



ARAB STARPACK PRO PACKAGING AWARDS

GET THE GLOBAL *RECOGNITION*

Apply now to the First Arab Professional
Packaging Competition

Organized by



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WORLDSTAR
GLOBAL
PACKAGING
AWARDS



www.arabstarpack.org

About Arab StarPack Pro



Building on the successful implementation of Arab Student StarPack, LibanPack and UNIDO are expanding StarPack by introducing a new industrial packaging competition, Arab StarPack Professional, for industries and professionals in the Arab region.

The objective of Arab StarPack Professional is to increase awareness on current packaging trends from the aspects of marketing, functionality, and sustainability to enable Arab industries to keep up with global packaging trends and to ensure compliance with international standards and regulations in packaging and labeling. The ultimate objective of Arab StarPack Pro is to improve the competitiveness of Arab products on the international level.

Arab StarPack Pro will recognize the best packaging design and innovations in consumer and industrial packaging on the Arab level bringing awareness of the important value that lies in well-designed packaging.

To date, there has been no industry-level packaging competition in the Arab region, which is hindering the ability of Arab companies and professionals to participate in international packaging competitions mainly WorldStar, the Global Packaging Awards that is organized by WPO (The World Packaging Organization). WorldStar is the largest and most prestigious global packaging competition and the 2022 edition registered 240 winners and attracted over 440 entries from 37 countries around the world. Packaging eligible to apply for WorldStar are those that have already received a national or regional award recognized by WPO.

Arab StarPack Pro is fully accredited and recognized by WPO, therefore the winners of ArabStarPack Pro will be eligible to apply for WorldStar and will gain international exposure and global recognition. Winners of Arab StarPack Pro will be competing with the best of the best packaging innovations from around the globe.



WORLDSTAR
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Exclusive Entry Point to: WorldStar Global Packaging Awards

Categories of the Competition



Food



Beverages



Personal Care and Household



Cosmetics and Beauty



E-commerce



Pharmaceutical and Medical



Industrial and Transport Packaging



Point of Sale Packaging



Luxury Packaging



Fresh Fruits & Vegetables

SPECIAL AWARDS



MARKETING



SUSTAINABILITY



SAVE THE FOOD

JUDGING CRITERIA

• FUNCTIONALITY

Protection and preservation of contents

• ERGONOMICS

Ease of use by consumer, ease of handling in supply chain, filling, closing, opening

• SUSTAINABILITY

Reduce, Reuse, Recycle

• PACKAGING DESIGN

OnPack branding, visual and structural design, appeal to consumers

• LABELLING INFORMATION

Adequate and sufficient labelling information on the package

• INNOVATION AND CREATIVITY

Innovative packaging process, creative packaging design

• EXECUTION

Quality of production

JUDGING PANEL

An esteemed International jury of leading designers and experts in packaging, design, product design, branding, agro-food and consumer product experts will examine each submission with regards to 7 key elements and will select the winners. Representatives of international organizations will also take part of the judging panel.

Competition Rules and Conditions

WHO CAN PARTICIPATE?

- Companies and industries in various sectors, and brand owners operating in Arab countries may participate in the competition with their packages produced and placed on the market, including those produced by packaging manufacturers at their facilities abroad and placed on domestic and global markets.
- Packaging manufacturers, professional designers, and design agencies may participate in the competition to submit their packaging.
- An applicant may participate in the competition with additional packages.
- The participants may participate in the competition either as a company or as a team. In the latter case, only one single trophy will be given to the winning team.

INTELLECTUAL PROPERTY

- The participants of the competition shall be responsible for protecting all intellectual property rights regarding their package. The Organizers do not assume any responsibility for any package with copyrights belonging to third parties or for possible imitations of any copyrighted package.
- The Organizers holds the right to use all types of visual materials regarding the award-winning packages for two years.



ARAB STARPACK PRO IS ACCREDITED AND RECOGNIZED BY WPO-WORLD PACKAGING ORGANIZATION.

Winners of ArabStarPack Pro will be eligible to apply for WorldStar Global Packaging Awards organized by WPO



WINNERS

- Winners will receive the trophy of Arab StarPack Pro engraved with winner's name that will be handed during the Award Ceremony
- Winners are entitled to participate in the WPO WorldStar Global Packaging Awards and hence will gain international visibility
- Winners are granted the right to use the competition logo and a small emblem of the prize on their winning packages.
- Winners will receive significant publicity and exposure among Arab Media.

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