: Food

Our MonoFlex Bag-in-Box (3–20L) is a world-first, fully recyclable, high-barrier solution designed for liquid food products. Made from over 95% polyethylene (PE) with a thin yet powerful EVOH layer, the bag combines mono-material construction with excellent oxygen barrier properties. This smart combination of raw materials and advanced manufacturing technologies provides exceptional mechanical strength, puncture resistance, and long-term protection against oxygen and moisture without compromising recyclability.

The result is a durable packaging solution that ensures product integrity during long-distance transport and extended storage. Its unique, integrated spout minimizes oxygen exposure during dispensing, extending shelf life and preserving product freshness. Compared to rigid bottles or containers, the flexible design reduces storage and transportation volumes, contributing to greater efficiency and lower environmental impact.

The bag has been successfully tested with a variety of liquid foods, including wine and condiments such as Mayonnaise and Ketchup, demonstrating its wide application potential for the food and beverage industry. Designed according to Design for Recycling principles, it attains an "A" recycling rating under European PPWR standards. Importantly, this barrier performance is achieved without the need for metallization or high-percentage multilayer polymers that typically hinder recyclability.



Fresh Lid™ Hb

Company: Tadbik

Category: Food

Fresh Lid™ HB is a revolutionary mono-material PET lidding film that replaces traditional rigid injection-molded lids or standard lids for packaging meat, cold cuts, cheese, and fish. Its dual-layer structure, bonded with a proprietary food-grade hot melt adhesive, delivers exceptional reseal strength—allowing dozens of open-and-close cycles without losing hermetic integrity. While the market offers many types of flexible and semi-rigid lidding films, most lose their sealing power after the first opening, leading to product dehydration, oxidation, and ultimately, food waste. Fresh Lid™ HB overcomes this limitation through an advanced adhesive system and precise structural design that maintains tight, repeatable sealing even after multiple uses, keeping food fresh and safe for longer. The top layer integrates a transparent HB ALOx barrier that effectively protects against oxygen and moisture, extending shelf life while remaining fully recyclable in existing PET recycling streams. Anti-fog additives ensure clear visibility of the product under refrigeration. Innovative die-cutting provides extra-wide sealing margins well beyond the tray edges, while a built-in "stopper" prevents over-opening and preserves long-term usability. Optional tamper-evident features offer an additional layer of safety and consumer confidence.



Yohanan Aravot

Company: International Beer Breweries Ltd

Category: Transit

The packaging pallet developed is unique since it combines both circular economy 1 and 2 along innovation and special creativity.

The use of packaging waste PCR, which is a multilayer laminate of cardboard, PE, aluminum and adhesives that currently cannot be recycled and is also not biodegradable. In addition, the production process of the board contributes to the obtaining of significant strength for the mixture along obtaining a loading capacity of over 4 tons as well as resistance to transportation in harsh conditions. The pallet was also tested in extreme weather conditions of: rain, cold up to -38 (minus) degrees Celsius, heat 50 degrees Celsius - and it managed to meet all requirements and regulations.

The project was carried out in collaboration with Mr. Avshalom Ben David of blessed memory, who was killed in the war with Iran (14/6/2025).



ITALY



Nicetuck

Company: Tiber Pack S.p.a.

Category: Food

The state of the art in the sector of automatic case packing processes for food products involves sealing the secondary packaging by means of hot melt glue or adhesive tapes.

Nicetuck is the first GLUE FREE automatic case packing system that eliminates the use of hotmelt glues and tape adhesives that are traditionally used to seal the secondary packaging with which food products are stored, transported and distributed. It's the union of a special secondary packaging design combined with an automatic case packing equipment; both are subject of utility and industrial patents granted. Visit: <https://nicetuck.com/>

Eliminating the use of glues, Nicetuck provides relevant economic advantages, important reduction on energy consumption and benefits on environmental impact, respecting at the same time the shape, the protection and the food products inside the packages.

R-xps Direct Tray

Company: Coopbox s.r.l. - Unicoop Firenze

Category: Food

The project aims to make plastic packaging used by the food industry and large-scale retail (GDO) more sustainable, particularly for the packaging of fresh products such as meat and fish, while ensuring the same level of safety and functionality.

Specifically, the project is built on two key and interconnected pillars: the technological innovation of the product by COOPBOX, a company of the HAPPY GROUP, and the commitment of UNICOOP FIRENZE to adopt more sustainable solutions.

As for the innovation aspect, the technological advancement in the decontamination processes of recycled materials has enabled the design and production of a drainable food tray made of XPS (extruded polystyrene foam), which contains 20% of secondary raw material sourced from post-consumer domestic separate waste collection.

The collaboration with UNICOOP FIRENZE, through testing in selected pilot stores, made it possible to identify the best possible balance in terms of weight, strength, and absorbency of the container, based on the type of food and the packaging system used.



Sustainability, **nice** to meet you!

Nicetuck is the first
glue free case packing system




nicetuckTM
Respect our planet

PATENT PENDING BY
TIBER PACK
Respects your product

Blister Claber Lancia Pro 8535

Company: LucaPrint s.p.a. & Stora Enso

Category: Other

This packaging for the Claber Lancia Pro 8535 spray nozzle, developed by LucaPrint using Stora Enso cartonboard, replaces a mixed-material format with a fully cartonboard solution, eliminating plastic. The mono-material blister pack reduces volume by 50%, improving logistics and simplifying disposal. Integrated locking systems are engineered directly into the cartonboard, securing the product without plastic inserts. Although each product requires a bespoke locking mechanism, the design maintains maximum product visibility. This compact structure creates a cohesive look across the product line, meeting both aesthetic and environmental goals by delivering a visually engaging, recyclable solution.

A smart and effective replacement for traditional packaging. This structural solution offers full product visibility without the need for plastic, delivering a strong transformation from what's currently on the market. It cleverly retains the familiar presentation that consumers recognise, ensuring no disruption at the point of sale. The use of a well-executed die cut is clever, and the robust construction minimises material waste while maintaining integrity. A great example of sustainable innovation that doesn't compromise on consumer experience or shelf impact.



Packaging X-Caps illycaffè

Company: LucaPrint Spa

Category: Non-Alcoholic Beverages

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.

Biore The Body Revitalised Skin

Company: Kao Corporation

Category: Health and Personal Care

At Biore, we have focused on the fact that "rubbing during cleansing" is one of the causes of skin dryness and irritation. To address this issue, we have proposed a new concept of "frictionless cleansing" with foam that can be gently spread with the palms. However, with conventional foam body wash, consumers needed to repeatedly press the pump foamer to wash the entire body, which caused inconvenience and physical burden. To solve this problem, we developed a pump foamer designed for use in the bathing environment, capable of dispensing a large amount of foam with light force, providing a luxurious and effortless cleansing experience. This innovative design has four main features:

1. Increased Foam Volume: Compared with standard pump foamers, this dispenser produces 2.3 times more foam volume with a single push. As a result, users can cover their body with abundant foam more easily and with fewer pumping actions, achieving frictionless cleansing. The enlarged air cylinder and piston, bigger than those of standard foamers, were carefully designed through various evaluations to prevent air leakage and head-up malfunction.
2. Light Pumping Effort: A common challenge of producing a large foam volume is that greater pumping force is usually required. By adopting a large-diameter nozzle in the pump head, we reduced the pumping force by 20%. This design takes universal design into consideration so that foam can be dispensed easily by anyone.

JAPAN



Stable Transport Packaging With Enhanced Regular Slotted Corrugated Carton – "koro-pita Carton"

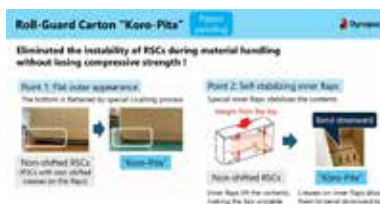
Company: Dynapac Co.,Ltd.

Category: Transit

This packaging innovation addresses the instability of regular slotted corrugated cartons (RSCs), a common type of corrugated board box, during material handling. Many manufacturers switch to corrugated board boxes with shifted creases on the flaps to improve load stability. However, this alternative increases production complexity, reduces compressive strength, and requires higher-grade materials, resulting in significantly higher costs.

We developed the "Koro-Pita Carton" by thoroughly analyzing the causes of RSC instability. We found that the bulging where the outer flaps meet at the center and the lifting of contents by the inner flaps both contribute to rolling during material handling. By redesigning the flap structure, we achieved a flat exterior and a self-adjusting inner flap that lowers under the weight of the contents, thereby preventing movement and improving stability.

This enhanced stability is particularly effective when cartons are stacked on pallets and transported on conveyor belts or trucks—situations in which rolling or shifting can occur due to vibration or uneven surfaces.

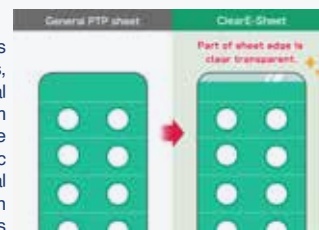


Clear E-sheet

Company: CKD Corporation

Category: Medical and Pharmaceutical

Toward a sustainable society, we have realized an environmentally friendly blister sheet named "ClearE-Sheet" that promotes contribution to carbon neutrality. In conventional blister sheet manufacturing processes, production involved forming pockets, filling them with tablets, sealing container and lid film, and then cutting the sheet to the required shape. The excess material resulting from this cutting process became waste. We have now developed our own unique film heating technology, film transport technology, and waste material collect technology, successfully minimizing the waste generated at both ends of the blister sheet. ClearE-Sheet manufactured using this technology can contribute to carbon neutrality as it can reduce plastic waste generated in the packaging process by more than 70% while maintaining the same packaging quality as conventional blister sheet. At the same time, the amount of packaging materials used, such as plastic, can be reduced by more than 7%, which also contributes to reducing running costs. ClearE-Sheet has a new design that visually conveys to consumers that the product is conscious of a "Clear" future environment by making a part of the sheet edge "Clear" transparent. It is compatible with conventional blister sheet and can be produced with the target existing equipment modification.



Easy Operation! Reduced Materials! Packaging Box With Leaflet Insertion Option

Company: Tomoku Co., Ltd.

Category: Transit

Traditional wrap-around corrugated cases, classified under FEFCO 0407, have long faced a significant drawback: once opened, they are difficult to reseal. This limitation has created challenges when including documents such as invoices or promotional leaflets. To accommodate these items, additional shipping cartons or sealing tapes were often required, leading to increased material usage, higher transportation costs, and more complex packing operations.

To address this issue, we have developed an innovative packaging design that incorporates a dedicated document insertion slot directly into the primary product packaging. Positioned at the top of the box, this slot allows invoices and marketing materials to be inserted without the need for extra shipping boxes or sealing tapes. After insertion, the opening can be securely sealed using the shipping label, ensuring both tamper resistance and package integrity during transit.

This design transforms the conventional FEFCO 0407 structure into a multifunctional packaging solution that combines product protection with document inclusion.



Compact Transportation Packaging With “Effortless Work” Function For Water Storage-type Gas Water Heater

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

Category: Electronics, Packaging Materials and Components, Transit

Product Overview The product provides transportation packaging specially designed for large electronic equipment (a 55 kg gas water heater), using recyclable corrugated cardboard. Recent environmental regulations on packaging have been tightened globally, and this new transportation solution has been developed for high level safety, work efficiency and environmental performance.

Issues/Background Previously, packaging for large electronic equipment was bulky during transportation, which reduced logistics efficiency and increased transportation costs. Furthermore, installation of the gas water heater requires lifting a 55 kg product multiple times, increasing physical burden on workers and posing safety risks.

Innovation/New Capabilities 1: Compact Transportation The packaging design integrates a total of nine components: the upper tray, bottom tray, four cushioning materials, reinforcing material, spacer, and cord fixing material, into one package. The cushioning materials, spacer, and pad are stored sequentially in the bottom tray and then covered with the upper tray for delivery in a single box shape. This reduces transportation volume by 42% compared to transporting each component individually. Furthermore, packaging work is greatly streamlined because all components are provided in a single package.



Environmentally Friendly Packaging For Biological Microscopes

Company: Nikon Corporation , Aizu package Co.,Ltd. , Oji container Co.,Ltd.

Category: Electronics

Nikon Corporation has introduced its first-ever eco-friendly packaging for biological microscopes.

Traditionally, these precision instruments - each weighing 21 kg - were protected using plastic cushioning.

Today, Nikon has replaced this with corrugated cardboard cushioning that delivers both strength and superior shock absorption.

This innovation brings multiple benefits:

- 1, Significant reduction in material weight and cost
- 2, Smaller carton size
- 3, Fewer packaging components
- 4, A fully mono-material solution that is easier to recycle

This has made it possible to achieve both environmental sustainability and product protection simultaneously.



Monomaterial Potions

Company: Kanae Co.,Ltd.

Category: Health and Personal Care

Innovating for Sustainability: Development of a Mono-Material Portion Container

In response to the growing demand for sustainable packaging and the shift toward a resource-circulating society, we have developed a fully recyclable, mono-material portion container that reflects our commitment to environmental responsibility. This mono-material portion container is suitable for liquid cosmetic/personal care formulations, including facial creams, serums, and hair care products. Key features; 1. 100% Recyclable Packaging Solution

Made entirely from a single polyolefin material—including both the container body and the lidding film - this packaging can be recycled in polyolefin recycling streams eliminating the need for post-use material separation. This mono-material solution streamlines downstream recycling processes, improves material recovery efficiency, and supports a reduced environmental footprint such as reducing carbon footprint.

2. Certified as recyclable by the cyclos-HTP Institute

The packaging material used for the portion has been certified as 100% recyclable by Institute cyclos-HTP. This certification substantiates the material's recyclability within established recovery systems and ensures conformity with internationally recognized environmental and circular economy standards.



Drawer-style Storage Box For Freeze-dried Miso Soup

Company: Tomoku Co., Ltd.

Category: Gift Packaging

This package of 60 servings of freeze-dried miso soup was awarded for its sustainable design that goes beyond the conventional role of packaging. It offers benefits to both consumers and assembly workers.

For consumers, the drawer-style structure enables not only storage and consumption but also for the secondary use.

For assembly workers, the reduction of the assembly steps improves work efficiency and as a result, labor-saving and space-saving will be achievable.

The structure was changed from the Snap Lock Bottom Box to an Auto Lock Bottom Box which enable to reduce the assemble time for 7-second per box.

Since the box can be assembled and filled at the same time, there is no need for temporary storage space or task division, enabling both space-saving and labor-saving.



Maximizing The Strength Of Cardboard And Bottles: Corner-crush Carton

Company: Tomoku Co., Ltd.

Category: Transit

Corner Crush Carton is designed for large-capacity (2L) aseptic bottles to effectively suppress bulging without changing the material, while maximizing the structural strength of both the bottle and the corrugated case. The bottle is engineered to deform vertically under internal pressure, functioning like a spring to enhance strength. To fully utilize this feature, the case must first absorb the bottle's deformation before bearing the load.

This deformation absorption is achieved by intentionally crushing the corners of the case. In conventional corrugated cases, the corners have the highest load-bearing strength. Even when anti-bulging features are applied only to the body panels, the corners still bear most of the load, preventing deformation absorption and causing premature buckling. To address this issue, Corner Crush Carton is designed so that the corners undergo the greatest degree of controlled crushing. This ensures that the corrugated case deforms first, and then, in perfect timing, the bottle's spring-like structure engages, allowing both the bottle and the case to demonstrate their maximum strength. The crushed sections are strategically placed near the bottom edges of the case, making the deformation inconspicuous and maintaining an attractive external appearance.

Additionally, to prevent buckling on the top surface, a leaf-shaped crease is introduced near the hand holes. This feature alleviates stress concentration, preventing buckling from originating at the hand holes and improving overall structural stability.



