

Press Release



Date: January 11, 2022

Subject: TRIVIUM WINS TWO WORLDSTAR 2022 GLOBAL PACKAGING AWARDS FOR INNOVATIONS IN LABELING SOLUTIONS + TOY PACKAGING

- Trivium’s sustainable packaging solution for Bubble Tree Refillable Bubble System, a first-of-its-kind in the toy category, is recognized in the prestigious World Packaging Organization WorldStar Awards
- Trivium wins for its Peel-Off End with QR code label, a labeling innovation to protect against counterfeiting in the Infant Nutrition Market

Information:

[Trivium Packaging](#), a \$2.7B global supplier of metal packaging, announces that two of its innovative packaging solutions have been awarded with WorldStar 2022 Global Packaging Awards by the World Packaging Organisation (WPO). The WorldStar Awards are considered to be the most prestigious global packaging award program, organized since 1970, evaluating 440 submissions across 37 countries this year.

The two game-changing sustainable packaging solutions recognized with awards are the Bubble Tree Refillable Bubble System in the “Toys” category and Trivium’s Peel Off End with QR Code Label in the “Labeling and Decoration” category:

- **Bubble Tree Refillable Bubble System (Toys):** This eco-friendly bubble system eliminates single-use plastics by using refillable aluminum bottles and an innovative corrugated refill system. The bottles are 100% infinitely recyclable, non-slip, and are easy to hold with an ergonomic grip. Designed to minimize spillage and maximize portability, a wand is integrated into the cap.
- **Peel Off End with QR Code Label (Labeling & Decoration):** Trivium Packaging has created an innovative anti-counterfeiting solution for an Infant Nutrition market. The peel-off end is equipped with a unique serialized QR code that guarantees the product is fully traceable back to the produce, production location and even production batch. This project was developed for Infant Milk Formula but can be applied for any product and any market.

“We are incredibly proud to be recognized for our work in creating safe, sustainable and innovative packaging systems that help companies meet their consumer’s needs and make a real impact,” Georg Kasperkovitz, President of Trivium’s European Division, shares “Trivium Packaging’s Peel-off ends are an important innovation in the infant market that can be applied to so many other markets – delivering transparency, authenticity and safety to the end consumer.”

Trivium’s Chief Growth Officer, Rob Huffman, adds: “The toy category has a depth of opportunity to innovate in the area of packaging, particularly in sustainable solutions. We’re thrilled to highlight Bubble Tree’s 100% infinitely recyclable, refillable aluminum bottle system with this award—a great example of 100% recyclable and refillable packaging that is both standout and sustainable.”

“It’s an honor to be recognized by the WordStar Awards for our packaging. Our ergonomic, refillable aluminum bottles were intentionally designed, keeping the consumer experience at the forefront, while contributing to a healthier planet, reducing plastic waste, and offering a fully recyclable, durable, and attractive vessel that can be reused endlessly. Trivium’s focus on sustainability and innovative expertise brought the vision we had for our bottles to life, exceeding our expectations.” said Bubble Tree founder + CEO. Geoffrey Wasserman.

Winners will be honored at the prestigious WorldStar Awards Presentations to be held in May of 2022. The winners, by country and by category with images are available to view on the website: <https://www.worldstar.org/winners/>

About Trivium Packaging

Trivium Packaging is a global supplier of infinitely recyclable, metal packaging for the world’s leading brands. Trivium has more than 60 locations worldwide, employs close to 8,000 people with sales of \$2.7bn. www.TriviumPackaging.com

About WorldStar Awards

Since 1970, the World Packaging Organisation has been organizing WorldStar awards and providing awards to numerous packs from all around the world. The WorldStar Competition is one of the major events of the World Packaging Organisation (WPO) and is the pre-eminent global award in packaging. WordStar illustrates the continual advancement of the state of packaging design and technology and creates a living standard of international packaging excellence from which others may learn. Each year WPO is recognizing the best of the best in packaging innovations from across the globe. The objective of WPO in organising WorldStar is to increase awareness on the importance of packaging in having a better life and to recognize the innovation and efforts of brand owners, designers, students and branding agencies for creating packaging solutions of the future and in responding to new challenges and global trends such as sustainability, hygiene and other trends.