



# PackTheFuture

Sustainable Plastic Packaging Award 2017

PRESS RELEASE

## WINNERS OF THE PACKTHEFUTURE AWARD 2017 WILL QUALIFY FOR THE “WORLDSTAR AWARDS 2018”

*Bad Homburg and Paris, 8<sup>th</sup> December 2016*: IK and ELIPSO, the trade organisations representing the plastic & flexible packaging industry in Germany and France, who launched the 3<sup>rd</sup> PackTheFuture Sustainable Plastic Packaging Award, are pleased to announce: **The World Packaging Organisation (WPO) recognises PackTheFuture Award as an eligible qualifying awards programme to enter the WorldStar Awards.**

Therefore, winners of PackTheFuture Award 2017 will be qualified to participate at the WorldStar Awards 2018! It is an exceptional global highlight for the winners.

WorldStar is the pre-eminent international award in packaging. It illustrates the continual advancement of the state of packaging design and technology and creates a standard of international packaging excellence from which others may learn.

The WorldStar Competition is run annually by the World Packaging Organisation (WPO) to give world-wide recognition to packages that have gained an award in a recognised national or regional packaging competition. WorldStars are presented only to those packages which, having already won recognition in a national competition, are compared by an expert panel of judges to similar packages from around the world.



Currently, 60 competitions from 37 countries and regions are recognised by the WPO as qualifying for entry to WorldStar.

### **3<sup>RD</sup> PACKTHEFUTURE SUSTAINABLE PLASTIC PACKAGING AWARD**

The first two PackTheFuture Awards established the contest as a European benchmark in the plastic and flexible packaging sector. Subscriptions for the 3<sup>RD</sup> PackTheFuture Award are currently open for adherents of IK and Elipso. Deadline for the current contest is January 13<sup>th</sup> 2017. The award ceremony will take place on May 9<sup>th</sup>, 2017 at the interpack show in Düsseldorf, Germany.

For more information about PackTheFuture 2017 please visit [www.packthefuture.com](http://www.packthefuture.com)

### **About World Packaging Organisation**

World Packaging Organisation (WPO) is a non-profit, non-governmental, international federation of packaging institutes, associations, federations and other interested parties including corporations and trade associations. The purposes of the organisation include to encourage the development of packaging technology, science, access and engineering; contribute to the development of international trade; and stimulate education and training in packaging.

**About the organisers:**

**ELIPSO** is the trade organisation that represents plastic and flexible packaging manufacturers in France. The plastic and flexible packaging industries employ 38,000 employees in 320 companies for annual turnover of €7.9 billion. These industries are active in every sector of industry and distribution (food & agriculture, beauty & health, personal care, cleaning, chemicals, industrial products, construction transport and logistics).  
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**IK** Industrievereinigung Kunststoffverpackungen e.V. has more than 300 members and represents 80 % of the German plastic packaging market. In Germany, the companies in this sector employ more than 90,000 people for a total turnover of around €14 billion. IK is involved with the interests of the entire plastic packaging industry in Germany.

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Der Grüne Punkt –  
Duales System Deutschland GmbH

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