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**THIRTY-EIGHT CREATIVE AND INNOVATIVE DESIGNS GARNER
THE SINGAPORE PACKAGING STAR AWARD
Among these, seven companies and 11 students also
Garner the Asia Star & World Star Awards**

5 July 2016, Singapore – Thirty-eight winning entries for the Singapore Packaging Star Award 2015 were honoured at a Gala Dinner organised by the Packaging Council of Singapore (PCS) tonight at Singapore Marriott Tang Plaza Hotel.

Among the 38 winners of the 2015 Singapore Packaging Star Award, 24 awardees also won the Asia Star Award while 21 also clinched the World Star Award. Only seven out of the 24 commercial winners have simultaneously bagged other accolades, namely, Asia Star Award and World Star Award. Fourteen entries from the Student Sales & Display category have bagged the Singapore Packaging Star Award. Of these student winners, 11 have garnered both the Asia Star Award and World Star Award.

Mr Sam Tan, Minister of State, Prime Minister's Office & Ministry of Manpower & Deputy Government Whip, was the Guest-of-Honour of the event. More than 200 guests, including award winners, judges, and other stakeholders in the packaging industry, attended the event.

Recognition for Creative and Innovative Packaging

A prestigious national award in the packaging industry, the Singapore Packaging Star Award is organised annually by the PCS, an industry group under the Singapore Manufacturing Federation (SMF). Since its inception in 1998, this Award not only acknowledges the companies with innovative and creative packaging designs for their products, but also recognises excellence in packaging, construction and materials usage, design, innovation technology and environmental consciousness.



Through the Award, which is presented to both companies and students, the packaging and printing industry aims to promote local designs and raise the standards of packaging production. The Award categories cover different areas in the packaging industry, namely, Commercial Sales & Display, Environmentally Sustainable Packaging, Transportation & Protection, and Student Sales & Display.

“Serving as a judge for the award for several years, I can see that the quality of submissions has improved over the years. I am always excited to see the new innovative solutions that the packaging companies provide,” said Dr Lee Mun Wai from Food Innovation & Resource Centre.

Said Ms Betty Tan, Deputy Chairman, PCS, in her welcome address at the event, “It is heartening to note that the numbers of submissions and winning entries are higher than that in the preceding year. We are delighted with not only the growing interest in the Award, but more importantly, the raising of the bar in terms of the remarkable results delivered. Having 11 student winners achieving the triple awards – Singapore Star Packaging Award, Asia Star Award and World Star Award -- is indeed a new record.”

Views of Some Awardees

Mr James Tham from Goh Joo Hin Pte Ltd, whose product “New Moon Abalone & Wine Gift Set” is a triple award-winner, said, “New Moon is honoured to win the Singapore Packaging Star Award in the Commercial Sales & Display category for another successful year. The packaging is key to this iconic brand which has consistently been a part of our festive celebrations throughout the years, establishing an emotional attachment with our customers.”

Yet another awardee is Jebesen & Jessen Packaging which not only won three awards in the Transportation & Protection and Environmentally Sustainable Product category, but also secured an Asia Star 2015 Award. Said Mr Ker Swee Heng of Jebesen & Jessen Packaging, “Although we produce many of the packaging materials in-house, our approach as a ‘one



stop shop' packaging solution provider is to remain material-neutral. Our objective is to provide the best packaging solution/design at cost effective prices, which often entails an integration of several materials.”

Mr Yip Ban Keat of Leica Instruments (S) Pte Ltd commented on his company's win, “Winning the Awards is an affirmation of our positive contribution to the growing trend of environmentally sustainable and flexible packaging designs. As part of our culture of continuous improvement, we shall continually seek ways to improve our packaging design, to further reduce environmental waste and keep our communities safe. New packaging designs will utilize less polyethylene foam materials, hence reducing carbon footprint throughout the end-to-end distribution channels.”

Collaboration within Packaging Industry

In his address, Mr Sam Tan also urged the packaging companies to look at collaboration going forward. He said, “Given the demands of the modern discerning consumer, as well as the stiff competition in this industry, Singapore's packaging companies should constantly innovate and transform themselves, so as to keep up with the emerging packaging trends and take the industry towards greater heights. If necessary, they should consider collaborating with other local players or overseas partners with a view to venturing into new markets.”

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About Singapore Manufacturing Federation (SMF)

Established since 1932, SMF represents the interest of the Singapore manufacturing community, driving its competitiveness and sustainable growth through serving industry-specific needs. Supported by 10 industry groups and its Centres of Excellence, SMF enhances the competitiveness of the industry by encouraging capacity development and capability building, innovation and productivity.

SMF provides opportunities for companies to collaborate, network; and to grow and expand both locally and internationally. Current membership stands at about 3,000 corporate members ranging from SMEs to MNCs.

For more information, please visit <http://www.smfederation.org.sg/>

About Packaging Council of Singapore

The Packaging Council of Singapore Industry Group (PCS IG) was founded in 1975 and is one of SMF's industry groups. It is also a member of the Asian Packaging Federation (APF) and the World Packaging Organization (WPO). PCS serves as a catalyst in driving packaging innovation and creativity in global health and environmental issues. To acknowledge and honour companies and individuals for their creative packaging designs and to reinforce sustainable packaging materials and practices, PCS organises the annual Packaging Star Award.