The first ever global redesign of McDonald’s French Fry packaging featured original street-art requiring colour consistency and design authenticity across multiple packages, and composite layout to ensure a mix of designs in each carton. The packaging combined traditional print with augmented reality, unlocking McDonald’s GOL! app via a mobile device.

We use an innovative thermo-deformable cardboard-plastic composite reducing the plastic content of the prior packaging solution by 60%. The cardboard component is FSC-certified from sustainably managed forests. The packaging has good sealing qualities yet is still easy to open, with a reduced risk of injury.

Our company has publicly set a series of sustainable packaging targets: Reduction by 10% of the quantity of packaging it uses, Increase by 10% or more of the share of recycled material used in petroleum-based packaging, Increase by 10% or more of the share of packaging material from renewable sources.
Entry Name: A Series of Four Bright, Retro Style, White Flour Packaging for Four Annual Jewish Holidays
Entry Number: 0315/F
Company: Grands Moulins d’Israel/ Studio Batshi/ Batshi Kochai
Country: Israel
National Competition: Israel, Israel Star
Website: www.hagdolot.co.il
Email: batshi@013.net

Series of retro style, white flour packages for Jewish holidays, each item is designed for a specific festival. Illustrations and text denote each festival, creating warmth and sentiment. Designs range between meaningful content and lively effects employing a soft, colorful palette. The retro design brings a note of simplicity and nostalgia. Printing conforms to strict standards in color and hygiene of the packed food. Paper is pleasant to touch, strong, moisture resistant: BRC/IoP, ISO9001:2008, ISO14001:2004, OHSAS18001:2007, FSC standard, 100% recyclable, compostable, with a kashrut certificate. High quality adhesive prevents splitting of packages when dropped, significantly reducing waste during the filling process.

Entry Name: Anavarza Bal Classic and Gourmet Series’s Jar Design
Entry Number: 0259/F
Company: Sezen Gıda Tarım ve Hayvancılık Sanayi Ltd. Şti.
Country: Turkey
National Competition: Turkey, Crescent and Stars for Packaging
Website: www.anavarzabal.com
Email: eceozan@anavarzabal.com

At all stages of the packaging design, we proceed with an understanding, which gives honey and bee the respect that they deserve. Our aim was to bring together yesterday to today, old to new and nature to people. Jar: We combined the shape of the bee body and liquidity of honey within the same form. Also you can handle it easily as it has a ergonomic design. On the cap design, we put the message: “For this honey million bees flutter and fly long away, please do not waste”
Entry Name: Balparmak Snap & Squeeze
Entry Number: 0129/F
Company: Altiparmak Gıda A.Ş
Country: Turkey
National Competition: Turkey, TSE
Website: http://www.altiparmak.com.tr
Email: ayse.ozcan@altiparmak.com.tr

Snap & Squeeze enables adding natural taste to foods and drinks with its disposable packaging. It also enables you to carry honey easily to different locations for different alternatives such as house, work, school to add natural taste to your tea, coffee and herbal tea, milk, muesli...

While consumption of honey is only at breakfast time, Balparmak Snap & Squeeze enables you to consume honey any time of the day. It is the first and the only brand in Turkey with its pack type produced by ‘Easy Snap’ technology. (Sold in: 18x7gr packets, 24x7gr packets, 120x7gr packets).

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Entry Name: BELIN BOX “RENEW OR DIE”
Entry Number: 0245/F
Company: ITC PACKAGING
Country: Spain
National Competition: Spain, Liderpack
Website: http://www.itc-packaging.com
Email: eventos@graphispack.org

The development focused primarily on improving aesthetics, providing an innovative design and an ergonomic shape that would help consumers to open the pack and access the contents easily. 1-Superior decoration, with high-quality photography. 2- Pack+heat-sealed lid, keeping crackers fresh and crunchy both at purchase time and a minimum of 10 days after opening. 3-Thin-wall pack, where weight is reduced to a minimum. 4-This pack neither oxidises nor changes shape after use or when bumped or knocked. 5-All in all, this pack provides greater value for the brand, giving the product a more Premium feature due to its looks and feel.
**Entry Name:** Cardboard Box with unbreakable longitudinal scores  
**Entry Number:** 0197/F  
**Company:** Dynapac Co., Ltd.  
**Country:** Japan  
**National Competition:** Japan, Japan Good Packaging  
**Website:** [http://www.dynapac-gr.co.jp/](http://www.dynapac-gr.co.jp/)  
**Email:** m-shimo@dynapac-gr.co.jp

You can avoid corner-splitting using this box when you put items in it. When the inside of the box is pressured, cutparts of four corners spreads outside. These parts disperse “stress”. This mechanism prevents longitudinal scores from splitting. Also, flaps are flexible, so the box is easy to assemble.

