

INDIASTAR & PACMACHINE 2010 AWARD FUNCTION REPORT

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It has been a proud feeling to note that INDIASTAR & PACMACHINE Awards have continued to promote the art & science of packaging through the challenges of globalization. Even the most encouraging is to share that the maximum nominations and surpassing all past records and improvement in the quality of the nominations. In fact the fairly initiative to introduce the Student Category Awards has established to capture & recognize the talent of the young people and stimulate these young people to become the future packaging technologist. Total 50 Student Entries have been appreciated by INDIASTAR 2010 and many of them have nominated and won at Worldstar & Asiastar 2010 as well.

THE BEST OF THE BEST – INDIASTAR & PACMACHINE

The Institute while maintaining its unique position as an internationally reputed organization responds to the needs of the country, at the same time acts as a window for India's capabilities in Packaging science and technology. With the standing of last 42 years IIP has instituted "INDIASTAR" Awards, The national award for excellence in packaging in the year 1972 to promote and encourage excellence in packaging design, innovation and sustainability once every two years and over a period of time this Award Programme is firmly entrenched and most popular as the premier event for India's Packaging fraternity.

This year the Contest had attracted 493 entries which has been a HIGHEST RECORD OF NOMINATIONS RECIEVED in a year, out of which the juries will pick Best of the Best for this Award in Jury Meet held in July 2010 at IIP-Mumbai. Nominations were received in different categories such as Consumer Package, Eco-Friendly Package, Food Package, Pharmaceutical Package, Packaging Material and Adjunct, Transport Package and Packages designed by Students. INDIASTAR being the ONLY National Award in India and officially recognized by Asian Packaging Federation (APF) & World Packaging Organisation (WPO), the Institute have many Award Winning entries to ASIASTAR 2010 & WORLDSTAR 2010 Award Programme for international recognition. In fact, it is a proud feeling to declare that this year, the highest nominations received for WORLDSTAR 2010 Contest across the globe by any country is none other than **INDIA**.

It is the most encouraging to share that the maximum nominations received surpassing all past records along with the quality of the nominations making this contest much more trustworthy and even tough as well. **493 nominations till date for INDIASTAR 2010 Awards has created history for receiving the highest number of nominations ever which says it all about the quality of the selection procedure and the overall importance of the Award.**

PACMACHINE 2010:

For recognizing the achievements of packaging machinery sector and to promote their efforts, IIP introduced the PACMACHINE Awards in 1992. The main objective was to recognize the excellence with innovative concepts in design and development in packaging machinery particularly for import substitution & promoting exports. Overwhelming response is being received in form of nominations from the machinery manufacturers this year. Total 20 entries received under four categories such as Packaging Conversion Machinery, Packaging Machinery, Other Packaging Machinery and Supporting Packaging Machinery. Judging for PACMACHINE 2010 held in September 2010 at IIP-Mumbai. Total 12 Entries were selected for the PACMACHINE Award this year.

THE GRAND CELEBRATION OF THE PACKAGING EXCELLENCE

On the occasion of 'INDIAPACK 2010', official Award Distribution ceremony was held on 1st October 2010 at Hotel Renaissance, Powai, Mumbai. More than 400 members from the Industry, Award Winners, Government Bodies & overseas delegates and all the Whose Who from the Industry were present for the Award Function. The Awards were presented by the Chief Guest, Shri Ashok Sinha, IAS, Secretary, Ministry of Food Processing Industries, Govt. of India and the Guest of Honours Mr. Keith Pearson, President World Packaging Organization (WPO) & Mr. Dharmatilake Ratnayake, Past President-Asian Packaging Federation (APF).

Chief Guest, Mr. Ashok Sinha observed, "It has been a great feeling to note that INDIASTAR & PACMACHINE Awards have continued to promote the art & science of packaging through the challenges of globalization. Even more encouraging, is to observe that this year has received maximum nominations, crossing all past records with an evident improvement in the quality of selections as well."

Mr. Keith Pearson, President, WPO stated "Packaging, is distinctive from mere Packing, as it plays a visible and a catalytic role in a modern economy with the widespread adoption of branding of products and development of consumer preferences. To the extent that any consumer product packed in a manner that meets the criteria of safety, convenience and attractiveness, gains market share. In an aggregate, packaging as a sectoral activity boosts consumption and economic growth." He also submitted his appreciation for presenting such as esteemed Award Programme and mentioned that it has taken the Indian Packaging Industry to the new Heights.

Special appreciation certificates were given to the companies such as *Hindustan Unilever Limited & ITC Limited, Jayna Packaging Pvt. Ltd. & Pragati Pack India Pvt. Ltd* for winning the maximum awards for the year. The Indian Packaging Industry has played the most important role to make this event a huge success with their overwhelming support. It was simply a glittering ceremony to celebrate the '**Packaging Excellence**' adding new dimensions to the packaging industry and creating avenues for recognition not just at national but also global levels as well. The official Winners' Catalogue was published and released during the Award Function. The event was also extensively received by the media and was highly appreciated by the industry members.

This Grand celebration of the success of the Indian Packaging Industry was possible only because the overwhelming response received from the Packaging & allied Industry across the country. **This year the institute had the record participation with total 513 nominations, for Indiarstar & Pacmachine put together, which has surpassed all the records since the inception of this awards.** The contest is growing in its importance due to the tremendous response and setting a new record of maximum nominations in a year.

The event was compared by the Celebrity Host, Simone Singh in a glittery manner, taking the ceremony to the new heights. For the audience, it was a Complete Packaged Event in real sense.

And that's what the INDIASTAR & PACMACHINE Awards are all about, promoting and encouraging excellence in packaging design, innovation and technology...