

Singapore Packaging Star Award 2007

By Andrew Ong



With more emphasis in producing environmental sustaining products, this year's annual Singapore Packaging Star Award injects a new "Environmentally Sustainable Packaging" category.

Since its inception in 1998, the Singapore Packaging Star Award has become an annual event that is highly-anticipated by the Food & Beverage, Fast Moving Consumer Goods (FMCG) and Transportation industries. For instance, this year a grand total of 74 entries were received from commercial players and students.

In the pursuit of promoting packaging excellence in Singapore, the Packaging Council of Singapore (PCS) has introduced a new category- Environmentally Sustainable Packaging to enhance the award's relevance and to promote better environmental awareness in packaging.

With environmental issues surrounding packaging, packaging is challenged to innovate by incorporating corporate responsibility by minimising its negative impact towards our environment," said Mr Albert Lim, PCS Chairman, "This is the right direction for packaging to do its bit in sustaining our environment"

This year's first time winners for the Environmentally Sustainable Packaging category won the praises from the judges for their creativity and unique-ness in revolutionising the resources, applications and performances of packaging.

They were Hin Hin Management & Holdings Pte Ltd for their patented Cosmicpack replacing their use of steel drums, LHT Holdings Ltd for their technical wood products such as mould pellets and SCA Packaging Singapore Pte Ltd for their recyclable folder called the Eco-Packaging File.

These winners received their award together with the other winners from the other categories- Sales & Display, Transportation & Protection and Student- on 29 November 2007 during the Singapore Packaging Star Award ceremony at CHIJMES Hall which was in conjunction with the Asian Packaging Summit.

For the overall best entry- Singapore Packaging Excellence Award, the panel of judges from the Asian Packaging Federation unanimously voted Oriented Design's entry- "Dumpling Pack" as the best entry among four others.

This Singapore Packaging Star Award 2007 was organised by the Singapore Manufacturers' Federation (SMA) and the Packaging Council of Singapore (PCS) It is proudly supported by the International Enterprise (IE) Singapore. - CONNECT