**Entry Name:** CJ CHEILJEDANG BEKSUL HIGH QUALITY OIL  
**Entry Number:** 0143/F  
**Company:** CJ CHEILJEDANG  
**Country:** Korea (South)  
**National Competition:** Korea, Korea Star Award  
**Website:** [http://www.cj.co.kr/](http://www.cj.co.kr/)  
**Email:** lachesis@cj.net

Strengthen stability of production through improvement of cap structure- Minimize production errors by capping in two stages - Non-Exposed rib structure for realizing image of the glass bottle - Arrange a rib structure inside the label for realizing the image of the luxurious glass bottle by plastic container - Realize the three-dimensional brand sticker.

Strengthen the ease of use- Improve cooking with ease with the shape and structure possible to open with one-hand - Possible to control the amount of discharge using elasticity of bottle and tap stopper - With oval bottle structure, the design is easy to use for women.
WorldStar 2015

Food

**Entry Name:** COUQUED'ASSE TOWER
- **Entry Number:** 0317/F
- **Company:** CROWN/HaiTai
- **Country:** Korea, Republic of
- **National Competition:** Korea, Korea Star Award
- **Website:** www.crown.co.kr
- **Email:** dduddi318@gmail.com

Once you open an opening, you can start with taking a biscuit from the bottom of the pack. And the opening is so small that only one biscuit can be taken out, and thus pillows inside the carton don’t look messy, which is the great strength of this packaging.

This is an eco-friendly structural packaging. Since the carton is able to be semi-permanently used, it can reduce packaging waste. Since the standing type carton shows its spacious area, it can obtain an advertising effect only by being arranged on the shelf. Also, by creating a handle, the movement of the product is enhanced.

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**Entry Name:** DAGU: SUSTAINABLE PACKAGING FOR EGGS
- **Entry Number:** 0237/F
- **Company:** ALZAMORA PACKAGING
- **Country:** Spain
- **National Competition:** Spain, Liderpack
- **Website:** www.alzamora.es
- **Email:** bluna@alpack.alzamora.es

Carton pack for automatic packing machine, fully recyclable and biodegradable. Carton cover allows printing in high resolution. The graphic design with vivid colors is attractive and stands out at point of sale. Corrugated board base conveys natural and rustic feelings, according to the brand image. Stackable; protects the eggs properly and it’s handy for consumers: easy to open and re-close again and can be put directly into the fridge.
Entry Name: Easy Erect Asparagus Tray
Entry Number: 0040/F
Company: DS Smith
Country: UK
National Competition: United Kingdom, Starpack
Website: www.dssmith-packaging.com
Email: batesflanders@gmail.com

This ‘easy erect’ corrugated tray, with a laminated PET inner liner, holds 10 bundles of asparagus in a ventilated, protective container with minimal water penetration from field harvested produce. Holes in the base keep the asparagus in fresh condition for supplying into both retailers/wholesalers and markets such as Covent Garden.

The trays incorporate strong corner posts allowing good pallet stacking with tabs to ensure load shift security. They are delivered flat and enable fast assembly and filling and will collapse for quick disposal and recycling. The design is based around fast and efficient customer service, especially important with seasonal crops.

Entry Name: Fisher Party Peanut PrimaPak™ Package
Entry Number: 0193/F/S
Company: Clear Lam Packaging/John B. Sanfilippo & Son, Inc.
Country: USA
National Competition: United States of America, AmeriStar
Website: http://www.clearlam.com/
Email: mbutkus@clearlam.com

The PrimaPak™ package is the first of its kind flexible, stackable, and reclosable “pop-up box” produced from custom rollstock on vertical form-fill-seal (VFFS) machinery. Designed as a replacement for rigid cans, bottles, trays, jars, and select flexible packaging, the PrimaPak™ package is lightweight, stackable, and merchandises on six sides.