Easy-grip Natto Packs

Company: Mizkan, Kobayashi

Category: Food

Mizkan's easy-grip natto packs resolve the dilemma faced by millions of Japanese consumers: how to enjoy the traditional delicacy without creating a mess. Conventional packaging is prone to spillage of the famously sticky and pungent food, but this no-nonsense redesign has made it easy to use, lightweight but strong, and better for the environment. Natto is a hugely popular fermented soybean product that is eaten daily in households all over Japan. In fact, as one of the leading natto manufacturers, Mizkan produces over 1.4 billion packs annually. Natto packaging can negatively affect the consumer experience due to two factors. One, natto is typically stirred before eating, but this stage can result in package punctures and spills. Two, natto packs need to be washed and recycled, but the stickiness can be hard to get rid of and unpleasant. Here are some common sources of consumer dissatisfaction with natto packaging: • Difficult to get a secure grip on the sides • Chopsticks may pierce the bottom • Sticky residue often gets on fingers while stirring • Leftover residue makes the packaging hard to wash and recycle

“Horizontal Recycling “CUBITAINER” - Adopted For Sysmex HISCL™ Line Washing Solution Concentrated”

Company: ZACROS Corporation, Sysmex Corporation

Category: Medical and Pharmaceutical

ZACROS Corporation has developed a horizontal recycling* technology for the commercial liquid container “CUBITAINER.”

The “CUBITAINER” manufactured by ZACROS is used as a storage container for reagents manufactured by Sysmex Corporation. These used “CUBITAINER” are collected by Sysmex, then crushed and washed. The flake-shaped recycled material obtained through these processes is used as raw material by ZACROS Corporation to mold into “CUBITAINER SUR.” This horizontally recycled product has been adopted for the cleaning solution “HISCL™ Line Washing Solution Concentrated”*** for Sysmex's Automated Immunoassay Systems HISCL™-5000/HISCL™-800, and sales began in January 2025. By securing high-quality recycled materials at Sysmex, ZACROS has successfully achieved horizontal recycling of medical containers, which previously has been considered difficult within the healthcare industry.



Trapezoidal Cushioning Material: Paper Cushion You Simply Wrap Around

Company: COSEL Co., Ltd., SAKURA PAXX Co., Ltd.

Category: Electronics

This cushioning is made from 100% paper material designed to protect precision electronic components from drop impacts. It was developed with the goals of reducing plastic use and lowering packaging material costs.

Key features include its trapezoidal cushioning and ease of assembly.

The trapezoidal cushioning maintains its shape better than square or rectangular material during transport, resisting lateral movement to provide stable cushioning performance even when the package is dropped in various transportation conditions. The trapezoidal cushioning alone can protect against impact from falls on four of the six surfaces of a box. Furthermore, this cushioning material requires wrapping only for all processes, from assembly to product packaging, simplifying your workflow.

As a result of free-fall tests from 60 cm on each surface with 2.6-kg contents, and five consecutive drop tests for the bottom surface, which was protected by this cushioning, the contents suffered no damage. This packaging achieves 100% paperization while also reducing costs. Compared to foam plastic packaging for similar products, this cushioning reduces packaging material costs by 56%, contributing to cost savings.

Eco-friendly Type Pharmaceutical Packaging Using Biomass-based Polyethylene And Recycled Polyethylene Terephthalate: Rozlytrek 100mg, 200mg

Company: Chugai Pharmaceutical Co., Ltd.

Category: Medical and Pharmaceutical

This novel eco-friendly pharmaceutical packaging ensures drug stability and enhances usability for anti-cancer medications suitable for patients of all ages and cancer types. By transitioning from conventional bottle formats to blister packaging with precisely measured dosage units, it meets the practical needs of healthcare professionals while improving patient experience. The blister sheet contains biomass-based plastics account for more than 50% of the total material content (certified by the Japan BioPlastics Association). Our technology enables uniform film thickness, even for the difficult-to-form size #0 capsule pockets, contributing to the maintenance of drug stability (Ref 1, 2). For the outermost polyethylene terephthalate (PET) layer of the aluminum pouch enclosing the blister sheets, we use a film containing 80% recycled PET (certified by the Council for PET Bottle Recycling) (Ref 2). To enhance pouch usability, we adopted laser-processed tear lines with specialized geometry to improve ease of opening. Through these technological advancements, we have developed a sustainable and user-friendly packaging solution that provides appropriate dosage units to meet the needs of both healthcare providers and patients, while fulfilling our commitment to environmental responsibility (Ref 3).



CUBITAINER

INDUSTRY-FIRST **HORIZONTAL RECYCLING** FOR
MID-SIZED REAGENT CONTAINERS

WORLDSTAR
WINNER
2026



WPO

WORLD
PACKAGING
ORGANISATION



Press Release



No.1 global market share,
worldwide supply network



Reduced CO₂ emissions
across the product lifecycle



Ideal solution for
semiconductor, medical,
and other industries

 **ZACROS**

Juice Marche Project Bottle-shaped Package/ vending Machine-style Display

Company: RENGO CO.,LTD PILOT CORPORATION

Category: Point of Sale

Pilot Corporation's gel ink ballpoint pen "Juice" is a popular brand among students and younger generations, known for its smooth writing and vibrant color variety. Despite its appeal, Juice has struggled to secure the top market share in Japan's gel ink pen category. Regular promotional campaigns have led to short-term sales boosts but haven't significantly improved long-term brand recognition or value. So, there was a need for more experiential and attention-grabbing initiatives that went beyond traditional approaches like discounts and standard novelty giveaways.

To address this, Pilot launched a new experiential campaign called "Juice Marche." The concept centered on letting users enjoy the process of freely choosing and combining their favorite pen colors. For younger consumers, stationery is more than just a tool—it's a way to express personality and preferences. By turning Juice's wide range of colors into a playful and joyful selection experience, the campaign encouraged bulk purchases through the use of novelty items as incentives.



Improved Packaging Design For Export Of Automobile Injector Assemblies

Company: Suzuki Motor Corporation , Oji Container Co.,Ltd.

Category: Transit

The conventional packaging method for automotive injectors exported overseas was time-consuming, as the parts were arranged horizontally and required plastic trays and a large amount of foam cushioning materials.

Through the development of vertical cardboard packaging, we have increased the number of units per box, improved packing efficiency, reduced work time, lowered packaging material costs, and completely eliminated the use of plastic packaging materials.



Development Of Flexible Packages Separable Into Single Material By Delamination

Company: Lion Corporation

Category: Household

Our company, in collaboration with Toyo Ink Co., Ltd., has developed a refill pouch that not only functions effectively as a container but also excels in recyclability by enabling material separation. This breakthrough allows for the selective recovery of individual materials from laminated films and achieve container-to-container recycling as high-quality recycled resin, thereby contributing to the circular use of plastics.

Standing pouches used in refill containers are typically composed of multilayer films made from different materials such as polyethylene, nylon, and PET to ensure the required performance. However, because these films are strongly bonded together—often using adhesives—the separation process is difficult, which has hindered high-quality material recycling. Therefore, through the optimization of debondable adhesives and the establishment of mass production technology for pouches utilizing these adhesives, we have realized the development of easily recyclable pouches that allows laminated films to be separated in a mild alkaline aqueous solution.

Technological Features

1. Balancing Debondability and In-use Adhesion: On one hand, debondability is required to allow the film to be easily separated for pouch recycling, while on the other hand, sufficient adhesion strength is necessary to protect the contents until the consumer uses the product, making it essential to achieve two seemingly contradictory functions. We achieved separation of the layers in this challenge by reconstructing the adhesive composition, enabling treatment with a mild alkaline solution.



Merit Baby Body Soap

Company: Kao Corporation

Category: Health and Personal Care

We have developed a baby body wash container designed to make bath time enjoyable for both parents and children. The bottle dispenses a jet of foam simply by squeezing it, which captivates children's interest and is sure to solve the common problem of kids disliking bath time.

We focused on usability by optimizing the design of the outlet hole diameter, the amount of resin used in the bottle, and the fineness of the mesh. This careful design allows us to reduce the force needed to squeeze the bottle while maintaining a fluffy foam texture. The shape of the bottle is eccentric, meaning that foam can be dispensed even when the container is tilted. We also used a non-slip matte polypropylene material, making it easier for children to play with the foam and ensuring safe use, even with wet hands.

Furthermore, we have separated the foam discharge pathway from the air return pathway for squeezing, which enables a smooth squeeze-back mechanism and enhances handling.



Compatible With 10 Products – Bolt-fixable Reinforced Cardboard Pallet

Company: FURUKAWA INDUSTRIAL MACHINERY SYSTEMS CO.,LTD. NabiAce Co.,Ltd.

Category: Transit

The conventional packaging method using wooden pallets has been replaced with a newly developed cardboard-based solution. The packaged items are slurry pumps, which come in ten different types, each varying in shape and weight. Some pumps weigh up to 200 kg. Due to this diversity, it was difficult to standardize packaging materials using typical cardboard solutions.

To overcome this challenge, we developed a specialized cardboard pallet that allows the legs of the pump to be bolted directly to the pallet. This design provides sufficient strength to withstand bolted fastening and features a flexible structure that enables the bolt positions to be freely adjusted. As a result, pumps of various shapes and sizes can be securely fixed without the need for different packaging materials.

The new packaging system has significantly improved operational efficiency. Assembly and packing time have been reduced by 70%, while unpacking time has been reduced by 90%. Additionally, the transition to cardboard has eliminated industrial wood waste and reduced CO₂ emissions by 61%, successfully addressing all the issues identified prior to the redesign.

To verify the impact resistance and ensure that both the packaging and the product remain undamaged during transportation, we conducted a cantilever edge drop test. The packaging passed the test, confirming that the pump and packaging materials remain intact even when subjected to impact. This result is largely attributed to our proprietary high-strength reinforced cardboard, which is highly resistant to tearing even under stress.



Anti-rebound Crease Line For Safer And More Cost-efficient Packaging

Company: Tomoku Co., Ltd.

Category: Transit

This corrugated case is a groundbreaking product that achieves both safety during stacking/storage and cost reduction. For heavy items such as bag-in-box products, or in situations where high protection performance is required, stronger corrugated board materials are generally selected. However, high-strength materials such as double-wall board also have high rigidity, which causes a problem: the flaps strongly spring back when sealing with adhesive tape. Traditionally, this issue was addressed by using staggered crease lines, but this method required 2–3 manufacturing steps and resulted in higher costs. On the other hand, switching to straight crease lines improves strength and simplifies the process to a single step, while also enabling conversion to single-wall board. However, even in this case, a problem remains: since the inner and outer flaps are aligned in a straight line and folded together, flap rebound occurs, leading to unstable load form. In this case, additional crease lines are applied at the corners of the outer flaps, which prevents flap spring-back and allows the manufacturing process to be simplified to just one step. Furthermore, as the top surface is formed flat, it greatly contributes to preventing load collapse and improving stability during stacking. As a result, this packaging achieves both safety and material savings, while simultaneously realizing cost reduction and lower environmental impact, thereby contributing to sustainable packaging.



Bulging-suppression Case With Integrated Score Lines And Cutting Edges

Company: Tomoku Co., Ltd.

Category: Transit

In recent years, the packaging industry has faced two major challenges: maintaining visual integrity during summer months when corrugated boxes are prone to bulging, and reducing material costs through downgauging. Bulging often occurs even when the product itself remains unaffected, leading to compromised aesthetics and, consequently, product returns or rejections. At the same time, the demand for cost efficiency has accelerated the shift toward lighter-grade corrugated materials, which can further exacerbate structural weaknesses such as panel deformation and corner buckling. To address these issues, we have developed an innovative corrugated case design classified under FEFCO 0407 (wrap-around style). This solution introduces a unique structural enhancement: the long side panels are engineered with a controlled outward protrusion in the central area, forming a panel-like reinforcement that effectively mitigates bulging under thermal and humidity stress. Additionally, to counteract the increased load concentration at the corners—where failures are most likely to occur—precision slit-cut processing has been incorporated. This feature relieves stress points and prevents tearing or collapse during handling and transportation.



Optimized For 1100x1100mm Pallets (japanese T11 Standard)

Company: Tomoku Co., Ltd.

Category: Other

Conventional display or storage boxes designed for vertical stacking often posed the risk of tilting when stacked high. In addition, supplementary materials were sometimes required to secure them laterally or front-to-back. For product retrieval, front guards had to be installed to prevent box deflection, which required extra clearance space for loading and unloading. The developed box not only allows vertical stacking but also achieves lateral fixation without supplementary materials. Furthermore, by reversing the top layer front-to-back, the load can be securely fixed in all directions—vertical, lateral, and front-to-back—significantly improving stacking stability. In addition, by reinforcing the opening structure, deflection is prevented, eliminating the need for a front guard. This allows smooth loading and unloading of products that utilize the full internal dimension.



ATH-R70xa Package

Company: Audio-technica Corporation

Category: Electronics

The ATH-R70xa packaging was developed not simply to protect the product, but also to balance environmental considerations with creating a great user experience. The headphones and all included accessories are carefully housed in an internal structure made of recyclable cardboard. The packaging actively uses environmentally friendly water-based ink for the individual packaging, clearly demonstrating the company's commitment to sustainability. From the early stages of development, the goal of "combining functionality and environmental friendliness while maintaining a balance between quality, cost, and delivery" was the goal we worked toward in design and development. Notably, the unique folding structure and diagonal headphone placement design ensure product safety while optimizing space efficiency. Furthermore, the product is designed to be revealed in stages when opened, elevating the "moment of unboxing" for the user into an experience of discovery and anticipation. Finally, this package, which is made from folded cardboard and was designed and developed with the customer's delight in mind, will serve as an example of common sense packaging that will show what packaging will look like in the future.

E-COMMERCE PACKAGING FOR PLANT POTTING SYSTEM

Company: STORA ENSO PACKAGING

Category: E-Commerce

This packaging solution for fragile plant potting system was developed for WET POT SYSTEMS to ensure safe e-commerce delivery for a premium plant potting system, which includes a glass outer pot and a terracotta inner pot. The terracotta component is particularly fragile, and the previous packaging solution resulted in a 20% damage rate during transit—leading to excessive waste, customer dissatisfaction, and a negative impact on brand reputation.

The task was to create a protective packaging system made entirely from corrugated cardboard, capable of passing the ISTA 6A Amazon physical laboratory test. It also needed to be manually assembled, scalable across four product sizes, and provide a pleasant unboxing experience.



TOKYO INTERNATIONAL PACKAGING EXHIBITION 2026
TOKYO PACK 2026

Innovative Packaging Technology
 ~ The link between our future planet and generations ~

October 14 (Wed) ▶ 16 (Fri), 2026
TOKYO BIG SIGHT East Hall, 1-3, 7&8

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
Visitor registration starts: July 29, 2026
 * Admission Free

Exhibit Categories:

Packaging Materials / Containers, Packaging Machines, Printing / Converting Machines, Food / Pharmaceutical Processing Machines, Machines for Inspection / Measurement / Additional operation, Packaging Design / Communication / Service, Logistics / Material Handling / Packaging Solutions, Next Generation Technologies, PR · PRESS

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

A Look Back: TOKYO PACK 2024 Success

Total Number of Exhibitors and Booths

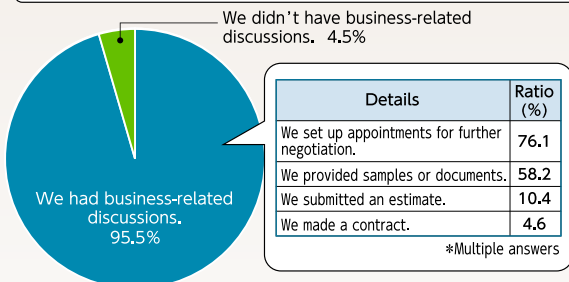
Exhibitors **725** Booths **2,313**

Total Number of Visitors (Three days)

Registered visitors **70,712** Gate Entries **221,301**

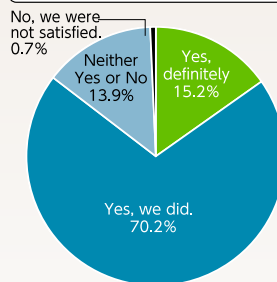
Exhibitors Profile

How did business discussions go during the exhibition period?

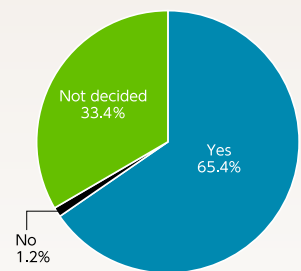


Visitors Profile

Did you meet your visiting objectives?



