



Packaging, Italy excels thanks to Rotoprint Sovrastampa

THE PRIZE

Mar. 11 - The Worldstar Packaging Award 2015, the highest award of the packaging sector assigned by the World Packaging Organisation, has a little bit of Italy in it this year. The WPO jury analyzed 265 projects from 37 countries, and awarded prizes to the best printing and packaging works in 8 categories. And in the "Beverages" category, Italy wins thanks to an overprint by Rotoprint (a company from Lainate), which adopts a unique method that allows to graphically modify any obsolete packaging, eliminating waste, increase savings, reducing time and preserve the environment. Rotoprint Sovrastampa was founded in 1987 and is today specialized in changing the graphics of already printed packaging, whether in formats (Tetrarex, combiblok, elopak, microwave boxes, cartons, blister, cluster, envelopes, bags) or with the support of single or multi-layer coil (aluminum, paper, polyamide, polyethylene, polypropylene, polyester, sleeves, brik, adhesive labels in rolls, etc.). "We are proud to be one of the two Italian companies, next to a large corporation like Tetra Pak, to have been chosen to receive one of the most important awards in the world - says Gian Carlo Arici, founder and owner of Rotoprint Sovrastampa - Ours is a family business with 20 employees, but for over forty years we developed our creativity, reliability, continuous innovation and personalized service. These are the strengths of Made in Italy in the world." Rotoprint Sovrastampa aims to develop at the national and international level through partnerships, providing its know-how (patented worldwide) in terms of product and process engineering, customer management, its keen eye on all incentives concerning investments in sustainable technologies. Thanks to overprinting, packaging is 100% recycled. In forty years of activity, Rotoprint avoided sending to a landfill or incinerator some 800,000 km of packaging, practically a round trip from the Earth to the Moon. (Red)

THE AWARD

The World Packaging Organisation has been organizing the Worldstar of Packaging since 1970, to reward excellence in the world of packaging. The official ceremony for the handover of the awards will be on May 19 in Milan, hosted by Ipack-Ima in collaboration with Expo 2015. To be shortlisted, companies must have already been honored with a recognition by one of the WPO member associations. For Rotoprint Sovrastampa, this previous recognition came from the Alufoil Trophy 2014, awarded by the European Aluminium Foil Association.