The PrimaPak™ technology improves the package cube by up to 30 percent or more, maximizes manufacturing efficiencies, and improves warehousing space and transportation demands. Each benefit offers multiple opportunities to achieve measurable cost savings and sustainability improvements throughout the supply chain.
Grilstad set a whole new standard for the cured sausage category by table packaging with screw lid. The packaging has a double function, it works as a storage and serving solution and it looks good when placed on the table. Functionality wins and no more overly dry cuts of meat.

Grilstad wished to reposition as a more modern and innovative market leader, based on consumer insight. On the basis of feedback about the usage and challenge of storing cured sausage, we tested out different solutions to cater for the consumer. Solution: Table packaging with screw lid.

Promotional petfood packaging. Convenient, safe and hygienic storage, user friendly TravelKit, when travelling with pets as one insert compartment serves water and the other pellets. The insert has a convenient non-slip-grip on the bottom, so that it stays securely on the floor when in use. Easy to open and reclose.

The smooth and soft HalfMoon design with no edged corners makes it easy to store against the wall. Functional and practical design, which makes it easy to pack all elements together under the lid. The spoon fits well into the insert for hasslefree transport. Perfect for storage of dry petfood.
Entry Name: Herb & Spice System: Stackable, Clickable pots, Fridge Door Caddy & Pinch Pouches  

Entry Number: 0168/F  
Company: Botanical Food Company Pty Ltd  
Country: Australia  
National Competition: Australia, Australian Packaging Design Awards  
Website: gourmetgarden.com  
Email: belinda.kenneally@gourmetgarden.com

An integrated packaging solution delivering a revolutionary herb system designed for busy cooks. Featuring: resealable pinch-pouches, clickable-stackable pots, fridge-door-friendly herb storage caddy, & flavour-matched colour tabs that aid navigation from in-store to home cooking. Busy cooks can now have ‘a herb garden at their fingertips’ to transform their everyday meals.

We wanted our product to be front of mind and fridge, so the revolutionary herb system is designed for easy access in the fridge door. At every consumer touch point, ease of use and culinary inspiration has been considered to ultimately help ‘busy cooks’ make every meal special with herbs.

Entry Name: High-barrier flexible film window package for mayonnaise sauce “Dream of a housekeeper”

Entry Number: 0078/F  
Company: DANAFLEX-NANO Ltd.  
Country: Russia  
National Competition: Russia, ProdExtraPack  
Website: http://danaflexnano.ru  
Email: marketing@danaflex.ru

This unique high-barrier packaging film protects the product from external influence and allows a customer to see the content of the stands-up pouch. Aluminium oxide nanocoating lets the package absorb UV and remain transparent. Such packaging reduces the quantity of artificial additives and extends the shelf-life of the product.

Recycling of such packaging is more effective. It possesses high strength and economically efficient in production (due to replacing triplex to duplex with aluminium oxide nanocoating). The package is capable to transmit near and far UV emission up to 97-99%.
Red chillies stylization is emphasized with the thin form and sharp lines of the bottle to create product harmony. As this product is a hot sauce bottle, cast control is a very important usage step and it is provided by a narrow finish part and a long thin neck.

The Hot Sauce Bottle is the new member of Kemal Kükrer Glassware Product Family. Besides having family marks, this member has a cornered, modern design with sharper lines due to the product inside. The safety tape, placed as an elegant design element from the cap through the neck label, reflects first time usage.

Arize is a rice seed brand protected by unique anti-counterfeit solution, which is developed in pet/poly structure. This feature is provided in the form of holographic strip design developed in combinations of Dynamic effect (logo), micro text(Genuine), Nano Text, Pearl Effect, Fresnel Effect, Gradient Effect moving objects effect (Bell movement)

The hologram strip is transfer metalized into the printed film, then sandwich laminated to poly and so the feature is tamper proof. This laminate provides high impact, Hot tack and very good seal quality even when the holographic strip comes into the sealing area.
Entry Name: MAPET®II - Next Generation of Meat Trays
Entry Number: 0301/F
Company: Færch Plast A/S
Country: Denmark
National Competition: Scandinavia, Scanstar
Website: www.faerchplast.com
Email: crn@faerchplast.com

MAPET®II is cost neutral compared to industry standard meat trays, based on mono material APET—up to 89% recycled PET. The tray is sealed by a patented adhesive layer giving a robust sealing. The trays offer the possibility to be recycled—just as water bottles and hereby reducing the environmental impact.