Do you plan to visit TOKYO PACK 2026?



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.

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LET'S GET COSY TEA GIFT COLLECTION

Company: IMANTS ČAKLAIS

Category: Gift Packaging

LET'S GET COSY was created for the autumn season to transform tea gifting into a long-lasting surprise. Its multi-stage unboxing - with drawers and a door - delays the full reveal, inviting the recipient to explore the pack gradually. This design turns the gift into an extended ritual of discovery, keeping consumers engaged and delighted over time. Engineered for strength and elegance from 745 µm Crownboard Kraft, the pack features multiple compartments holding Bird & Blend's seasonal teas in sachets and tins, alongside a gold-plated spoon and an orange-lidded strainer. By guiding step-by-step exploration, each ribbon-handled drawer and door adds theatre, turning the unboxing into a memorable ritual as engaging as the teas themselves.

LET'S GET COSY stands out by seamlessly combining design, sustainability, and consumer engagement. It protects and presents its contents beautifully, offering a delightful unboxing experience, and leaves the recipient with a keepsake worth reusing. Innovative structure, refined graphics, premium finishing, and eco-conscious choices show how packaging can elevate a brand's story while delivering lasting value.



LEBANON



Pvc Replacement, Dual-sided Pop Stand

Company: UNIPAK SAL

Category: Point of Sale

Our corrugated POP display stand innovatively replaces PVC with eco-friendly materials, offering high visibility and impact. Engineered for lightweight durability, it features high-resolution graphics and is fully recyclable. Designed for dual-sided product visibility and easy assembly in a product-shaped format, it exemplifies sustainability and visual appeal.

Pasta Box

Company: Gemayel Freres S.A.L

Category: Food

This box allows to replace plastic by an attractively branded package. It allows the producer to offer the consumer a big variety of pastas in exact portions, thus reducing food waste and allowing the consumer to try a bigger variety from the brand range and better personalize the dishes they are cooking. Each triangle is detachable making the consumption easy and optimizes space usage in the kitchen cupboard. This package is an example of packaging that always evolves to improve branding and sustainability while adapting to new lifestyle requirements of consumers and the opportunities it offers.



Reveal Sushi Box

Company: Pro Plus Creative

Categories: Food

The Sushi Reveal Box: Unboxing a Culinary Experience

In a market saturated with standard, utilitarian takeaway containers, the Sushi Reveal Box redefines the consumer experience by transforming packaging from a simple carrier into a memorable event. It directly addresses the modern consumer's desire for shareable, engaging moments.

Why is it a winner?

Elevated User Experience:

The core innovation lies in its ceremonial opening. With one fluid motion, the dual-sided flaps part to unveil the sushi within. This "reveal" creates a moment of delight and anticipation, elevating the meal and making the customer feel valued. It transforms a simple takeaway into a premium, gift-like experience.

Engineered for the Digital Age:

This design is inherently social. The visually striking opening sequence is engineered to be "Instagram-worthy," encouraging customers to share their experience online. For brands, this translates directly into organic marketing and user-generated content, amplifying their reach and reinforcing a modern, experiential brand identity.



Dermel - Dermatological Laboratory

Company: Tagbrands

Category: Health and Personal Care

Dermel Dermatological Laboratory, based in Tripoli, Lebanon, has launched a transformative rebrand with a compelling new packaging design. Founded and led by scientists, Dermel is dedicated to high-efficacy cosmeceuticals backed by dermatological expertise. This rebrand strengthens its position as a cosmeceutical leader, enhancing its appeal locally and regionally while aligning with global standards of excellence.





ADVANCING PACKAGING EXCELLENCE

LibanPack advocates for the development of innovative and sustainable packaging that meets international standards and boosts product competitiveness.



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ARAB STARPACK PACKAGING AWARDS

Arab StarPack is a regional packaging competition **organized by LibanPack** to promote innovation in packaging design across the Arab world.

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The WorldStar Awards are organized by LibanPack on behalf of the WPO (World Packaging Organisation)

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Agricultural Tray

Company: Gemayel Freres S.A.L

Category: Fresh Fruits and Vegetables

This tray allows to promote up to 4 types of fruits and vegetables in one attractive pack, while offering the same protection and stacking capability of the plastic crate it replaces. It allows the retailer to select the seasonal bundle to promote in the appropriate quantity for the intended consumption size while allowing for the attractive printing and branding that carton offers. This is an example of packaging evolving to improve branding and sustainability while adapting to new lifestyle requirements.



Promo Toilet Paper

Company: Gemayel Freres S.A.L

Category: Household

This pack allows to replace plastic by adopting this branded and practical solution. It allows the brand to stand out on the shelf from its competitors, while offering a practical solution for the consumer. It can be used where there is no storage or holding facility for the paper rolls, such as outdoor camping or to optimize space in limited size toilets and home storage.

On the other side, the brand building experience continues into the home or camp where all users reach out from the branded box, reaching all members, not just the one that bought the rolls as is the case with the plastic wrappers it replaced.

Packaging as a sustainable branding solution beyond the POS!

Rawi Rum

Company: Rawi Rum

Category: Alcoholic Beverages

Rawi Rum presents its distinguished Three-Bottle Collection, a packaging concept deeply rooted in Lebanese craftsmanship and the vibrant spirit of the Mediterranean coast. Each bottle speaks to a different facet of the brand's story—harvested from locally grown sugarcane, distilled in small batches in Lebanon, and curated with bright, expressive design that reflects the sun-lit landscape and cultural tapestry of the region. The trio is unified by a cohesive color palette, providing a sensory journey from the first glance to the final sip. With this packaging, Rawi Rum celebrates authenticity, regional identity and premium quality, inviting international audiences into the world of the first ever Lebanese-made rum.



Corrugated Vine Weather Shield

Company: UNIPAK SAL

Category: Other

Our protective full cover, made from corrugated material, offers robust weather protection for small vines against snow and heavy sun. Fixed with a steel bar to the ground for stability, it features aeration holes to ensure the vines receive necessary airflow. Fully recyclable, it provides sustainable and effective vine protection.

Fitmingo Premium Protein Tray

Company: Smurfit Westrock

Category: Digital Packaging

The Fitmingo Premium Protein Tray was born from a challenge: to transform a collapsing, uninspiring display into a packaging solution that would reflect the true essence of the brand: health, strength, and vibrant energy. What began as a functional problem became an opportunity to rethink what digital packaging can achieve when creativity and technology work together.

Crafted from recycled and fully recyclable corrugated board, the Fitmingo tray embraces sustainability without sacrificing beauty or performance. Every curve, fold, and print was designed with intention: to protect the product, simplify logistics, and inspire at the point of sale.

The innovation lies in its one-piece structure. By integrating the inserts into the same design, assembly became faster, production more efficient, and transportation safer. This single clever move eliminated unnecessary components, reduced waste, and gave the tray exceptional strength and stability, ensuring that every product arrives in perfect condition.





Beyond Boxes. Beyond Expectations.

UNIPAK combines structural innovation, sustainable thinking, and over six decades of manufacturing expertise to create packaging and display solutions that overcome transit and retail challenges. From concept to production, we partner with local and global brands demanding high performance, efficiency, and impact.



Solutions for agriculture, retail, FMCG, industrial & more



Sustainability & material optimization expertise



In-house innovation & digital centers



Corrugated & folding carton expert



unipaklb.com



Clairol Colorstrong

Company: ALLTUB GROUP

Category: Packaging Materials and Components

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



Tequila Avión Integrated Packaging

Company: Smurfit Westrock

Category: Transit

The Tequila Avión Integrated Packaging stands out as a winner because it redefines efficiency, sustainability, and brand impact within the beverage industry. This packaging solution was designed to hold twelve 375 ml bottles of Tequila Avión, integrating the dividers directly into the body of the box: a breakthrough that eliminates the need for separate inserts and streamlines the entire supply chain.

This integrated design offers multiple advantages. By removing loose parts, the packaging reduces assembly time, simplifies logistics, and minimizes the risk of missing or mismatched components. The result is a more efficient, cost-effective, and environmentally responsible solution that aligns perfectly with today's market demands for sustainability and operational excellence.

From a sustainability perspective, the impact is significant. The new structure reduces material usage, eliminates overproduction of inserts, and allows for optimized palletization and transportation. These improvements directly translate into a 33% reduction in CO₂ emissions (from 0.383724 tons to 0.255816 tons), supporting the brand's commitment to responsible practices and reducing its carbon footprint throughout the distribution chain. The packaging is made from 100% recyclable and recycled corrugated material, ensuring that every component contributes to a circular economy.



La Moderna Pasta Tray

Company: Smurfit Westrock

Category: Digital Packaging

La Moderna Pasta tray is an intelligent structural packaging solution that seamlessly combines innovation, functionality, and visual impact, making it a standout in the Digital Packaging category. Made from recycled and recyclable cardboard, this tray not only protects and organizes the product but also supports sustainability goals, reducing environmental impact while enhancing the brand's commitment to responsible packaging.

One of the key innovations of this design is its modular inserts, which streamline filling and enhance product display. These inserts prevent the product from becoming trapped in the tray's rear sections, guaranteeing smooth access for both operators and consumers at the point of sale. This functional approach directly improves the shopping experience, ensuring that products are presented in an orderly, visually appealing, and convenient manner.

The tray's digital printing capability elevates the design further. Featuring eight unique artworks that align to create a continuous, impactful pallet image, the solution transforms the tray into a visual billboard that strengthens brand presence in retail environments. The use of digital printing allows for high flexibility, including variable data and multiple designs without the need for extensive tooling, making it cost-effective and highly adaptable for different brands and product lines. This flexibility not only supports La Moderna but also extends to other brands, demonstrating versatility and efficiency.



NORWAY



Lille Blad – Tray for microgreens

Company: Smurfit Westrock Scandinavia

Category: Fresh Fruits and Vegetables

Lille Blad, a Norwegian supplier of fresh microgreens, needed a transport and storage tray suitable for use in restaurants and professional kitchens—where quick crop cycles, cleanliness, and handling efficiency matter. Traditionally, this type of product is grown and delivered in rigid plastic trays, which are durable but not designed for single use and add unnecessary waste to fast-turnover systems.

This new tray is made entirely from corrugated board and designed specifically for short-cycle crops like microgreens. It is lightweight, moisture-tolerant for the intended delivery and storage period, and stackable for space-efficient transport and storage. After use, it can be disposed of through regular paper recycling systems, making it practical for chefs and foodservice staff.

As one of the first fiber-based solutions of its kind in a category dominated by plastic, this tray offers a simple, scalable shift toward smarter use of materials—without changing how kitchens work.

Paper-protect Smartphone Shipping Box

Company: Rajapack Norway

Category: E-Commerce

E-commerce demands packaging that is fast, protective, and sustainable. The Paper-Protect Smartphone Shipping Box (BSTP10) delivers all three in one SKU.

Why it wins for e-commerce: Speed: Integrated protection and self-seal strip reduce packing steps and training time. Protection: Paper-based cushioning absorbs shocks and vibrations, safeguarding fragile electronics. Sustainability: 100% paper-based, fully recyclable, and flat-packed for lower transport emissions. Customer experience: Tear-strip ensures safe, frustration-free opening and a positive unboxing moment. Circular economy: Perfect for refurbished smartphone shipping, supporting reuse and waste reduction.

Technical Features: Corrugated board with integrated paper protection. Self-adhesive closure and tear-strip for secure transit and easy opening.

Supplied flat in bundles of 25 for efficient storage.

E-commerce Advantages:

- Fast pack-out: Reduces labour time and complexity.
- Damage prevention: Consistent protection lowers breakage and returns.
- Returns-friendly: Box remains intact for inspection and repack.
- Brand experience: Clean, sustainable unboxing reinforces customer trust.



The Reusable Box

Company: Glomma Papp AS

Category: Other

The solution promotes reuse in a new way.

This box is not just a transport solution, but a sustainable solution that meets multiple customer needs. It is designed for reuse before recycling, which provides a positive environmental benefit.

With features that allow it to function as both a transport box, storage box, and an alternative to a shopping bag, it is extremely versatile and made from 100% recyclable material.

Additionally, we have eliminated the need for tape, making handling simpler and more efficient. With a packing process that has become 10% more efficient, the customer also saves significant resources each year.

By using this box, we can potentially reduce the use of plastic bags by 288,000 per year, saving 5.6 tons of plastic. These measures not only benefit the environment but also provide significant marketing value.

We believe that this packaging is a brilliant example of how we can combine functionality with sustainability.

A simple design can inspire others to find additional uses for their boxes after their normal lifespan is over.



PALESTINE



Ftoori Falasteeni

Company: Control And Calibration Experts (cce)

Category: Food

The design isn't just a product, it's a story. By merging three staple Palestinian foods, olive oil, olives, and za'atar, the concept transforms everyday ingredients into a symbolic representation of the land and its people. Each component carries meaning: olive oil as a symbol of purity and resilience, za'atar as a taste of home and memory, and olives as the enduring fruit of Palestinian soil. Together, they form a unified narrative of belonging, tradition, and pride. Sustainability and cultural responsibility play a vital role in the concept's success. By using recyclable or locally inspired materials, the design aligns with contemporary environmental values while maintaining respect for traditional roots. Ultimately, this project succeeds because it captures more than just a product it captures a story. It invites people to experience the essence of Palestine through sight, touch, and taste. The result is a packaging concept that transcends function, standing as a visual and emotional ambassador of heritage. It celebrates resilience, authenticity, and cultural pride, proving that good design is not only about how something looks, but about what it means.

POLAND

Tea Tin Label The Promised Tea

Company: Reganta Szlascy Sp. J.

Category: Non-Alcoholic Beverages

"The Promised Tea" label is a journey to the former Łódź—city of ambition, change and dreams.

Tea tin labels inspired by the world of Nobel Prize winner Wladyslaw Reymont and the film adaptation of The Promised Land bring five literary characters to life, locked in decorative frames stylized as old mirrors. Delicate abrasions, pastel tones and golden accents evoke the atmosphere of 19th-century tea houses and factory salons in Łódź. The backdrop is composed of various illustrations of historical factories—a subtle story about a city born of ideas and passion. In 2025, which was announced as the year of Reymont and as the celebration of the 50th anniversary of the premiere of the film The Promised Land in Poland, "The Promised Tea" tin is a nostalgic memory capsule that becomes a collector's tribute to the city's literature, culture and identity.



Focus Lens Fluid

Company: Reganta Szlascy Sp. J.

Category: Health and Personal Care

Focus lens fluid - Focus is a visual manifesto of modern times, in which visual acuity becomes a luxury and tired eyes—become a symbol of our times. The label deliberately blurs the boundaries: the milky finish, a dissipating gradient, just a fragment visible through the transparent window. It is not only an aesthetic treatment, but a metaphor for sight that loses clarity in a world overloaded with screens. Snellen's table hidden inside, readable only by pure fluid, acts as a reminder: vision is not a certainty, but a value that must be cared for. The label affects the senses and consciousness, forcing reflection on the condition of vision in the digital age. This design carries a mission—it is subtle, modern and deeply embedded in the realities of modern life.

Freshfood Box

Company: MONDI WARSZAWA SP. Z O.O.

Category: Food

FreshFood BOX is Eco-Friendly Cardboard Packaging for Fresh Food Transport. Our innovative packaging is designed for online stores that deliver fresh food. With thick cardboard inserts and special cooling elements, it effectively maintains a low temperature, protecting products from spoilage. Its airtight construction shields the contents from external factors, while ergonomic transport handles make carrying easy.



