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Wins for Orora at 2014 WorldStar Packaging Awards

Orora Limited will come home with not one but at least two WorldStar Packaging Awards at the World Packaging Organisation's Awards Presentations Ceremony in Milan next year. The awards, two of only six awarded to Australian entrants, were announced following the World Packaging Organisation's recent Board meeting in Colombo, Sri Lanka. The awards are for Orora's Mondelēz International – Cadbury 135g Gift Card and Shelf Ready Packaging and the 2014 FIFA WORLD CUP® McDonald's® Large Fries Packaging.

The WorldStar Packaging Awards are the pre-eminent international awards in packaging. Evaluated by an expert panel of judges from around the world and presented only for packages which have already won recognition in a national competition, the awards highlight continual advancement in packaging and are the standard of international packaging excellence. Awards are based on the judges' consensus that a package is superior in its own right, and better in execution or innovation than other packaging in its class.

Highlights of Orora's entries include:

- Functional design
- Augmentation of value of the product
- Design consistency and authenticity across multiple packages
- Combination of traditional print with augmented reality
- Integration with digital marketing and promotion.

"These awards recognise Orora's customer-led innovative approach to packaging solutions" said Nigel Garrard, Orora's Managing Director and CEO. "At Orora we are passionate about what we create. Our team members love nothing more than the challenge of delivering on customers' vision of the consumer experience. Collaboration and innovation in terms of both functional design and decoration are key to that process and it's great to see our customer-led efforts rewarded in this way."

These Worldstar Packaging Awards come on the back of Orora's and the products' success in the recent Australian Packaging Industry Awards.

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