As MAPET® is produced in a mono material without the cloudy PE sealing layer, the tray offers a superior transparency in order to meet consumers’ increasing desire to evaluate the quality of the food prior to purchase. The MAPET® gives food producers very low sealing time and consistent strong seal.

Entry Name: MealBox
Entry Number: 0125/F
Company: Tasarist
Country: Turkey
National Competition: Turkey, Crescent and Stars for Packaging
Website: www.tasarist.net
Email: resan@tasarist.net

Functionality and visual appeal are combined to increase after sales satisfaction. To provide ease of use, the part which contains food is designed as tray and front cover which can be used as table mat. The design can be produced completely from paper and it enables secondary usage as a storage box.

With its appearance and distinctive features, the new design innovates home delivery in which almost all transfers are made by ordinary cartons. Cutlery pattern obtained from partial lac is preferred for the box to refer its function. The design is mentioned positively in almost all comments made for trademark.
**Entry Name:** Melrose Cheese Wedges Tub 200 g  
**Entry Number:** 0049/F  
**Company:** Polyoak Packaging (Pty) Ltd/Parmalat SA (Pty) Ltd  
**Country:** South Africa  
**National Competition:** South Africa, AfriStar  
**Website:** www.polyoakpackaging.co.za  
**Email:** michelle.penlington@polyoak.co.za

Compact tub light weighted from 23g to 18.6g (19%) for cost savings and smaller environmental footprint. The slimmer tamperband enhances branding for Melrose on sides and lid, enabling flat or upright display. Nutritional are reverse-printed on lid leaving bottom clear to view product. In-mould label precisely positioned for consistent quality.

Resembles traditional shape but more robust, re-usable than cardboard. Tamper evident tab stylishly shaped to blend with design. IML on parallel sides required precision equipment for accurate positioning of label to avoid obscuring lid’s breathing holes. Single material (polypropylene) for easier recycling. Proudly South African. Exported to Africa.

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**Entry Name:** Mondelēz International - Cadbury 135g Gift Card and Shelf Ready Packaging  
**Entry Number:** 0289/F  
**Company:** Orora Limited  
**Country:** Australia  
**National Competition:** Australia, Australian Packaging Design Awards  
**Website:** www.ororagroup.com  
**Email:** clayton.ford@ororagroup.com

Designed to hang and sit flush over any wine bottle, the Cadbury gift card includes a chocolate block and space to write a message. It personalises and compliments the gift of wine, replaces the need for wrapping or card, and opened new distribution opportunities for Cadbury chocolates through liquor stores.
### Atria Easy Open Pack

**Entry Name:** Atria Easy Open Pack  
**Entry Number:** 0180/F  
**Company:** Atria Finland Ltd.  
**Country:** Finland  
**National Competition:** Scandinavia, Scanstar  
**Website:** [http://www.atriagroup.com/en](http://www.atriagroup.com/en)  
**Email:** janne.hautala@atria.fi  

New shape. New way of opening thermoformed packaging. Opening corner is the key element to the pack. Easy to reclose. Tight reclosing saves food, product does not dry in the fridge. Pack improves Atria brand visibility and we have also added a full traceability to the raw material producer, Farmer.

Just recently the packaging got a honorable mention from the Finnish muscle disease Association. Link in finnish [http://www.lihastautiliitto.fi/cgi-bin/wafnet3.pl?id=257&kid=1&uutinen=233](http://www.lihastautiliitto.fi/cgi-bin/wafnet3.pl?id=257&kid=1&uutinen=233)

### Rice Dumpling Box 2014

**Entry Name:** Rice Dumpling Box 2014  
**Entry Number:** 0229/F  
**Company:** Starlite Printers (Far East) Pte Ltd  
**Country:** Singapore  
**National Competition:** Singapore, Singapore Star Award  
**Website:** [www.starlite.com.sg](http://www.starlite.com.sg)  
**Email:** hhlow@starlite.com.sg  

The pyramidal box resembled a rice dumpling, complete with a string at the top to be used as a handle. This is appropriate as the box is created for celebrating the Rice Dumpling Festival. The box does not require gluing, this helps to reduce resources used for the production.