Kaldi Floral Elegance - Set Of Gift Packaging

Company: Rori Packaging / Cieszyńskie Zakłady Kartoniarskie
 Category: Digital Packaging

Kaldi Floral Elegance packaging collection was created to enable business customers to compose unique gift sets for their business partners or employees. The packaging, available in three different sizes and shapes, is designed and manufactured in such a way as to immediately express the appreciation and respect shown to the recipient. The design draws on classic botanical motifs and modern couture fashion trends. The original interpretation of floral patterns combined with subdued colours (navy blue, white and gold) combines timeless elegance with business aesthetics. Two colour versions allow for the creation of tasteful collages of hues and shapes. This lets customers to create unique combinations of delicious gifts. The packaging has been fully printed and enhanced using digital technology. Digital technology also allowed for the production and delivery of Mock-ups (fully finished packaging prototypes) to the customer prior to final production. The customer was able to assess whether the proposed effects and refinements fully met their expectations. The boxes were produced on metallised cardboard and had used digital 3D varnish to distinguish selected elements. The combination of a metallic finish, shine and embossing, which gives a texture felt to the touch, adds sophistication and elegance to the boxes. Combined with a satin Soft Touch finish, it immediately places the product in the premium category. The packaging not only impresses with its appearance, but also evokes associations with luxury, celebration and joy through its feel.



ROMANIA



Qpearl® 100% Plastic-free - A Magical Cleansing Experience

Company: Cahm Europe SA
 Category: Luxury

The beauty industry produces over 120 billion packaging units every year — most of them single-use. On top of that, traditional personal care products are up to 90% water, meaning we're shipping plastic bottles full of water across the globe. It's wasteful, outdated, and ready for disruption. We knew people wouldn't change their habits for something less — so we made sure QPearl® delivers more: A Magical Cleansing Experience. Each pearl contains a concentrated 95.7% water-free gel formulation, wrapped in our patented Smart BioMaterial. It stays stable in humid environments and only dissolves under running water. This smart behaviour protects the formula inside and eliminates the need for bulky packaging. Since we're not shipping water, we drastically cut storage and transportation costs. Our plastic-free approach and paper refills bring us to an ~99% reduction in CO₂ emissions when discarding the pearl, compared to a regular cosmetic product of its size. To complete the experience, we designed a hotel dispenser that honours the innovation inside. Built with minimal components and fully recyclable materials (Stainless steel and Tritan), it's easy to open, clean, and maintain. A central opening lets steam and water pass through, while a two-way twist mechanism ensures intuitive use for both left- and right-handed users. Designed for a product that's never existed before, this dispenser is efficient, cheap to produce and made with future in mind.

SINGAPORE

Shipping Box 8600

Company: Greenpac (s) Pte Ltd
 Category: Medical and Pharmaceutical

The Assy Shipping Box 8600 by Greenpac (S) Pte Ltd is a breakthrough in packaging for high-value, sensitive instruments like the ZenoTOF 8600 system. This packaging solution integrates a reusable wooden crate with a built-in lifting table, enabling safe and efficient handling of heavy equipment with just 2 operators, compared to the previous requirement of 12. Its design significantly improves user experience, reducing packing/unpacking time and minimizing manual handling risks. The packaging is tailored to protect delicate instruments during transit while offering modular reusability, which enhances operational efficiency and reduces long-term costs. The use of standardized components and sustainable plywood ensures durability without compromising environmental goals. Its compliance with RoHS Directive (EU) 2024/232 and REACH-240 SVHCs further reinforces its commitment to safe and responsible packaging. This innovation has already earned recognition through the Singapore Packaging Star Award 2025, validating its excellence in design, functionality, and sustainability.



Aerospace Industrial

Company: Greenpac (s) Pte Ltd
 Category: Other

The Aerospace Industrial packaging solution by Greenpac (S) Pte Ltd is a standout innovation in protective packaging for high-value aerospace components. Designed using a corrugated fibreboard structure, it replaces traditional wooden crates with a lightweight, recyclable, and cost-effective alternative. The packaging system ensures snug fitting of titanium alloy components, minimizing movement and protecting against shocks and vibrations during transit. Its modular design enhances operational efficiency by reducing packaging time and improving productivity. Compared to conventional wooden crates, it achieves a 37.5% reduction in packaging weight, 15% reduction in volumetric footprint, and 25% savings in freight costs. These features not only optimize logistics but also contribute to significant annual cost savings and environmental benefits. The packaging has already won the Singapore Packaging Star Award 2025, affirming its excellence in innovation, functionality, and sustainability.

SOUTH AFRICA

Ecoskid®

Company: SealGlobal.Co
 Category: Transit

EcoSkid® is a global first in packaging stability technology, solving a problem long overlooked in FMCG transit logistics. Traditional anti-skid coatings often failed once disturbed, causing instability and product loss. EcoSkid® introduces a patented anti-skid and re-grip system that not only provides an exceptionally high coefficient of friction (+1.0) and slip resistance at angles up to 60°, but also retains these properties even after multiple handling and repacking stages within the supply chain. This breakthrough was validated through 18 months of rigorous transport trials across Durban, Gauteng, and Cape Town, before commercialisation in 2022 for Woodlands Dairy's First Choice milk sleeves. By maintaining pallet security through every stage of logistics, EcoSkid® dramatically reduces spoilage and prevents costly damage, ensuring product arrives intact and shelf-ready. EcoSkid® also advances sustainability. It is 100% water-based, recyclable, organically degradable, and FDA-compliant for food contact. It eliminates the need for stretch wrap, plastic corner boards, and unattractive lock-and-pop glue, cutting material use and waste while improving aesthetics at point of sale. Additionally, its adoption of a square pack design increases pallet capacity by eight extra 6-packs, translating to a 12% annual yield improvement in logistics efficiency.





YOUR AFRICAN PACKAGING NETWORK

PROMOTING PACKAGING PROFESSIONALISM

The Institute of Packaging South Africa (IPSA) aims to promote high standards and professionalism in the packaging industry, to provide opportunities for networking and education and to promote the recognition of packaging as a profession.

The Institute advances skills development with a Four-Tier formal education programme offered internationally on-line. Institute events create a forum where people from the packaging and allied industries can meet and discuss matters of mutual interest – from packaging design and marketing to technical innovation and new legislation.

By joining IPSA and encouraging colleagues to join and regularly attend meetings, packaging professionals not only develop a sense of belonging, they keep abreast of the many important issues affecting this fast developing industry. In addition members receive discounted rates for relevant seminars, conferences, entries to the Gold Pack Awards and events, as well as a free subscription to the Institute's official journal, Packaging & Print Media.

You should be a member of IPSA - **join today.**



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Labelseal® – Coca-cola 2l Wrap Around Label

Company: SealGlobal.Co

Category: Non-Alcoholic Beverages

LabelSeal® is the world's first water-based OPV engineered to run at 500m/min on high-speed gravure and flexo presses, directly replacing solvent and UV-curable systems. It delivers 40% lower application volume and up to 50% lower total coating costs, making it both economically compelling and environmentally superior.

Applied on Coca-Cola's 2L PET bottle—one of the most widely distributed SKUs in Africa—LabelSeal® demonstrates scale, impact, and credibility. It matches or exceeds the performance of solvent/UV OPVs, offering high-gloss clarity, superior static dissipation, and abrasion resistance critical for national cold-chain distribution.

The pack is a winner because it:

Sets a new global benchmark for water-based coatings in speed, cost, and durability.

Delivers measurable savings, with Coca-Cola's converter Novus-Print saving over R3 million annually.

Eliminates toxic emissions, replacing hydrocarbon solvents and UV curing with clean water vapour exhaust.



SOUTH KOREA

Corrugated Boxes With Reduced Paper Usage And Enhanced Strength Through Special Reinforced Paper Application

Company: OTOKI RAMYON CO., LTD., TAILIMPACKAGING.CO.,LTD.

Category: Packaging Materials and Components

This corrugated box is made with specially reinforced paper, produced entirely from recycled materials and significantly enhanced in strength through fibrillation and starch coating.

The conventional Double-Wall boxes used for heavy product packaging can be converted into Single-Wall boxes without reducing strength. By reducing the number of paper layers, paper usage is decreased by 7.3%, leading to cost savings and lower CO2 emissions. Its lightweight yet strong design ensures excellent package stability, helps protect contents from crushing or bursting, and reduces the physical strain on delivery workers.

Furthermore, the reduced thickness of the box increases pallet stacking efficiency, contributing to lower transportation costs.

After three years of product development and field application testing, the product has been successfully launched in the market. Even under demanding logistics conditions, it provides highly dependable packaging performance, delivering strong customer satisfaction.



Acto

Company: Yonwoo

Category: Health and Personal Care

This refillable cosmetic package offers intuitive usability with a one-handed cap opening and dispensing. The thumb-swipe opening and the integrated cap design maximizes portability, while the refillable container system reduces plastic waste, making it an eco-friendly product.

The innovative 'slide sealing' technology, in which the horizontally moving cap completely seals the outlet, is a new mechanism that goes beyond the limitations of the conventional screw method and effectively protects the outlet from external contamination while ensuring reliable preservation of the contents.



Silken Edge Care Stick Cosmetic Package

Company: SAMHWA Co., Ltd.

Categories: Health and Personal Care

Stick packaging has become a trusted format across skincare, makeup, fragrance, and body care, valued for its portability, convenience, and hygienic application. Yet despite its popularity, conventional stick packaging continues to face critical challenges in consumer satisfaction and environmental responsibility.

1. Sustainability – Most sticks rely on multi-material structures such as aluminum and ABS. While durable and premium in appearance, they are nearly impossible to recycle, with many ending up in landfills. Rising consumer awareness and regulatory pressure demand a shift toward recyclable, eco-friendly solutions.
2. Product preservation – Traditional sticks expose the formula surface after every use, accelerating drying, oxidation, and contamination. For consumers who value freshness and safety, this remains a major drawback.
3. Product waste – Conventional "dish structures" trap over 15% of the product, leaving it unusable and frustrating consumers who feel deprived of their full purchase value.

O₂ Fresh Film

Company: Risen P&M

Category: Food

O₂ Fresh Film is a next-generation sustainable packaging solution that completely eliminates microplastic generation while offering precise breathability through a non-penetrating micro-channel structure. Developed by Risen P&M, the film employs an Intense Pulsed Light (IPL)-based optical-mechanical hybrid process that forms micro- and nano-scale channels inside the polymer layer without piercing its surface, ensuring zero microplastic release. Unlike conventional perforation or laser drilling methods, O₂ Fresh Film provides controlled gas permeability without causing physical damage or generating debris, creating a cleaner, safer, and more hygienic packaging environment.

The core technological breakthrough lies in the non-penetrating IPL process. High-intensity light generates localized heat and shock waves that form uniform micro-channels within the polymer matrix. Key process parameters such as pulse duration, frequency, and focal distance are precisely optimized to maintain gas-permeability variation within ±6%. Furthermore, by integrating a roll-to-roll continuous manufacturing system, the technology supports large-area, high-speed production with consistent quality, ensuring scalability and industrial efficiency.



O₂ Fresh Film



Motion Dial Lip

Company: Cosmaxneo Co.,Ltd.

Category: Health and Personal Care

Rotate the nozzle cap 90 degrees, which activates the continuous step function where the internal components are dispensed and then suck-back.

This continuous step function prevents mis-dispensing problems caused by residual pressure, which has been a persistent problem in packaging high viscosity formulations.

It also implements multiple functions but is composed of a single material making it suitable for recycling.

All parts are made of 100% PP material.

Assembled without adhesives, making them suitable for recycling.

Volume: 10g, Total height: 53.6mm, Bottle bottom diameter 30mm

High-viscosity formulations have consistently suffered from malfunctioning dispensing due to residual pressure after use.

Solving this issue in a simple and straightforward manner offers a new level of functionality for rotary dispensing packaging.

Additionally, dispensing the formulation through the top of the dispensing cap and using it separately from the internal formulation is hygienic.



PaaS(Packaging as a Service)

Company: Thermolabkorea

Category: Digital Packaging



PaaS (Packaging as a Service) is an eco-friendly circular packaging solution applied in cold chain and biopharmaceutical logistics. By integrating smart packaging with IoT technology, it provides real-time environmental information such as product location, temperature, humidity, and impact, while reducing single-use waste and delivering a differentiated logistics service.

One of its core solutions, the Smart Cube, is made from 98% air and 2% non-toxic polypropylene (PP), making it a sustainable and lightweight material. According to the Life Cycle Assessment (LCA) conducted under the Environmental Product Declaration (EPD) methodology, the resource footprint of the Smart Cube (standardized packaging, 1 unit x 100 uses) is only about 8.4% of that of disposable EPS cold boxes (100 units x 1 use each). This demonstrates the superiority of reusable and eco-friendly packaging compared to conventional single-use alternatives. Built on eco-friendly materials and a digital platform, PaaS enables reusable and recyclable structures as well as data-driven operations. Through this model, logistics stakeholders can manage critical environmental data—including temperature, location, and impact—in real time, ensuring reliability and transparency in the handling of high-value food and biopharmaceutical products.

High Barrier Mono-pe Cheese Packaging

Company: Yulchon Chemical

Category: Food

Our pack is the first high-barrier mono-material PE packaging for cheese, replacing complex multi-layer structures with a fully recyclable PE solution. It achieves excellent oxygen (≤ 0.5 cc/m²-day) and moisture barrier (≤ 0.8 g/m²-day) properties while maintaining mechanical strength, puncture resistance, and sealing comparable to conventional laminates. By eliminating PET, nylon, PVDC, and aluminum layers, it significantly enhances recycling efficiency and reduces environmental impact. This breakthrough has been recognized with the Minister's Award at the 2025 Korea Packaging Awards.

The packaging combines SK Geocentric's moisture-barrier PE resin with Yulchon Chemical's PVA-based oxygen barrier coating and lamination technology. It delivers transparency, printability, and strong sealing performance required for cheese distribution and storage. Shelf-life tests at 10 °C for two months confirmed preservation equal to or better than existing structures. Economically, it enables up to 40% cost reduction versus multi-layer films while supporting circular economy goals. Protected by multiple barrier film patents and certified as a Green Technology, the pack demonstrates scalability, market competitiveness, and sustainability leadership in the global food packaging industry.



SPAIN

Sleeve Sourz

Company: OVELAR S.A.

Category: Alcoholic Beverages

SOURZ, a brand belonging to Beam Suntory, has taken an important step towards sustainability with the redesign of its packaging. The new proposal responds to the need to reduce environmental impact while maintaining visual identity and shelf appeal.

The first change is in the bottle itself, now made from lighter weight glass. This reduction in weight means more efficient use of raw materials and a decrease in the total weight of the packaging, which reduces CO₂ emissions both in transport and in the energy required for its production.

In addition, Sourz is replacing conventional labelling materials with a sleeve made using flexography on rPET film (40% post-consumer). This approach promotes the circular economy by giving existing plastics a second life, maintaining the visual expressiveness of the brand and reinforcing its commitment to a more responsible production model, in line with the 2030 Agenda and packaging regulations. The sleeve also incorporates a longitudinal pre-cut that allows it to be easily removed from the bottle, facilitating its separation and correct recycling.



Corner Flexible

Company: SMURFIT WESTROCK

Category: Fresh Fruits and Vegetables

Although horticultural products are classified by size, their actual dimensions can vary significantly. This variability means that, in some cases, items are tightly packed into boxes, while in others, empty spaces remain. These gaps allow internal movement during transport, causing friction and damage to the outer layers of fruits and vegetables. To address this issue, the flexible corner system provides internal tolerance that better adapts to size variations and cushions impacts. Additionally, the inner corner reinforces the structure, increasing its overall strength. When combined with the tray's conical design, the result is a solid and stable solution that enhances product ventilation and facilitates ethylene evacuation during transport. This helps reduce external damage, improves consumer perception, and prevents food waste—despite superficial blemishes, the products remain in perfect condition.





Panelbuffer

Company: SMURFIT WESTROCK

Category: Transit

It is a modular element made of honeycomb material, designed to replace protective components made of EPS. It is sold pre-glued for quick integration into any delicate item such as mirrors, panels, or any flat piece susceptible to impact. The material provides impact absorption capabilities, distributes the pressure exerted by straps, is lightweight, and takes up little storage space. It is 100% recyclable, customizable, and reusable

The tooling required to produce corrugated cardboard packaging is significantly less expensive than the molds needed for other materials such as plastic or foam. This cost efficiency allows manufacturers to quickly adapt the packaging design to fit different product models, making it ideal for dynamic production environments. The flexibility of cardboard also enables rapid prototyping and customization without the need for complex or costly retooling.

Reinforced Foldable Cardboard Packaging For Heavy Industrial Components.

