

Press release

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Packaging that replaces paint cans wins WorldStar Packaging Award

SIG awarded by the World Packaging Organization (WPO) for innovative packaging

The World Packaging Organization (WPO), a global non-governmental organization whose mission is to improve the quality of life through better packaging for more people, has just awarded the "3.6 Liter Paint Bag-in-Box Suvinil" case with the WorldStar Global Packaging Awards for innovation.

The partnership between BASF, Klabin and SIG, a leading supplier of packaging systems and solutions, has resulted in a unique and innovative product, which replaces metal packaging with a bag-in-box. The result is a more practical packaging produced from renewable sources and made from 30% recycled paper, where professionals and home users have a much easier time transporting, organizing and storing the product.

The recycle-ready carton box and plastic bag are designed to be fully recyclable into new packaging products. Lighter and more ergonomic than a gallon, the paint container has a compact and innovative design that makes it easier to handle when painting. The structure has a special cavity for stirring the paint and a spout with a screw cap that makes it easier to open and close, reduces mess and doesn't accumulate product which, in the case of a can, dries out and makes it difficult to close. As it is square in shape, it is more practical to store at home, optimizing space.



The Bag-in-Box 3.6l package for Suviniil was chosen by a judging panel made up of 44 renowned international judges, representing 45 WPO member countries from around the world. The judges evaluated each of the 435 entries, involving great diligence and hours of review.

The case was also awarded in Brazil by the Brazilian Packaging Association in the ABRE Awards and the Great Packaging Cases Awards, which are responsible for electing the market's greatest highlights in terms of functionality, quality, innovation, and sustainability.

About SIG

SIG is a leading solutions provider of packaging for better – better for our customers, for consumers, and for the world. With our unique portfolio of aseptic carton, bag-in-box, and spouted pouch, we work in partnership with our customers to bring food and beverage products to consumers around the world in a safe, sustainable, and affordable way. Our technology and outstanding innovation capabilities enable us to provide our customers with versatile packaging systems and solutions for innovative products and smart operations, all to address the ever-changing needs of consumers. Sustainability is integral to our business and guides us on our journey to create packaging for better – packaging that gives more to people and the planet than it takes out.

Founded in 1853, SIG is headquartered in Neuhausen, Switzerland, and is listed on the SIX Swiss Exchange. The skills and experience of our approximately 9,000 employees worldwide enable us to respond quickly and effectively to the needs of our customers in over 100 countries. In 2022, SIG produced 49 billion packs and generated €3.1 billion in pro forma revenue (incl. unaudited revenue from recent acquisitions). SIG has an AA ESG rating by MSCI, a 13.4 (low risk) score by Sustainalytics, a Platinum CSR rating by EcoVadis, and is included in the FTSE4Good Index. For more information, visit our [website](#).

For insights into trends that drive the food and beverage industry, visit the [SIG blog](#)

Picture caption

The World Packaging Organization (WPO) has just awarded the "3.6 Liter Paint Bag-in-Box Suvinil" case with the WorldStar Global Packaging Awards for innovation.

Photo: SIG

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