The graphics design of the box is divided into 2 layers. The outer layer depicts the exterior of a dumpling with prints of bamboo leaves. As the first layer is “peeled”, messages and images printed on the second layer will be revealed. The leaves are embossed to enhance the appearance.
Holfeld uses 20% less plastic bottles to blend their rPETeCO material - only 8 out of 10 waste plastic bottles used. rPETeCO is a multi market robust tactile lightweight low carbon material using 90% recyclate each bottle weighing an average of 20gms or approx 50,000 bottles to the tonne.

During 2013 Holfeld used 439,000 less waste plastic bottles to produce rPETeCO than they would have done had they used rigid PET. The material has a non plastic appearance where added value is required. Holsorb in the base eliminates the need for a soak pad.

The Schwan’s Soft Serve pouch with custom fitment is the first of its kind providing consumers the ability to enjoy soft serve ice cream at home. Schwan’s and Ampac designed a package that would not only utilize an existing filling machine, but also delight the consumer with a unique experience.

Through collaboration, a specially designed fitment was created that provides a soft serve appearance when the ice cream is delivered from the pouch. The shaped, spouted pouch is a 2 ply lamination engineered to withstand frozen distribution for home deliveries and is designed for toughness for squeezing a frozen product.
A new ice-cream pack for the Smarties brand from Nestlé, a difficult task: how to attract kids! With so many competitors in the marketplace we needed to add colour and shapes. With a briefing somewhat like a Mission Impossible script, we were finally able to design a new attractive and functional pack that has value-added clout too: the Pot looks like a kid's toy, provides usability and is appreciated by parents as well. The result was a total success. A fun-loving little monster toy that can be turned into a piggy bank!

Entry Name: Special K Nourish Hot Cereal
Entry Number: 0277/F
Company: Kellogg
Country: USA
National Competition: United States of America, AmeriStar
Website: www.kelloggs.com
Email: eric.lewandowski@kellogg.com

This exciting new package is first in the Hot Cereal Category. The fundamental insight that drove this design was the consumer's interest in seeing the high quality, authentic ingredients in this premium offering in the segment. Its visual appeal on shelf drives awareness through its differentiation from other products on the shelf.

Consumers ability to add the ingredients themselves resulted in a more “customized” experience with their hot cereal. By separating the base grain blend in the bottom cup from the fruit and nut components in the top cap allows for a modified atmosphere for additive ingredients ensuring excellent shelf life and flavor.
### Food

**Entry Name:** Super lightweight squeezable PET packaging - 2,3g  
**Entry Number:** 0325/F  
**Company:** Plastipak Packaging do Brasil Ltda.  
**Country:** Brazil  
**National Competition:** Brazil, Premio Abre Design e Embalagem / ABRE  
**Website:** www.plastipak.com  
**Email:** hmatos@plastipak.com.br

The NinhoFruti packaging was a breakthrough in the Brazilian yogurt/food market, from conversion technology to consumer experience. Attained through a partnership between Plastipak /Nestlé combining high injection technology and blow a squeezable bottle with a lightweight preform: 2,3 g. Result of special development for injection and blow mold and machinery.

The strawberry shaped bottle is obtained from a high productivity process of two stages: injection and blow molding. For that, a regular and steady production is needed, with low variation in neck dimension. Introduction of new packaging material in small format yogurt market: PET for a 50ml bottle.

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**Entry Name:** SwiftOpen® - CASTELLO ALP SELECTION  
**Entry Number:** 0190/F  
**Company:** SwiftOpen LLC  
**Country:** Denmark  
**National Competition:** Scandinavia, Scanstar  
**Website:** SwiftOpen.com  
**Email:** kp@swiftopen.com

SwiftOpen® is an easy open concept for flexible packs. One small cut in the film, during the process of forming, positions the cut in one layer at T-junction where the fin and cross-seals meet, enabling a very easy "grip & open" for ALL consumers. Re-close options to reduce food waste.