Company: DS Smith Tecnicarton

Category: Transit

This Heavy Duty collapsible packaging represents a significant advance in the transport and storage of large industrial and automotive loads, offering a more sustainable, versatile, and efficient alternative to traditional wood or metal systems.

The main reason this packaging stands out is its ability to combine lightness with maximum strength. Thanks to the integration of a high-strength CA corrugated cardboard outer body, an inner BC cardboard strip that reinforces against compression and perforation, and an inner wooden frame that provides structural rigidity, the system can support and stack up to 900 kg per unit without deformation or loss of stability. This combination allows it to match the performance of metal or wooden packaging, but with a much lighter and easier-to-handle design.

Another key advantage is its foldable format, which makes it an extremely practical solution for the industrial sector. The packaging can be assembled in less than five seconds, without tools, and is delivered folded with all its reinforcements incorporated, simplifying the process on the factory floor and reducing operating costs associated with assembly and handling.



Rekeepeat

Company: Grupo Lantero

Category: Food

ReKeepEat is not just another packaging option—it's the game-changing solution that tackles the food packaging industry's toughest challenges head-on: true sustainability, breakthrough innovation, effortless consumer convenience, and unmatched market adaptability.

1. Sustainability at Its Core

ReKeepEat is a 100% mono-material PET -both tray and lid- packaging solution which simplifies recycling and supports the circular economy. By avoiding material mixing, it enables efficient recycling streams and allows for the inclusion of recycled content in manufacturing. This not only reduces environmental impact throughout the product's life cycle but also aligns with global sustainability goals and regulatory requirements. The design lessens material usage, helping to reduce waste and promote responsible consumption.

Minoric

Company: Small Creative Band S.L

Category: Alcoholic Beverages

Minoric Gin was conceived with a single ambition: to build an icon. A bottle that encapsulates the laid-back character and sophistication of the Mediterranean.

At Small*, we developed the visual language to turn each edition into a sensory brand experience, designed to position Minoric as a symbol of elegance and contemporary craftsmanship.

We faced a double challenge: first, conveying the gastronomic vision of Martín Berasategui, Spain's most awarded chef, through a packaging design that would stay true to his pursuit of excellence and authenticity. Second, to reformulate the identity of Minoric 262 for a limited edition paying tribute to Casacas Rojas, a prestigious Spanish gastronomic society known for celebrating culinary artistry at the highest level.

These two collaborations, equally relevant, required a set of brand assets able to merge both worlds (gastronomy and design) into a consistent narrative. The goals were both visual differentiation and strategic cohesion. This required a flexible design architecture, able to consistently support different expressions of the same brand.

We solved this by pouring the language of emotions into the design of our packaging ecosystem.



E-protect Citri

Company: Capsa Packaging

Category: Electronics

Citring is a juicer with an innovative pressing system that eliminates the need to cut oranges before use.

Winner of an iF Design Award 2024, the brand sought packaging that would meet its requirements for strength and protection, while also reflecting its values of sustainability and attractive design.

E-PROTECT CITRI is the proposed solution, consisting of an outer box plus two inner inserts, all made solely from single-wall corrugated cardboard.

Its two internal structures protect and secure the Citring juicer, preventing any type of damage from impacts or sudden movements. Thanks to their air chambers of more than 15mm, any fall is cushioned and the product remains undamaged as the inner structures absorb the full force of the impact. Moreover, these two inserts are held in place using interlocking cardboard tabs, eliminating the need for tape to secure them.

The outer box is an elegant auto-lock bottom model with a cross-lock closure on the long upper flaps and a lid featuring double-sided adhesive tape on the wide sides. This not only ensures the strength and security of the flaps but also provides an elegant tape-free closure thanks to the double-sided tape.

Finally, a minimalist and subtle graphic design has been chosen—using white ink on a Kraft background (designed by Citring itself)—to convey the message of the exclusive product contained within the packaging.

In short, a highly functional, sustainable, and secure solution for a delicate and innovative product.

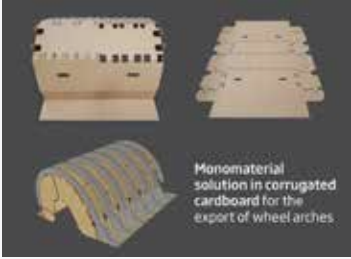


Mono-material Corrugated Cardboard Solution For Exporting Curved Automotive Parts.

Company: DS Smith Tecnicarton

Category: Transit

This mono-material corrugated cardboard packaging stands out as a sustainable, robust, and highly functional alternative for exporting complex automotive parts, such as wheel arches. The main technical challenge was to replace plastic packaging with a more sustainable solution that would guarantee the same structural strength and level of protection, which are essential in such demanding transport conditions as maritime shipping. The innovation lies in the internal die-cut positioner, designed with a custom curvature to fit the circular profile of the wheel arch and equipped with tabs that immobilize each part without risk of scratches or deformation. This system ensures maximum protection, even under conditions of stacking and prolonged storage. The ability to transport up to 12 pieces per unit, in front and rear versions (LH and RH), using a single fastening design, is a major advantage in terms of logistical efficiency and simplification of references. In addition, its integration into an IMC 400, a standard large container for maritime transport, facilitates its direct use in international export processes. Another distinguishing feature is its ergonomic design, which allows for quick and secure placement of parts, reducing loading and unloading times, optimizing plant operations, and adding value in terms of production efficiency.



Monomaterial solution in corrugated cardboard for the export of wheel arches.

Box Pallet

Alternative sustainable corrugated integration:



Box Pallet

Company: Dssmith An International Paper Company

Category: Transit, E-Commerce

The BOX PALLET redefines the concept of logistics packaging by combining structural strength, sustainability, and operational efficiency in a single solution. Its innovative design supports loads of up to 200 kg and double stacking, maintaining product integrity in transit without relying on non-sustainable materials. The flat delivery and intuitive assembly provide a tangible competitive advantage in terms of space, cost, and operational time reduction. From a design perspective, it represents a disruptive alternative to traditional pallets, merging advanced structural engineering with a 100% eco-friendly and recyclable approach. For all these reasons, the BOX PALLET is a winning solution, capable of transforming how companies conceive and manage large-format packaging in e-commerce and modern logistics.

SRI LANKA

Banawrap™ – Eco-protective Bottle Sleeve

Company: Srilanka Institute Of Nanotechnology

Category: Alcoholic Beverages

BanaWrap™ redefines sustainable protection for wine and liquor bottles through an innovation that merges environmental responsibility, simplicity, and functionality. This unique packaging solution transforms banana stem waste an agricultural byproduct typically discarded after harvest into a foam-like protective sleeve designed to safeguard glass bottles during storage and transport. Conventional bottle protection materials, such as plastic bubble wraps, foam nets, and expanded polyethylene, contribute significantly to landfill accumulation, microplastic pollution, and fossil-based material dependency. BanaWrap™ eliminates this issue by providing an entirely biodegradable and compostable alternative derived from banana stem fiber and recycled cardboard waste. Both materials are abundant, renewable, and fully compatible with circular economy principles. The innovation lies in its dual-impact approach:

Material Innovation – By utilizing agro-waste and post-consumer paper, BanaWrap™ minimizes environmental footprint while achieving strength, flexibility, and cushioning comparable to synthetic foams. The processing technique converts fiber pulp into a naturally resilient sheet, ensuring effective shock absorption and bottle protection without chemical binders or polymers.



Thermal Sensitive Frozen Food Packaging

Company: JF Packaging Limited

Category: E-Commerce

Thermochromic flexible package alerts the consumer the environmental and improper storage conditions, helping prevent food spoilage in frozen environment .Reversible thermochromic microcapsule material, dissolve in ink varnish and cetyl alcohol layer embedded on printed layer before lamination ,which can be implemented within existing production lines, also makes it cost effectiveness.

Materials: 12mic PET / 12mic PET (Printed with PU Based Flexographic ink, coated with custom made thermal Sensitive Dye) / 40mic CO-EX CPP

Size: 3 Side Seal pouch with dimensions of Width: 230mm / Length: 257mm. Color Changing window size: 10mm X 80mm.

Inspiration: when the precooked product at proper temperatures like -18°C stored in de-freezer , a peach color on pouch stays visible, if it reaches ambient temperature or the inside temperature is not reached it will fade to colorless, giving an alert that product stays out of required temperature and it indicate the warning to consumer that it might get spoiled soon. It is important to keep pre-cooked foods at the right temperature. But what if the packaging itself could help make that easier? This innovation does just that.

Emergency Corrugated Splint For Arm And Leg

Company: Packwell Lanka (pvt) Ltd

Category: Medical and Pharmaceutical

In Sri Lanka's public healthcare system, emergency limb injuries are often treated with improvised splints made from old cardboard boxes or cut PVC pipes. These makeshift methods are unhygienic, inconsistent, and inadequate for proper limb stabilization, yet they have persisted for years due to the high cost and limited accessibility of standard medical splints.

The Corrugated Emergency Splint for Arm and Leg by Packwell Lanka (Pvt) Ltd was born from this reality—a locally designed, purpose-built, and affordable solution that brings dignity, safety, and sustainability to emergency medical care.

Made entirely from FSC-certified, food-grade, 5-ply corrugated board (B+E flute), this lightweight, self-locking splint is both hygienic and ergonomic. It arrives flat-packed for efficient storage and transport, unfolding easily into a secure immobilizing structure for the arm or leg. A unique perforation line allows the arm version to be shortened for forearm-only injuries, enabling flexible use without multiple SKUs. Ventilation holes maintain airflow for patient comfort, and printed multilingual instructions (Sinhala, Tamil, English) with clear illustrations and a QR-linked demonstration video ensure quick, correct application even under high-pressure conditions.



“unanduwa” Luxury Perfume Packaging

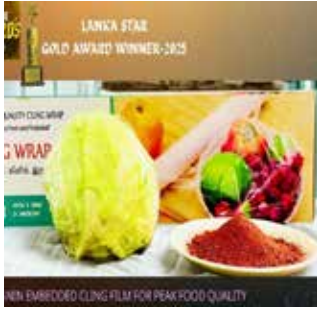
Company: Aitken Spence Printing & Packaging (pvt) Ltd
 Category: Luxury

This luxury perfume packaging developed for Unanduwa by internationally renowned former cricketer and current International Cricket Council (ICC) umpire Mr. Kumar Dharmasena is a celebration of prestige, craftsmanship, and sensory indulgence. Designed to embody modern luxury, it harmoniously blends technical precision, emotional storytelling, and refined artistry to create a timeless showcase of elegance and innovation (Unanduwa is a Sinhalese word that translates to a multitalented team player who gives 100% effort in everything and inspires others to do the same to achieve team goals). At the heart of the design lies a dual-door opening system with a concealed magnetic lock, an inventive feature ensuring both security and ceremonial unboxing. This mechanism protects the perfume bottle from displacement and impact while creating anticipation and delight, mirroring the exclusivity of fine fragrances. The velvet-lined interior tray, custom-molded from 2mm chipboard, holds the bottle securely, preventing friction or breakage and enhancing tactile indulgence. The outer shell, constructed from 1.5mm premium chipboard, provides structural rigidity while maintaining lightness and proportion. Wrapped in 150gsm matte art paper with water-based matte lamination, it offers a smooth, sophisticated texture that complements the brand's restrained luxury. Every material is chosen for both beauty and sustainability, using recyclable substrates and eco-friendly finishes that align with global standards of responsible luxury.



Anthocyanin-embedded Cling Film For Peak Food Quality

Company: JF Packaging Limited
 Category: Fresh Fruits and Vegetables



The Cling film is infused with the natural plant based pigment called Anthocyanin which is extracted from beetroot vegetable. Anthocyanin is known for its strong anti oxidant properties which help neutralize free radical that cause fresh food spoilage as well as anti microbial property which reduces microbial growth. It helps fresh fruits and vegetable remain freshness and crispiness in the store , retail display and transit level. Anthocyanin extracted from beetroot powder and mix with gelatin, vinegar, water and make it a liquid form which is spread on cling film surface by using in line extrusion coating technology. Once the coated film wrapped with fresh fruit and vegetables, the coating layer touch the food and retain oxidation process and microbial process. This natural anti oxidant and microbial anthocyanin compound extracted from beetroot is completely food grade and prevent spoilage of the product.

Waste reduction and sustainability:

Anthocyanin coating helps to reduce 30%-40% fruits and vegetables' waste in the domestic market.

Microbial Reaction:

Anthocyanin compound attack or slow down the activities of microbial cell wall or membrane leading microbial cell death. More-over, it bind with metal ion Chelate and destroy that microbe needs for survival; Specially, E-coli, Staphylococcus bacterial types and Aspergillus fungi.

SWEDEN

One Fold Insert

Company: DS Smith Packaging Sweden
 Category: E-Commerce

One fold is a scalable insert for a wide range of products. With just one fold it transforms into a fitted insert that protects and keeps the products in place during transport.

One fold is also reversible so it can be folded either frontwards or backwards, which gives the customer the opportunity to pack a wide range of different products with the same insert.

Eventhough it's quick to assemble and easy to handle, it gives the same protection and inclosing features as a more complex insert gives. One fold enables the customer to cut packaging time and increase their material utilization.

One fold is 100% recyclable made from 100% corrugated board. We've used the concept for a wide range of costumers and products, ranging from small lamps and candle lanterns to heavy industrial gear.



SWITZERLAND



Mono PP Pouches for Fermented Vegetables and Sauerkraut

Company: Wipf AG, Hengstenberg GmbH & Co. KG
 Category: Food

Our mono-material offers excellent recyclability, making it an environmentally friendly choice for sustainable packaging. It is pasteurisable, making it ideal for the safe storage and processing of foods that require pasteurization. With excellent shelf life, it guarantees the protection and freshness of products over a long period of time. As this composite does not require aluminum, the packaging is also suitable for microwave use, a feature that makes the pouch even more attractive to a wide audience and meets the modern needs of consumers.

Through the innovative combination of special raw materials and adhesives, a single-material composite for pasteurized and acidic fillings has been developed. Wipf AG achieved this in close cooperation with Hengstenberg GmbH & Co. KG without compromising the shelf life of the product. In addition, the composite has been optimized so that the pouches are now also microwave-safe.

MED-Pack eco

Company: Medipack AG
 Category: Medical and Pharmaceutical

MED-Pack eco is a highly innovative standard packaging solution for sterile implants with rough surfaces or pointed/sharp-edged features. In the example its use is demonstrated for bonescrews. Outstanding features include the compactness of the package, the quick packaging process, and especially the ergonomic and secure handling when taking out the product in the operating theatre. MED-Pack eco can be sterilized using gamma radiation or ethylene oxide. The packaging system includes various pre-validated standard sizes and guarantees sterility for a period of 10 years.

Description:

MED-Pack eco represents a new generation of medical packaging solutions that combine environmental responsibility with maximum functionality. The packaging is made from recycled monomaterials and requires less material than conventional pouch packaging in some cases – a clear advantage for the environment and resource conservation.

The compact design of MED-Pack eco significantly reduces packaging volume. The integrated product fixation adapts to the product size and ensures optimum protection – abrasion or damage caused by movement inside the packaging is thus reliably prevented. In the operating theatre, the 'no-touch' design enables secure and hygienic removal without direct product contact and without the risk of cut gloves.



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Omnilock™ Max Pe

Company: Huhtamaki

Category: Packaging Materials and Components

Omnilock™ MAX is a recyclable, mono-material PE packaging solution that delivers maximum barrier protection (MVTR & OTR at 0.05) while replacing traditional aluminium foil, offering superior performance with enhanced sustainability.

For decades, aluminium foil has been the gold standard for high-barrier flexible packaging, widely used in industries such as infant nutrition, culinary, hair colour, and healthcare. Its superior barrier properties protect against moisture, oxygen, and light, ensuring product freshness and safety. However, despite its performance benefits, aluminium foil presents significant sustainability challenges:

- High Carbon Footprint: The production of aluminium is energy-intensive, contributing significantly to greenhouse gas emissions.
- Limited Recyclability: Aluminium in flexible packaging is often laminated with other materials, making separation and recycling nearly impossible.
- Resource Dependency: Aluminium extraction and refining require substantial natural resources, adding to environmental concerns.



