



Better quality of life, through  
better packaging, for more people

PRESS RELEASE

## World Packaging Organisation (WPO) announces the winners of WorldStar Packaging Awards 2024



*The complete list of winners is available at [www.worldstar.org](http://www.worldstar.org).*

**January 09, 2024** – WPO (World Packaging Organisation – [www.worldpackaging.org](http://www.worldpackaging.org)) is announcing today the **214 winners** of the **WorldStar 2024**, the global packaging competition. This edition attracted **435 entries** from **41 countries**. The Top Five winners, by country, are Japan (28), Germany (21), Australia and New Zealand (16), USA (12), and Brazil and Austria (11 each).

“It is always with pride and excitement that **WPO** announces the best of the best packaging innovation around the globe. The **WorldStar Awards** showcases how dynamic and technological the packaging is on a global level”, celebrates Luciana Pellegrino, **WPO** President. She adds: “The increasing number of entries every year and the global reach of **WorldStar** prove that our industry keeps investing in efficiency and new solutions to better serve the society. This global award raises the voice for packaging and brings light to innovation, aligned to the main supply and consumption chains trends and modern life needs and

challenges: save food, sustainability, branding and UX (user experience), food safety, smart packaging, among other aspects.”

According to Luciana, “The **WorldStar** brings with it the effort of **WPO**’s members in 63 different countries on promoting local and regional awards to foster innovation on a local level and to recognize professionals, packaging converters and brands that make it happen.”

“**WorldStar** echoes the importance of packaging innovation on a global level, fostering science, technology and innovation, recognizing and encouraging packaging professionals to go beyond”, completes Soha Atallah, **WPO** Vice President Events and **WorldStar** Coordinator.

The complete list of winners is available both in **WorldStar** or **WPO** webpages – [www.worldstar.org](http://www.worldstar.org) or [www.worldpackaging.org](http://www.worldpackaging.org). The award ceremony will take place in Thailand, on June 15, during ProPak Asia. At the same occasion, **WPO** will announce the winners for the special categories - President’s Award, Sustainability Award, Marketing Award and Packaging that Saves Food Award.

Packages eligible for **WorldStar Awards** are those that have already received a national or regional packaging award from a packaging competition that is recognized by **WPO**, during the last 2 years. “As always, our aim is to promote packaging innovation in various sectors, proving that a good package can be an essential solution to many of the modern problems, especially sustainability, food waste and extending shelf life of food and agricultural products. That’s why we encourage all the companies from around the world to benefit from this global opportunity to promote their packaging by competing with the best of the best packaging innovation on a global scale”, explains Soha Atallah.

For general enquiries on **WorldStar** or the Award Ceremony contact Soha Atallah by e-mail [s.atallah@worldpackaging.org](mailto:s.atallah@worldpackaging.org) or visit [www.worldstar.org](http://www.worldstar.org).

## About WPO


*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. Its mission is “Better quality of life through better packaging for more people”. WPO joins 84 members, representing 63 countries that includes Full Members, Honorary Members, Affiliate Members and a Regional Federation.*

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