INNOVATIVE DESIGNS CLINCH AWARDS AT SINGAPORE'S PACKAGING AWARDS

32 entries for the Singapore Packaging Star Award 2016 were honoured during the Gala Dinner organised by the Packaging Council of Singapore (PCS) on 25 August 2017. Dr Amy Khor, Senior Minister of State, Ministry of the Environment and Water Resources & Ministry of Health, was the Guest-of-Honour for the occasion.

Among the 32 winners of the 2016 Singapore Packaging Award, 23 entries received the Asia Star Award while 5 entries clinched the World Star Award. The awards featured four categories – Sales & Display, Environmentally Sustainable Packaging, Transportation & Protection, and the Students category.

As part of the efforts of the packaging industry to promote local designs and increase the standards of packaging production, the Singapore Packaging Star Award has been an annual event for the past 19 years.

Said Ms Betty Tan, Chairman of the Packaging Council of Singapore, "This sector holds much business potential. With the changing lifestyles and needs of consumers, packaging industry is becoming increasingly sophisticated in meeting consumer needs. Consumers are always demanding more functional and aesthetic designs in packaging. At the same time, customers seek cost-effective, lightweight and robust materials. We must therefore harness on innovation and transform our products and services to stay ahead of the emerging trends."

Ms Lee Soo Cheng, Senior Lecturer from School of Design, Nanyang Polytechnic, shared: "Singapore-trained designers have gained recognition for their innovation and creativity, and have made an impact on the international design world. Local design standards have truly come

of age. What I am particularly heartened by is how our local designers are constantly evolving and learning from the best in business – such as the Japanese – to create inspiring, unusual and yet useful packaging design."

Mr Douglas Foo and Ms Betty Tan receiving Dr Amy Khor at the awards.

Dr Khor took a tour of the winning entries before the start of the ceremony.

The Singapore Packaging Star Awards was held at Parkroyal on Beach Road Hotel.