Omnilock™ Ultra Paper

Company: Huhtamaki

Category: Food

Omnilock™ Ultra PAPER by Huhtamaki is a groundbreaking, recyclable packaging solution designed to replace non-recyclable multilayer paper, plastic, and aluminium laminates.

The main challenge in sustainability with paper packaging is achieving the necessary barrier properties to protect products, especially against moisture, oxygen, grease, and mineral oils. Traditional paper packaging often falls short in providing these high-performance barriers, leading to the use of non-recyclable materials.

Omnilock™ Ultra PAPER excels by offering ultra-high barrier properties that are typically only achievable with non-recyclable multi-layer combinations, without compromising recyclability. Made from responsibly sourced FSC-certified paper fiber, it supports forest preservation and environmental consciousness. Certified by CEPI, OPRL, and Cyclos HTP for high recyclability, it reduces landfill waste and lowers carbon footprint. This solution ensures exceptional protection for products while remaining recyclable, addressing the balance between performance and sustainability.

Koala Display

Company: Mondi Corrugated Turkey

Category: Point of Sale

Koala Display is an innovative packaging solution made from 100% recyclable corrugated cardboard, designed to display potted plants of various types and sizes. It offers a sustainable and cost-effective alternative to traditional wooden stands.

Key Features

Sustainable : %100 corrugated solution.

Substitution: Designed as an environmentally friendly alternative to the wooden stand.

- Easy assembly: Quick and simple setup saves time and effort.
- Brand visibility: Custom printing enhances product and brand recognition.
- Versatile display: Allows different types and heights of plants to be presented neatly on a single stand.
- Cost-effective: Offers up to 40% cost savings compared to wooden stands.
- Efficient storage: Flat-packed components take up 70% less space in storage.
- High load capacity: Strong enough to carry and display plants weighing up to 70 kg without the need for additional support materials.



3in1 Separator

Company: Mondi Corrugated Turkey

Category: Electronics

3in1 Separator is a winner because it replaces EPS foam with a 100% recyclable corrugated cardboard solution that protects and stabilizes products while also storing spare parts. It successfully passes drop and shipment tests, ensures easy assembly, and provides significant logistical advantages by saving 65% of storage and transport space. On top of that, it reduces the CO₂ footprint by 72%, making it not only functional but also a highly sustainable packaging innovation for the white goods and electronics industry.

THAILAND

Saisen

Company: Starprint Public Company Limited

Category: Food

SaiSen stands out through its unique boat-shaped design that directly reflects the product identity of Thai boat noodles, making it memorable and instantly recognizable. It seamlessly integrates function and convenience by embedding chopsticks into the pack, which not only serve as eating utensils but also transform into a carrying handle. This eliminates the need for plastic bags, supports easy stacking for take-away, and provides a sustainable solution through the use of Kraft paper and soy ink. With its combination of cultural storytelling, user-friendly design, and eco-friendly materials, SaiSen redefines food packaging in both branding and sustainability.

SaiSen was designed to capture the essence of Thai culture while addressing modern packaging challenges. The boat-shaped form emphasizes the identity of Thai boat noodles, creating a memorable and distinctive image that connects product and culture. Beyond aesthetics, the design incorporates practical innovation: chopsticks are embedded in the pack, serving as both utensils and a carrying handle. This dual function provides consumers with convenience while eliminating the need for additional plastic bags.

The pack is crafted from natural Kraft paper, minimizing the use of inks and enhancing the authenticity of its appearance. Where printing is required, only soy-based inks are used, ensuring safety for both producers and consumers while remaining eco-friendly. SaiSen is fully recyclable, biodegradable, and free from harmful substances, supporting sustainable consumption and reducing environmental impact.





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Songkran Gift Box

Company: Printer: Starprint Public Company Limited

Category: Gift Packaging

Songkran Box embodies the theme “Love Thailand & Love the Earth,” merging cultural celebration with sustainability. Designed to commemorate Songkran — recently recognized by UNESCO as an Intangible Cultural Heritage — the pack offers a unique Unbox Experience with hidden graphics, greetings, and interactive compartments. Its square form optimizes logistics by maximizing transport efficiency, reducing energy and costs. Made entirely from eco-friendly materials, it is 100% recyclable, biodegradable, and safe for the environment. Beyond its primary function, the box can be repurposed for everyday storage, ensuring extended value. By combining cultural storytelling, playful interaction, and environmental responsibility, the Songkran Box stands as an innovative and memorable packaging solution.



From Box To Theatre: A Sustainable Thai Craft Chocolate Gift Set Full Of Play

Company: Siam Toppan Packaging Co., Ltd.

Category: Toys

From Box to Theatre: A Sustainable Thai Craft Chocolate Gift Set Full of Play comes from One More which is a well-known Thai craft chocolate brand in Nakhon Si Thammarat, southern province of Thailand. The packaging is designed under the concept of “Eat Well, Live Well”, representing good health and the happiness of local farmers. The brand supports locally grown cacao from traditional plantations in Nakhon Si Thammarat, a province rich in nature, art, and culture.

The design takes inspiration from Nang Talung, the province’s traditional shadow puppet theatre. The box front is designed with three layers, inspired by a theatre stage to create depth and make it more eye-catching. It features six traditional Nang Talung shadow puppet characters—Uncle Khwanmuang, Noo Nui, Theng, Sa-mor, Yod Thong, and Sri Keaw—shown in different poses, along with the traditional chocolate-making process set in a cacao garden. It also serves perfectly as a souvenir or gift from the province for visitors.



Food Packaging Series ‘CHANG’ by Fest

Company: Thai Paper Co., Ltd.

Category: Food

The “Food Packaging Series CHANG” by Fest, a leading food packaging brand in Thailand, embodies the spirit of the country through a design that reflects cultural identity and addresses real market needs. A survey of food business operators in Thailand found that over 60% prefer packaging designs that convey a sense of Thainess. The elephant pattern — a universally recognized symbol of Thailand appreciated by both locals and international visitors — perfectly captures this essence, enhancing the appeal of every dish and enriching the dining experience. Beyond aesthetics, the outer packaging is designed for practical reuse. Its components can be assembled into an elephant toy, while the box itself can be repurposed as a storage container or cable organizer. This approach not only reduces waste but also extends the lifespan and value of the packaging beyond its primary use. By combining functionality, sustainability, and Thai cultural charm, this design adds value to Thai cuisine — one of the country’s most celebrated identities — and strengthens the image of Thai food businesses both locally and internationally. The food packaging set includes paper lunchboxes, paper bowls, and paper plates. All items are made from food-grade paper that is water-resistant, oil-resistant, and heatproof up to 100°C, ensuring safe use with hot meals. The outer box is made from corrugated cardboard, making it fully recyclable and environmentally friendly. This carefully selected combination of materials supports sustainability while providing the durability and functionality essential for high-quality food packaging.



Multiflex Bake

Company: LLC RPE AVENTIN

Category: Packaging Materials and Components

The structural material “Multiflex Bake” is designed for long-term storage of the product. An example is transparent packaging for bread. This packaging is designed for baking bread and bakery products in rotary ovens and provides reliable hermetic storage for the entire period, from 6 to 9 months according to the product recipe. The material withstands product processing at temperatures up to 160 °C.

The material has passed the compliance with Regulation (EU) 10/2011 on plastic materials and products intended to come into contact with food – migration protocols and heavy metals: safety confirmed.

Recyclable monomaterial pouch for dry cat food

Company: GUALAPACK UKRAINE LLC

Category: Pet

The presented packaging is an environmentally responsible solution for pet food. It is recyclable in PE stream without the need to separate components, as the entire structure, including the zip-lock, is made from a single material: polyethylene. This complies with the latest EU regulations and sustainability requirements, helping brands achieve their environmental goals without compromising functionality or shelf appeal. The zip-lock adds user-friendly convenience, making the pouch easy to open and reclose. Products can be stored directly in the primary packaging without the need for additional containers, reducing waste. Multilayer lamination ensures long-lasting preservation of the product quality, nutritional value, and flavor. The matte finish, combined with high-quality rotogravure printing, delivers premium look and pleasant tactile feel. Sharp visuals, rich colors, and emotional brand positioning are achieved through meticulous design and excellent print quality. The packaging complies with EU food contact regulations in accordance with Regulation (EC) № 1935/2004 and is tested for key performance indicators. This solution considers both market demands and environmental responsibility. This recyclable pouch demonstrates how modern packaging can simultaneously meet the expectations of consumers, brands, and care about the planet.





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IZIBANK fully recyclable protective packaging for bank cards

Company: TAS EVOTEK LLC

Category: Packaging Materials and Components

Packaging for IZIBANK bank cards, made from the innovative material EVOPAK RCM, is a sustainable solution for modern packaging based on paper and eco-safe water-soluble polymers. This is a barrier material that is fully recyclable in the paper waste stream (re-pulpable) and has a hermetic heat seal ability with a wide sealing with a wide sealing temperature range.

The material itself and the printed packaging made from it have been 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.

The packaging design is created using flexo printing in the color of the bank, with a special water-repellent coating applied to the surface. This coating ensures the paper packaging's resistance to direct water ingress and also gives the packaging a special glossy shine.



Series of labels for the Dnipro Hills brand for a series of dry wines from the Ukrainian producer Stoic Winery LLC

Company: Technologies Contemporary Design LLC

Category: Labeling and Decoration

Project for tm - Dnipro Hills for Stoic Winery (formerly Prince Trubetskoy Winery). Wine labels that have become a symbol of resilience and revival. At the beginning of the invasion in 2022, the Trubetskoy Chateau in the Kherson region of Ukraine was occupied and destroyed. The labels have a restrained design and a special shape that wraps around the bottle. The main graphic object is the silhouette of the Dnipro River - a unifying symbol of Ukraine. On the stylized map, each plot of land with vines is highlighted in its own color. Like a Phoenix that rose from the ashes, so too the Winery rise up under the new name - Stoic Winery, introducing new line of dry wine.

A cardboard box for fruit pastila “Yagoda Joy” and “Kossa Fruit”

Company: Vesna PPC LLC

Category: Food

Cardboard packaging for fruit pastila “Yagoda Joy” and “Kossa Fruit” was made by order of the Ukrainian company “Salex Absolut” LLC.

The customer set the task: the packaging should simply “shout” from the store shelves “Choose only me!”, so it was necessary to emphasize the bright design and not lose the saturation of colors. The difficulty was that the designers included seven different pantones in the layouts in addition to the usual CMYK. This resulted in printing the packaging in two runs, which increased the cost of the box. To maintain the initial price of the packaging, the company's specialists decided to print with neon Pantone colors, and replace the triad of colors with some of them, thereby reducing the number of runs. The product and some bright elements on the packaging are emphasized with selective glossy UV varnish.

At the international confectionery exhibition, the packaging attracted the attention of new buyers of large international supermarket chains. The wow effect that the customer wanted was achieved. After separation into components, the packaging can be recycled.



Pastila

- Printing on cellulose cardboard
- Neon pantones
- Water based matte varnish
- Selective UV varnish

UNITED ARAB EMIRATES

Subway

Company: Hotpack Packaging Industries LLC

Category: Food

Why is Your Pack a Winner – Corrugated Board Flexo Printing

Printing on corrugated boards poses unique challenges, particularly stripping, a common post-print defect that causes print density and gloss variations appearing as undesirable stripes. Hotpack has addressed these challenges through advanced flexographic techniques, ensuring superior quality and consistency.

1. Technical Innovation:

By employing Esko's surface screening technology, we optimize ink lay-down, improving the density and opacity of solid areas while maintaining sharp, vibrant graphics.

Specialized plate textures prevent defects such as pin holing and tone reversal, ensuring that shadows and tints print accurately and consistently.

2. Process Excellence:

Advanced screening techniques add micro-texture to flexo plates, allowing uniform ink transfer across the corrugated surface, which is inherently uneven.

This approach ensures consistent visual quality, even on large-format corrugated boxes, improving overall print fidelity and brand perception.



UNITED KINGDOM

ProducePack™ Punnet Tray

Company: Graphic Packaging International

Category: Food

EDGEPAK COLLAR: ONE-WAY TRANSIT PACKAGING

The ProducePack™ Punnet tray is a paperboard punnet tray for fresh produce such as cherry tomatoes, grapes, mushrooms, and berries, offering an alternative to traditional PET plastic punnets.

- Recyclable in household waste streams - meets OPRL recyclability guidelines in the UK.
- Produced from third-party certified paperboard made from renewable wood fiber.
- Can be classified as plastic-free according to the European Single Use Plastic Directive (SUPD) if a plastic-containing barrier coating is not required, and when using plastic-free lidding films such as regenerated cellulose.
- Proven to extend shelf life versus plastic punnets.
- Lower climate impact than plastic trays shown through cradle-to-gate LCA analysis.
- Runs on existing packing & tray sealing machinery, requiring no capital investment.
- Successfully launched into multiple major European retailers for berries, grapes, mushrooms, and cherry tomatoes.
- More than 17 million plastic trays per year have been replaced by one leading retailer for berries alone.



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PaperSeal™ Shape For Pilgrim's Europe And Sainsbury's

Company: Graphic Packaging International

Category: Food

Eliminates approximately 300 metric tons of plastic annually from Sainsbury's supply chain. Reduces plastic by 72-82% per tray compared to conventional plastic alternatives. Meets the UK's On-Pack Recycling Label (OPRL) guidelines for recycling in household waste streams. Maintains shelf-life compared to traditional plastic trays. Runs on Pilgrims Europe existing tray sealing lines, minimizing investment and removing a common barrier to transitioning from plastic to more circular packaging alternatives. • Meets growing consumer demand for more environmentally responsible packaging.

More circular Sustainability

UK retailer Sainsbury's has transitioned its private-label breaded chicken packaging, supplied by food producer Pilgrim's Europe, from plastic to PaperSeal™ Shape.



USA

Budweiser NFL Aluminium Bottle

Company: Trivium Packaging

Category: Labeling and Decoration

This package has it all: recyclability, consumer engagement, reduction of materials, right-sized to reduce waste, and an attractive design. Budweiser, a beer brand from Ambev and a global partner of the American National Football League (NFL) and international events like the World Cup, was named the official sponsor of the first NFL game in São Paulo, Brazil. As part of this partnership, the brand launched an exclusive and collectible 330ml aluminum bottle, with a design inspired by the matchup between the Philadelphia Eagles and the Green Bay Packers. The bottles feature a direct printed design that evokes an American football field, using Budweiser's iconic colors. The artwork printed on the packaging is done in high definition with 5 colors, exploring the American football theme in detail. The result is a sophisticated and collectible package. The bottle, Alehouse 330ml model, has a neck height and shape that improve usability for the end consumer, making it easier to hold. Additionally, the chosen volume was designed for individual consumption directly from the bottle, helping to avoid waste. The bottle was produced in a facility powered by green energy and is ISO certified for energy efficiency and environmental management. The packaging is produced using advanced aluminum manufacturing and printing technology, allowing for 8 colors plus varnish and enamel.



Verve Airless Freeform+

Company: Fusionpkg

Category: Health and Personal Care

Verve Airless FreeForm+ redefines what's possible in beauty packaging design. Traditionally, airless systems forced brands into cylindrical or straight-walled shapes to maintain function. This platform was created to break those boundaries — merging the performance of a true airless engine with the freedom to design expressive, sculpted bottle silhouettes. The result is a system that allows endless design possibilities, empowering brands to tell their visual story without sacrificing product protection or recyclability.

At its core is FusionPKG's patented Airless One technology, delivering smooth, precise dosing and near-total evacuation. Every pump feels intentional — controlled, consistent, and effortless. This level of precision ensures formulas remain fresh and uncontaminated, while also reducing product waste.

But innovation doesn't stop with performance. Verve Airless FreeForm+ represents a thoughtful step forward in how beauty packaging is designed, produced, and recovered. The bottle is made of PET, a clear, durable material that can be recycled through mechanical or chemical processes depending on color, decoration, and local infrastructure. The overcap, actuator, and Airless One pump engine are made of polypropylene (PP) — a lightweight resin that's compatible with widely recognized recovery streams. Together, these materials create a recycling-ready system built on purposeful material pairing rather than compromise.



