LANKA STAR 2014 AWARDS For Excellence In Packaging

The Lanka Star 2014 Awards ceremony, which commended and recognised excellence and innovation in the field of packaging was organised by the Sri Lanka Institute of Packaging and the Packaging Development Centre. Lanka Star Awards was the grand finale of the World Packaging Organisation events. The ceremony culminated with the awarding of gold, silver and bronze awards to winners of Lanka Star as well as Student Star competitions.

Accordingly, 13 contestants who presented creative conceptual packs that also scored in the aspects of ease of use and enhanced value addition, won Lanka Star Gold Awards and six Student Star contestants won Student Star Gold Awards. 19 Lanka Star contestants and two Student Star contestants won Silver Awards. And 11 innovative packaging solutions were selected for the Bronze Awards.

The winners were selected adhering to a strict judging criterion, which included the

aspects of innovation, functionality and convenience, graphic appeal, appropriateness and efficiency, environmental performance and overall impression. Those who succeeded in securing a Lanka Star Awards are qualified to participate in Asia Star and World Star contests.

The Lanka Star 2014 Awards competition was established by the Sri Lanka Institute of Packaging and the Packaging Development Centre, with the aim of stimulating interest towards improving packaging standards in Sri Lanka. The first Lanka Star competition was conducted in 1987.