The CASTELLO ALP SELECTION pack with SwiftOpen®, from Arla Foods, produced on a Fuji Packaging line, additionally incorporates an adhesive re-close feature. SwiftOpen® patented technology can be applied to most packaging form-fill-seal lines as a retrofit at moderate cost. SwiftOpen® supports a wide variety of applications and film specifications.
Tamper Proof Thermoformed Container

Entry Name: MODERN PACK LANKA PRIVATE LIMITED/Via Institute of Packaging
Entry Number: 0364/F
Company: Sri Lanka
Country: Sri Lanka
National Competition: Sri Lanka, Lanka Star
Website: www.modernpack.lk
Email: lakmali@modernpack.lk

Container ensures the food hasn’t been tampered with after it was packaged. Product consist of tear-away piece to open the container and hing line enables the customer to open the container easily. While the pack gives the ample space for branding the product, it is low cost compared to the injection moulded product. Rectangular shape, gives cheaper transportation cost. Food grade PET sheet is used for above product and the packaging is 100% recyclable.

Tetra Top® with Separable Top

Entry Name: Tetra Pak
Entry Number: 0147/B/F
Company: Italy
Country: Italy, Oscar dell'imballaggio
Website: http.tetrapak.com
Email: uzothile.ngobeni@tetrapak.com

Tetra Top® with Separable Top enables consumers to detach the plastic top from the carton sleeve, allowing them to be recycled separately. Thanks to the pre-cut perforation on the outer layer of the cardboard, consumers can easily separate the plastic top from the sleeve with a simple thumb press.

Tetra Top® is a package that combines the convenience of a bottle with the contemporary look and feel of a carton package. It is suitable for chilled products and ambient still drinks – at home and on-the-go.
Entry Name: TWIN-BOX
Entry Number: 0081/F
Company: Packaging Solutions ltd.
Country: Russia
National Competition: Russia, ProdExtraPack
Website: www.ncpack.ru
Email: ncpack@mail.ru

TWIN-BOX is a corrugated box for products in a doy-pack and heavy bottom primary packaging with SPR function. While storage and delivery packages are placed horizontally with an overlap up to 40%. At the point-of-sale the box can be transformed by two steps in a twin-tray block.

Storage and delivery in the horizontal position of the packages in the box helps to save up the space within the box and minimizes corrugated board consumption. TWIN-BOX is 100% recyclable.

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Entry Name: Twisty Pack
Entry Number: 0173/F
Company: Bukit Muria Jaya
Country: Indonesia
National Competition: Asia, AsiaStar
Website: www.bmjpaperpack.com
Email: irvan.hermawan@bmjpaperpack.com

Twisty taken from an existing product which still needed to improve. This package is suitable for packaging of fast food such as kebabs or hot dogs. Twisty packaging concept was adopted from Indonesian traditional meals like lemper, by tearing twisted round the packaging until the minimum grip without hands getting dirty.
**WorldStar 2015**

**Entry Name:** VALDOR in oven ready bag - marinated whole young duck

Entry Number: 0122/F  
Company: Hungerit Zrt.  
Country: Hungary  
National Competition: Hungary, Hungaropack  
Website: www.hungerit.hu  
Email: bazso.krisztina@hungerit.hu

The oven ready Valdor products represents a high standard as after replacing the outer packaging, they can be cooked immediately without opening the vacuum bag. The eye-catching packaging makes the products tempting to buy and refers to its high quality.

This novelty in Poultry Processing Business/Trade makes life easier for housewives as the meat after brining is put into the bag so it is ready to go to the oven.

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**Entry Name:** Wonka Chocolate Bar with Printpack’s Full Access Reseal-it (Pat. Pending) Reseal-it(R)

Entry Number: 0019/F  
Company: Printpack  
Country: USA  
National Competition: United States of America, AmeriStar  
Website: www.printpack.com  
Email: swking@printpack.com

The 100g Wonka chocolate bars are wrapped in a package with an innovative opening and resealing mechanism. This solution guarantees a hermetic seal for product freshness and consumer safety. The seal peels a 360 degree circumference, creating a “lid” opening that can then be folded over and resealed.

This package is functional and allows the consumer to interact with the product beyond the norm. Printpack’s rotogravure printing process showcased clean and crisp graphics on metalized film providing the best possible shelf appeal. It attracts consumer attention in stores simply by being different from other chocolate bars.