Smart Pack

Company: Ansell

Category: Medical and Pharmaceutical

Ansell's SMART Pack is a cutting-edge surgical glove packaging solution that exemplifies innovation, sustainability, and performance. Through a patented design, SMART Pack addresses critical needs in clinical settings by offering space-saving functionality, user-friendly dispensing, and environmental responsibility. Its ability to be stacked horizontally or vertically maximizes flexibility in operating rooms, while unique features, such as gravity-fed dispensing slots and return openings for unused gloves, reduce clutter and waste. Enhanced with QR codes, the packaging also offers instant access to glove-specific data, safety, and sustainability information.

From a materials standpoint, SMART Pack replaces less recyclable nylon composite with low-density polyethylene, a move that presented manufacturing challenges but resulted in a more recyclable and environmentally conscious solution. This design change supports Ansell's sustainability goals and contributes to the packaging's sleek, compact, and intuitive profile, reinforcing its commitment to innovation in sterile environments.

Theraflu Nasal Mist Side-actuated Nasal Spray

Company: Haleon

Category: Medical and Pharmaceutical

Haleon's side-actuated spray is the first of its kind in the U.S., designed with input from hundreds of users and engineered for comfort, precision, and accessibility. With a low-force, one-finger push button, it's easier to use, especially for those with limited dexterity. A shorter nozzle, wide-angle soft mist, and intuitive blue tip help make the product less intimidating and more effective. The packaging doesn't stop at user-friendliness. A pinch-and-turn child-resistant cap meets federal safety regulations, and the carton features a smart tamper-evident seal that reveals an unlock icon once opened, eliminating the need for fiddly shrink wrap.

Behind the scenes, this pack passed microbial, stability, and transport testing with flying colors. It was also designed to run efficiently on Haleon's existing fill lines and cartoners, minimizing waste and avoiding unnecessary investment. Theraflu Nasal Mist demonstrates that smart packaging can enhance safety, function, efficiency, and sustainability simultaneously.





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.

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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.ambalajyiddizlari.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.



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MANUFACTURERS ASSOCIATION**

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ambalajsanayi
 ASD Ambalaj Sanayicileri Derneği

Sonoco Paper Can

Company: Sonoco

Category: Packaging Materials and Components

The Sonoco Paper Can is an innovative, recyclable rigid paper packaging solution which supports the circular economy. Made from over 90% paper, it is widely recyclable through standard paper streams across the UK and mainland Europe, and it is prequalified for the How2Recycle® 'Check Locally' label to make recycling as simple as possible for consumers. Meeting the UK's paper recycling threshold, it can be placed in regular household paper and cardboard bins. By combining renewable materials with strong technical performance and shelf appeal, the Sonoco Paper Can delivers a truly sustainable solution that advances packaging circularity and reduces waste to landfill. Developed to support the circular economy, drive up recycling and reduce rubbish to landfill, the Sonoco Paper Can achieves high levels of circularity without compromising on functionality. It maintains product integrity and shelf life while reducing carbon footprint and reliance on non-renewable materials. The solution is produced from approximately 60% recycled fiber and 40% virgin fiber sourced from responsibly managed forests (Forest Stewardship Council; Program for the Endorsement of Forest Certification; Sustainable Forestry Initiative certified). Extensive pulping trials in both Europe and the US confirmed 85–95% fiber recovery, demonstrating that the can's materials can be recycled repeatedly. The development journey spanned more than two years of technical collaboration with barrier-coating specialists and film suppliers to create lightweight, food-safe oxygen and moisture barriers that maintain product freshness while remaining fully repulpable. Repulpability and recyclability tests at Western Michigan University yielded more than 85% recovered fiber, proving that it did not affect the resulting product performance. New tooling was designed to manufacture the package through partnerships with equipment suppliers. In parallel, a dedicated team of sustainability experts worked with state and national regulators to validate recyclability and secure the appropriate on-pack recyclability and fiber content claims. Overall, more than two dozen MRF and paper mill recycling trials verified the Sonoco Paper Can's recyclability in real-world systems.



Young Living Cleaning Dispensers

Company: Berlin Packaging

Category: Household

Young Living is made up of purpose-driven farmers, families, creators, distillers, and dreamers – all on a mission to transform lives through wellness. At the heart of the company's vision is sustainability, including eco-friendly packaging, clean ingredients, ethical sourcing, and philanthropic contributions.

When Young Living needed sustainable yet beautiful home care products that met their high standards, they partnered with Berlin Packaging and their in-house design and innovation division, Studio One Eleven. The Studio engineered reusable spray bottle and soap dispenser concepts that achieved the brand's desired premium aesthetic. Both custom glass containers have a sleek, minimalist design with a UV coating, Pantone-matched frosted finish, and branding embossment that differentiates from standard clear bottles. For the multi-purpose cleaner, Studio One Eleven adapted a qualified stock sprayer with five new molded parts to give the package an upgraded and customized look. Berlin Packaging's dedicated quality division conducted compatibility testing for both products to ensure they are durable enough to withstand continued rigorous use. These products are a stylish and sustainable upgrade to traditional bottles, adding a touch of sophistication to any bathroom, kitchen, or countertop decor with their sleek, modern design.

Generic Paper Cushion Packaging For Hhhl Pcie Adapter

Company: Hewlett Packard Enterprise

Category: Transit

Our packaging submission stands out as a winner for several compelling reasons:

- Sustainability Leadership: 100% plastic-free design using recyclable corrugated paper, achieving a 10.03% reduction in CO₂ emissions.
- Innovative Design: Tailored cushioning and suspension protect fragile components, while multi-form factor compatibility reduces SKU complexity.
- Operational Efficiency: Simplified material composition enhances cost-effectiveness and ease of disposal.
- Compliance & Scalability: Fully compliant with HPE standards and scalable for global deployment.

1. Executive Summary This packaging innovation for server storage controllers (SC) and network interface cards (NIC) in Half-height Half-length (HHHL) PCIe adapter format replaces traditional convoluted polyurethane foam with corrugated paper cushioning. It retains all protective and functional features while significantly improving sustainability and reducing environmental impact.

2. Packaging Innovation Description The aim was to optimize packaging for HPE server storage controllers (SC) and network interface cards (NIC) in Half-height Half-length (HHHL) PCIe adapter format. The previous packaging relied on convoluted polyurethane (PU) foam, which posed sustainability challenges and limited recyclability. In response to HPE's environmental goals and product protection requirements, a new packaging concept was developed using corrugated paper cushioning.



Pro-evo® Recyclable FL_nestle Purina

Company: ProAmpac

Category: Pet

PRO-EVO® Recyclable FL exemplifies a breakthrough in sustainable flexible packaging by combining high-performance functionality with true recyclability. It represents a major advancement in curbside-recyclable packaging, meeting the demanding requirements of pet food and other high-barrier applications. The solution reflects ProAmpac's commitment to material innovation, regulatory compliance, and social responsibility—helping global brands achieve measurable sustainability goals while delivering the same protection, convenience, and visual appeal consumers expect.

This award-winning package demonstrates how science-driven design can bridge the gap between performance and sustainability. As part of ProAmpac's PRO-EVO® platform, it is scalable across multiple markets, offering brands a pathway to meet circular economy targets. Its recognition with the 2025 Flexible Packaging Achievement Awards underscores its technical excellence, consumer relevance, and environmental impact. PRO-EVO® Recyclable FL is not just a package—it's a model for the future of sustainable flexible packaging.





The Brazilian Packaging Association is thrilled to recognize all the winners from Brazil in the WorldStar Awards 2026, along with exceptional projects from around the world!

Congratulations to the WPO - World Packaging Organisation, for another important edition of the WordStar Awards and for driving the positive impact of packaging worldwide. The WordStar Award sets new standards of excellence in packaging innovation, design, technology and sustainability each year!

ABRE is proud to support the continuous advancement of the packaging industry in Brazil and to act as a bridge to the Brazilian packaging market.

Contact us at:



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2026 SPECIAL AWARDS



The Gold, Silver, Bronze of WorldStar Special Awards will be revealed at the end of the Award Ceremony and will be displayed on worlstar website on 10 May www.worldstar.org/winners



Click In Sealing Lid

Company: Greiner Packaging International Gmbh

Country: Austria

The Click In sealing lid from Greiner Packaging is a clever mono-material lid that redefines how cups are sealed. By replacing the conventional combination of sealing foil and snap-on lid with a single component, it simplifies packaging while improving functionality, sustainability, and recyclability. Click In transforms an established system into a streamlined solution that delivers measurable benefits across the entire value chain.

At the core of its innovation is a secure, reliable fit that ensures leak protection every time. Thanks to its innovative click technology, the Click In lid stays firmly on the cup when re-closed. This ensures that even after the first opening, the cup remains tightly sealed and the product stays well protected at all times.

The closure keeps products safely sealed during transport, handling, and storage, minimizing leakage and reducing food waste. This makes it especially suitable for family-sized or large-volume products, giving consumers confidence that their food stays fresh and secure.

Sustainability is built into the design. By using a mono-material design, Greiner's Click In sealing lid eliminates the need for a third component - a foil lid, thereby reducing material complexity. By reducing the materials from three to two components, both the cup and the lid can be made from the same material, such as PP. This simplifies the packaging process and improves recyclability. The simplified design lowers material use, CO₂ emissions, and energy consumption throughout production, transport, and disposal compared to traditional lids consisting of a sealing foil and a snap-on lid. Combined with its reliable sealing, the lid also helps reduce food waste, multiplying its positive environmental impact.



Campo Belo Double-layer Label Preserves
Company: Nacom Goya Ind. E Com. De Alimentos Ltda
Country: Brazil

In a traditional and highly competitive market, our double-layer label emerges as a revolutionary innovation, transforming something ordinary into something extraordinary. Simple, accessible, and powerful, it stands out both on the shelf and in the consumer experience. After use, the outer layer — which carries the product information and legal details — can be peeled off to reveal a reusable chalkboard surface, inviting consumers to give the jar a new purpose and add their personal touch, whether for storing spices or any other item. More than just packaging, it's an idea with a sustainable soul that combines smart design, functionality, and environmental awareness — all without increasing costs. Its clean-removal adhesive and washable finish make reuse practical and long-lasting. This solution proves that true innovation isn't about spending more — it's about thinking differently, bringing creativity, purpose, and sustainability to an audience that values both the new and the meaningful.



From Box To Theatre: A Sustainable Thai Craft Chocolate Gift Set Full Of Play
Company: Siam Toppan Packaging Co., Ltd.
Country: Thailand

From Box to Theatre: A Sustainable Thai Craft Chocolate Gift Set Full of Play comes from One More which is a well-known Thai craft chocolate brand in Nakhon Si Thammarat, southern province of Thailand. The packaging is designed under the concept of "Eat Well, Live Well", representing good health and the happiness of local farmers. The brand supports locally grown cacao from traditional plantations in Nakhon Si Thammarat, a province rich in nature, art, and culture. The design takes inspiration from Nang Talung, the province's traditional shadow puppet theatre. The box front is designed with three layers, inspired by a theatre stage to create depth and make it more eye-catching. It features six traditional Nang Talung shadow puppet characters—Uncle Khwanmuang, Noo Nui, Theng, Sa-mor, Yod Thong, and Sri Keaw—shown in different poses, along with the traditional chocolate-making process set in a cacao garden. It also serves perfectly as a souvenir or gift from the province for visitors.



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 55 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 46 companies in the packaging sector, 35 are direct affiliates and 11 are related companies, this encompasses 70% of the industry in Venezuela. Some of the companies that CAVENVASE represents are:

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.





Mono Pe Bag For Bib

Company: Aran Group
Country: Israel

Our MonoFlex Bag-in-Box (3–20L) is a world-first, fully recyclable, high-barrier solution designed for liquid food products. Made from over 95% polyethylene (PE) with a thin yet powerful EVOH layer, the bag combines mono-material construction with excellent oxygen barrier properties. This smart combination of raw materials and advanced manufacturing technologies provides exceptional mechanical strength, puncture resistance, and long-term protection against oxygen and moisture without compromising recyclability.

The result is a durable packaging solution that ensures product integrity during long-distance transport and extended storage. Its unique, integrated spout minimizes oxygen exposure during dispensing, extending shelf life and preserving product freshness. Compared to rigid bottles or containers, the flexible design reduces storage and transportation volumes, contributing to greater efficiency and lower environmental impact.

The bag has been successfully tested with a variety of liquid foods, including wine and condiments such as Mayonnaise and Ketchup, demonstrating its wide application potential for the food and beverage industry. Designed according to Design for Recycling principles, it attains an “A” recycling rating under European PPWR standards. Importantly, this barrier performance is achieved without the need for metallization or high-percentage multilayer polymers that typically hinder recyclability.

In summary, the MonoFlex Bag-in-Box delivers superior product protection, user convenience, and full recyclability, making it a truly innovative solution that meets the sustainability goals of regulators, food manufacturers, and consumers alike.

Fiber Box - Beyond The Catch

Company: PAPAACKS®

Country: Germany

The Fiber Box demonstrates how molded fiber can evolve into a high-performance packaging material for cold chain logistics:

Material innovation

- Made from fresh fibers with industrial hemp content, combining strength, moisture resistance, and food safety.
- Hemp fibers provide natural CO₂ absorption during cultivation, improving the life cycle balance of the raw material.
- Fully recyclable within the standard paper recycling stream (PAP 21), enabling circularity without special infrastructure.

Functional performance

- Moisture-resistant and water-repellent: Designed for direct contact with ice and cold storage.
- Mechanical strength: Shock absorption and load-bearing capacity tested up to 100 kg in stacked conditions.
- Dimensional stability under refrigeration and moisture, overcoming traditional molded fiber limitations.

Regulatory and quality compliance

- Manufactured in BRCGS AA+ and ISO 9001 certified facilities.
- Food contact approvals according to EU, BfR, and FDA standards.
- PFAS-free, OBA-free, and compliant with REACH regulations.

Scalability and market readiness

- Production in gigafactories in Germany and the Netherlands with capacity in the hundreds of millions of units annually.
- Protected as a registered EU design and supported by multiple patents, ensuring reproducibility and quality.
- Developed to meet the EU PPWR 2030 recyclability requirements years ahead of regulation.

In essence: The Fiber Box redefines molded fiber as a scalable material system – delivering water resistance, strength, and compliance – ready to replace EPS in demanding food logistics.



RekeepEat

Company: Grupo Lantero

Country: Spain

ReKeepEat is not just another packaging option—it's the game-changing solution that tackles the food packaging industry's toughest challenges head-on: true sustainability, breakthrough innovation, effortless consumer convenience, and unmatched market adaptability.

1. Sustainability at Its Core

ReKeepEat is a 100% mono-material PET -both tray and lid- packaging solution which simplifies recycling and supports the circular economy. By avoiding material mixing, it enables efficient recycling streams and allows for the inclusion of recycled content in manufacturing. This not only reduces environmental impact throughout the product's life cycle but also aligns with global sustainability goals and regulatory requirements. The design lessens material usage, helping to reduce waste and promote responsible consumption.

2. Advanced Innovation

The packaging features an advanced resealing technology, allowing consumers to open and close the pack multiple times without losing functionality. This innovation enhances the user experience, keeps the food protected for longer, and reduces food waste. The versatile design accommodates various applications, including sliced products, meats, and ready meals, whether vacuum-packed or in a modified atmosphere. Developed by Grupo Lantero through Coexpan and Emsur at their open innovation center, Innotech, ReKeepEat reflects a commitment to continuous improvement and technological leadership.



MED-Pack eco

Company: Medipack AG

Country: Switzerland

MED-Pack eco is a highly innovative standard packaging solution for sterile implants with rough surfaces or pointed/sharp-edged features. In the example its use is demonstrated for bonescrews. Outstanding features include the compactness of the package, the quick packaging process, and especially the ergonomic and secure handling when taking out the product in the operating theatre. MED-Pack eco can be sterilized using gamma radiation or ethylene oxide. The packaging system includes various pre-validated standard sizes and guarantees sterility for a period of 10 years.

Description:

MED-Pack eco represents a new generation of medical packaging solutions that combine environmental responsibility with maximum functionality. The packaging is made from recycled monomaterials and requires less material than conventional pouch packaging in some cases – a clear advantage for the environment and resource conservation.

