



MEDIA RELEASE

31 WINNING ENTRIES FOR SINGAPORE PACKAGING STAR AWARD

30 April 2014 – Thirty-one winning entries for the Singapore Packaging Star Award 2013 were honoured at a Gala Dinner organised by the Packaging Council of Singapore (PCS) on 30 April 2014. Mr Sam Tan, Senior Parliamentary Secretary, Ministry of Foreign Affairs, Ministry of Culture, Community and Youth, Mayor of Central Singapore District, graced the event as Guest-of-Honour. The dinner was attended by award winners, judges, as well as other stakeholders in the packaging industry.

Driving the packaging industry with the Singapore Packaging Star Award

The Singapore Packaging Star Award, a prestigious national award in the packaging industry, is organised annually by the PCS, an industry group under the Singapore Manufacturing Federation (SMF).

The Singapore Packaging Star Award not only acknowledges the companies that have managed to reduce packaging waste but also encourages innovative ideas and solutions from manufacturers, designers and students. The Award categories cover various areas in the packaging industry, namely, Sales & Display, Environmentally Sustainable Packaging, Transportation & Protection, and the Student category.

Since its inception in 1998, the Singapore Packaging Star Award has been actively reaching out to companies and individuals in the packaging industry with the aim to promote local designs and to raise the overall standards of the Singapore packaging industry.

“Every year, the judges notice vast improvements in the designs of the Award-winning entries, with many reflecting the latest packaging and design trends. For instance,

increasingly, people are environmentally-conscious. This has led to the emergence of creative and eco-friendly products,” commented Ms. Annabelle Tan, Chairman, PCS Industry Group and 2nd Vice President of the Asian Packaging Federation (APF).

“I would also like to take this opportunity to say that the Packaging Star Award is not so much a competition, but more of a platform for the participants to build up their experience, while at the same time creatively express their ideas, taking into consideration the functional performance, consumer preference and brand enhancement. We have more than 20 entries from companies participating in the Award, with packaging designs for different products such as food items and electronic devices,” she said.

Awardees venturing into the global stage

Besides providing a platform for the participants to showcase their creativity on a national level, the Singapore Packaging Star Award also serves as a gateway for participants to harness regional and international acclaim. Winners are eligible to compete in the Asia Star Award and the World Star Award, which are organised by the Asian Packaging Federation and the World Packaging Organization respectively.

For the 2013 Singapore Packaging Star Awards, out of the 31 winning entries chosen, 15 of them have also won the Asia Star Award and 7 of them have won the World Star Award. Of the latter, three World Star Award entries were from students of Nanyang Polytechnic.

“The Packaging Council of Singapore provides a platform for us to better understand the local packaging scene through activities such as the Singapore Packaging Star Award. At the same time, the council also serves a bridge to the regional and global packaging development through activities such as the Asia Star Award and World Star Award,” commented Ms Serene Ler, General Manager, Starlite Printers (Far East) Pte Ltd. The company has one of the longest winning streaks in the Singapore Packaging Star Award, with 9 consecutive years since 2002.

“The award provides an excellent platform for Magna to showcase its continuing efforts in innovation to our industry partners and stakeholders. We believe that this will translate to greater consumer confidence for both our existing and potential clientele globally. The award also serves as recognition for all-round excellence in packaging innovation, and would

further encourage recipients to develop their efforts in this area. As first-time participants, we appreciate that companies such as our organisation are being recognised by the Singapore Packaging Council and we are excited to be a part of the stronger efforts in driving home-grown innovation,” commented Mr Nelson Cheng, Founder, CEO and President of Magna International Pte Ltd.

“Winning the Singapore Packaging Star Award is an affirmation of Greenpac’s commitment to provide innovative and environmentally friendly packaging. It is a mark of confidence for our clients, ensuring them that our packaging solutions have been recognised for their excellence. The award also opens doors for us to participate in the World Star Packaging Award. Through participation on an international front, we are able to learn and advance our packaging globally. Although the manufacturing industry is facing rapid changes in Singapore, packaging remains a key concern as the end product will still require packaging solutions. This is especially so when Singapore leverages on its strength as a Global-Asia hub, whereby we are moving onto high-value manufacturing for the world markets,” said Ms Jacqueline Tan, Executive Officer, CEO Office, Greenpac (S) Pte Ltd.

“My biggest challenge is to choose from the numerous excellent designs. Most display graphics tell a story, making it clear to the buyer what product is inside. Great packaging has to take into account both functionality and form, and it determines the point of sale differentiation,” said Mr. Lloyd Lowe, Senior Regional Manager, Industry Team Packaging, Asia Pacific, BASF, one of the judges of Packaging Star Awards 2013.

“This is my first time being a judge at the Singapore Packaging Star Awards. I am amazed by the innovative designs. Most of them break away from the normal design concepts by using different materials and graphics. I would like to see more companies participate in the awards next year,” concluded Ms. Lee Soo Cheng, Senior Lecturer, School of Design, Nanyang Polytechnic.

About Singapore Manufacturing Federation (SMF)

Established since 1932, SMF represents the interests of the Singapore manufacturing community, driving its competitiveness and sustainable growth through serving industry-specific needs. Supported by 10 industry groups and six Centres of Excellence, SMF enhances the competitiveness of the industry by encouraging capacity development and capability building, and innovation-led productivity. It provides opportunities for companies to collaborate, network and to grow and expand both locally and internationally. Current membership stands at more than 3,000 corporate members ranging from SMEs to MNCs. For more information, please visit 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 organizes the annual Packaging Star Award.

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