The compact design of MED-Pack eco significantly reduces packaging volume. The integrated product fixation adapts to the product size and ensures optimum protection – abrasion or damage caused by movement inside the packaging is thus reliably prevented. In the operating theatre, the ‘no-touch’ design enables secure and hygienic removal without direct product contact and without the risk of cut gloves.

Design:

The heart of the packaging is the patented TPU inlay “MEDPURPACK.” Thanks to the excellent material properties of TPU, very sharp-edged, pointed, porous, or polished implants can be securely held and packaged to protect them from damage or abrasion. The elastic properties of the inlay gently cushion shocks in the event of a hard impact during transport and reliably prevent the product from coming into contact with the sterile packaging (see picture “crush zone 1.08”). This provides ideal protection for both the product and the sterile packaging. Furthermore, the elastic properties of TPU allow a wide variety of product sizes to be securely fixed within the same packaging component.

Sustainability:

All MED-Pack eco packaging components are made exclusively from recyclable monomaterials. Thanks to the sophisticated design, a film thickness of only 0.4 mm can be used for the primary and secondary packaging. In addition, the PETG film middle layer is made from 100% regranulate (in-house post industrial recycling), which contributes to a further reduction in virgin material content. The product information is printed directly onto the sealing lid, eliminating the need for additional adhesive labels. In total, the amount of new material used in all five packaging components is only 3.8 g, representing a reduction of 48% compared to PA/PE pouch packaging with a TPU protective pouch. The extremely compact design also saves on transport routes, sterilization cycles, and valuable storage space in hospitals. On top a commissioned life cycle analysis (LCA) shows a 52% reduction in the carbon footprint of MED-Pack eco compared to PA/PE pouch packaging with TPU protective pouch.



Comforlid With Low Carbon Aluminum

Company: Constantia Flexibles International GmbH

Country: Austria

ComforLid is a patented packaging innovation developed by Constantia Flexibles. Designed for on-the-go beverages, it replaces conventional snap-on plastic lids and straws, reducing plastic usage by approximately 25%* compared to standard market solutions.

In the implementation for dairy company Schwarzwaldmilch, the focus was on supporting recyclability (excellent separability of materials), significant material savings, and the reduction of the carbon footprint.

The lid features a customizable drinking opening that enhances hygiene and user convenience, while eliminating the need for additional plastic components. Its dual-layer structure—Low Carbon Aluminum and coextruded PP—ensures recyclability. The aluminum layer can be peeled off without residue and recycled separately, while the PP layer remains on the PP cup and is recyclable via existing PP/PO streams.

ComforLid runs seamlessly on standard filling lines, requiring no investment from customers, and supports circular economy principles through material reduction, CO₂ footprint minimization, and design for recycling. By switching to thinner materials and using aluminum produced with renewable energy and recycled content, a CO₂ reduction of up to 43% for the lid can be achieved.

This solution is a winner because it combines technical innovation, environmental responsibility, and consumer-friendly design—a true step forward in innovative food packaging.

*The calculated plastic savings of approximately 25% is based on a comparison with standard market cups. These were emptied, cleaned, and analyzed using calibrated measuring devices. The stated value represents an average, measured in weight percent.

ComforLid's design is highly versatile and can be tailored to meet specific product requirements:

- For cold coffee beverages, the lid includes a hygienic drinking feature that eliminates the need for separate straws or snap-on lids, enhancing both safety and user experience.
- In the case of mini mozzarella in brine, the lid features two functional openings: one for draining the liquid and another for pouring out the small mozzarella balls—ensuring clean handling and convenience for consumers.

This adaptability makes ComforLid suitable for a wide range of food applications, while maintaining its core benefits of material efficiency and compatibility with standard filling lines.



re/cycle ProtectorBag PocketForm

Company: Mondi

Country: Austria

Mondi's re/cycle ProtectorBAG PocketForm is a paper-based packaging solution designed for the transport and storage of items such as bicycle accessories, electronic components, screws, car parts, and similar products. This solution replaces traditional plastic film packaging while meeting high standards for efficiency, sustainability, and functionality. It reduces the effort required for packing and handling — for example, when packaging car parts, there's no longer a need to wrap them in materials like bubble wrap, foam, or fleece. The re/cycle ProtectorBAG PocketForm replaces various previously used packaging formats, thereby reducing the number of different packaging items needed. re/cycle ProtectorBAG PocketForm is a winner because it solves pressing industry challenges by combining sustainability, performance, and branding in a single solution.

The packaging solution features a flexible interior layout with up to seven individually adjustable compartments. These allow for customized organization of the packaging space, making the product ideal for transporting or storing different items together. An integrated self-adhesive strip ensures easy handling and a secure, reliable closure. Each compartment can also be individually printed to clearly label its contents, which adds value especially during unpacking. Even after being filled, the packaging remains compact and space-saving, allowing products to be stored in an organized and well-protected manner.

This increases packing density in mesh boxes, for example, and helps reduce transport and distribution costs. End users benefit from a sustainable, recyclable packaging solution that is easy to dispose of. Disposal costs are also reduced, as no plastic waste is generated.

To sum it up, the solution is:

Plastic-free and recyclable. Made entirely from responsibly sourced paper, it eliminates plastic from transport and storage and supports circularity.

Flexible and efficient. Up to seven tailor-made compartments allow multiple items of different sizes to be packed together, optimising space and reducing emissions across the supply chain.

Customer and consumer-focused design. Strong protection, organised handling, and a clear unpacking experience reduce damages and create value for both businesses and end-users.

Brand support. Individual printing enhances product identification and strengthens brand presence.



Panelbuffer

Company: SMURFIT WESTROCK

Country: Spain

It is a modular element made of honeycomb material, designed to replace protective components made of EPS. It is sold pre-glued for quick integration into any delicate item such as mirrors, panels, or any flat piece susceptible to impact. The material provides impact absorption capabilities, distributes the pressure exerted by straps, is lightweight, and takes up little storage space. It is %100 recyclable, customizable, and reusable.

The tooling required to produce corrugated cardboard packaging is significantly less expensive than the molds needed for other materials such as plastic or foam. This cost efficiency allows manufacturers to quickly adapt the packaging design to fit different product models, making it ideal for dynamic production environments. The flexibility of cardboard also enables rapid prototyping and customization without the need for complex or costly retooling.



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Deca Food Waste Disposer

Company: Dexco Deca

Country: Brazil

Deca, Brazil's market leader in sanitary ware and fittings, debuts in a category with very low household penetration locally: food waste disposers. We began with a simple question—"where does food waste go?"—and took the design beyond the wrapper. The box acts as a salesperson and visual manual that reduces fear, answers questions, explains value, and makes the choice easy.

While the category typically relies on white boxes with real photos of food waste, which often trigger rejection, we chose the opposite path: a premium dark palette, clean renders, and friendly icons that inform without aversion. Each panel has a clear job to lower cognitive load:

- Presentation & attributes: Deca brand, premium product render, and concise technical iconography for instant credibility.
- Benefits: plain language that answers "what do I gain?" (hygiene, convenience, less odor, safety).
- Technical detail: short, readable lines that unpack the attributes.
- Educational infographic: how the system works, how to use it, what can/can't be processed, and where the waste goes (sewage network).
- True-size top: the valve at 1:1 scale, aligning expectation and reality.

On shelf, two packs side by side form the product's full image, expanding presence and read distance. This pack wins because it introduces a little-known product in Brazil with clarity and confidence: it answers doubts, neutralizes rejection, educates effectively, and—in a single touchpoint—attracts, explains, and convinces, helping the product sell itself while raising the category standard.

In Brazil, household use of food waste disposers is low, underscoring the need for clear education on everyday benefits. By contrast, roughly half of U.S. homes have a disposer—proof that the category can grow when properly understood. Our packaging therefore focuses on communicating and selling the product.

The goal was to make an unfamiliar appliance feel simple, safe, and worthwhile—before the box is opened. In self-service retail—where there's no salesperson—the pack must be the salesperson. Its communication system is designed to make the purchase decision straightforward for first-time buyers. It:

- 1- Introduces the product and Deca's quality;
- 2- Lists user benefits (greater hygiene and practicality);
- 3- Signals premium positioning at shelf;
- 4- Explains, in a friendly way, correct operation, safety limits, and the destination of food waste;
- 5- Reduces doubts, smoothing the path to purchase.

Structure and graphics work together as a manual-in-a-box: the front builds trust (brand + render + icons), the benefits panel translates features into everyday gains, the technical panel keeps copy concise and consistent with symbols, and the infographic panel answers the exact questions that block adoption—how to use with cold water, what can/can't go in, and where the waste ends up. A 1:1 valve image on the top links the purchase to the installed reality.

Two deliberate choices break the category code: no real food-waste photos (we use clear, friendly iconography) and a premium dark aesthetic (a confident alternative to the white, clinical look). The result is a pack that educates and persuades in equal measure—turning confusion into understanding and hesitation into trust.



Koala Display
Company: Mondi Corrugated Turkey
Country: Türkiye

Koala Display is an innovative packaging solution made from 100% recyclable corrugated cardboard, designed to display potted plants of various types and sizes. It offers a sustainable and cost-effective alternative to traditional wooden stands.

Key Features

- Sustainable : %100 corrugated solution.
- Substitution: Designed as an environmentally friendly alternative to the wooden stand.
- Easy assembly: Quick and simple setup saves time and effort.
- Brand visibility: Custom printing enhances product and brand recognition.
- Versatile display: Allows different types and heights of plants to be presented neatly on a single stand.
- Cost-effective: Offers up to 40% cost savings compared to wooden stands.
- Efficient storage: Flat-packed components take up 70% less space in storage.
- High load capacity: Strong enough to carry and display plants weighing up to 70 kg without the need for additional support materials.



Sleep Well
Company: THIMM
Country: Czech Republic and Slovakia

Svitap sleep well s.r.o. offers a unique in-store experience – children can create their own plush bedtime teddy bear. To ensure that kids can take this special experience home with them, we designed packaging with a secondary use – a functional cradle for the teddy bear. We did not design just an ordinary carry-home package, but one with added value that becomes part of the play.

The packaging transforms into a real rocking cradle, extending the interactive and playful dimension of the product. It not only protects the toy but also prolongs the lifespan of the packaging by turning it into an integral part of the child's playtime and emotional connection to the teddy bear.

The cradle is made of corrugated board, ensuring strength, recyclability, and environmental friendliness. Thanks to digital printing, five different graphic designs were created, allowing children to choose their favorite and giving the packaging a personalized character.

The cradle is delivered flat, minimizing storage and transportation costs. This project demonstrates how corrugated board can be creatively used not just as protective packaging but as an engaging, sustainable solution that extends the brand experience and stimulates children's imagination.



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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.

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



**WORLDSTAR
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STUDENT**

GOLD AWARD WINNER (1ST OVERALL)

ENTRY	Ease
ENTERED BY	Ella Salminen
EDUCATIONAL INSTITUTION	LAB Institute of Design and Fine Arts
COUNTRY	Finland



PRODUCT DESCRIPTION:

Ease is a new, built-in cardboard utensil placed under the packaging label. Recyclable and plastic-free, it locks securely when folded, is intuitive to use, fits many hands. Just fold, enjoy, recycle. Ease offers a sustainable solution for on-the-go eating, replaces single-use plastic, and works across diverse food packaging types.

The problem is that most food packages do not come with utensils, and if they do, they are often made of plastic. People usually don't have their own utensils with them when they need them and they are already hungry. This everyday problem inspired the creation of Ease, an innovative, plastic-free solution that uses the packaging label in a new way.

The European Union banned single-use plastic cutlery in 2021, and Ease answers this need in a responsible and effective way.

Its design fits comfortably in every hand, from babies to grandparents. The smart, self-locking structure makes it easy to use without a strong grip. The utensil has two ends so it can work with different foods, and you can also use them to share food easily and hygienically. Ease also helps with responsible waste sorting because the user must remove the cardboard label and can recycle it together with Ease.

Ease works with many types of food packaging, like ice cream tubs, ready meals, desserts and snacks. It adds value to any product with its practical design and responsible materials. Ease is more than just a utensil. It is a complete concept that combines practicality, sustainability, and smart design. It makes eating on-the-go easier and reduces single-use plastic. Just fold, enjoy, recycle and make everyday life a bit more Ease.

See Ease in action! (video link):

<https://drive.google.com/file/d/1UHUhj3XJGGveUrTOhCm0WpZu71UWBA6M/view?usp=sharing>



SILVER AWARD WINNER (2ND OVERALL)

ENTRY	Eco-Dosadora
ENTERED BY	Christian Alfred Landsberger Glik
EDUCATIONAL INSTITUTION	Miami Ad School - São Paulo
COUNTRY	Brazil



PRODUCT DESCRIPTION:

Eco-Dosador introduces an integrated dosing system for flexible packaging. A minor sealing displacement and a transparent chamber with a printed graduated volumetric scale, functionally replicate a measuring cup. Establishing a new direct-use SKU for liquid fabric softeners leveraging economies of scale to reduce plastic waste and manufacturing costs.

Eco-Dosador is a structural design innovation that integrates dosing functionality into flexible packaging. Conceived during an internship in the R&D department within my family's company, in alignment with the market shift toward plastic mass reduction in bottles and caps, and inspired by fluid dynamics diagrams from Hydrodynamics by Daniel Bernoulli and Pyrex beakers, the concept was refined as a sustainability case study for Ypê at Miami Ad School. Through a simple sealing displacement and the addition of volumetric markings, the functionality of a measuring cup for fabric softeners is replicated within flexible packaging. This sealing adjustment creates a liquid flow channel between the main storage chamber and a transparent secondary chamber with a printed graduated volumetric scale. Once the dosage is set, the user presses to lock the channel, blocking the flow and allowing the secondary chamber to function as an integrated dosing cup. The Eco-Dosador allows the direct use of fabric softener without requiring liquid transfer into a bottle. The internal chamber preserves product integrity by preventing leaks and limiting exposure, while familiar visual guides enable precise dosing for a practical, intuitive experience. This structural design innovation unites form and function, establishing a new SKU for concentrated liquid fabric softeners in flexible packaging by integrating functionality traditionally reserved for rigid bottles into a distinctive feature that stands out on retail shelves and creates a new consumer experience. Technically and financially feasible, requiring a minor sealing displacement adjustment within existing production, the concept leverages economy of scale to reduce manufacturing costs and increase profit margins while reducing plastic waste by up to 20x. Guided by Design for Environment principles, it prioritizes plastic waste reduction and utilizes mono-material film. The SUP system with a dosing functionality requires minimal production modifications for rapid implementation, reducing environmental impact and economic costs.

BRONZE AWARD WINNER (3RD OVERALL)

ENTRY	The Tea Cold Brewed Tea Powder Elastic Packaging Container Design
ENTERED BY	Chenxin Li
EDUCATIONAL INSTITUTION	Hunan University of Technology
COUNTRY	China



PRODUCT DESCRIPTION:

This packaging system features a "telescopic accordion structure", with an eco-friendly plastic bottle (biodegradable and impact-resistant), green caps from recycled tea stems, and no ink. It enables full-process zero waste, links industrial by-product recycling to consumer behavior via closed-loop cycles, and shows environmental protection and convenience coexisting for urban people.

Focused on material innovation and elastic structure, this packaging reshapes sustainable packaging paradigms, offering urban users an eco-friendly yet convenient experience.

Its container uses an innovative "telescopic accordion structure" — stretch vertically for brewing, flatten post-drinking to cut recycling volume by 70% and boost recycling/transport efficiency. The eco-plastic bottle balances impact resistance and biodegradability; the groundbreaking green cap, made from recycled tea stems, turns tea industry by-products into high-strength plant-based polymers, forming a "tea stems => caps" closed loop.

Ink-free, it achieves pollution-free visuals via 3D embossing and laser logos. Four modular bottles fit on integrated low-carbon pulp tray for compact storage and one-handed access. Users simply add water, shake, and drink (zero waste throughout). The "stretch-shake-flatten" interaction adds a tangible ritual to sustainability, redefining eco-convenience coexistence in future urban consumption.



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