



Ambalaj e-Bülteni

INDEX

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ASD NEWS



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Judging of "Crescents and Stars for Packaging" Has Been Concluded



The winners of the Crescents and Stars for Packaging Competition organized by the Turkish Packaging Manufacturers Association (ASD) for the eighth time this year have been identified. As 210 packaging were evaluated in 11 different categories, 114 packages were awarded their prize.



Foreign Visitors Breaking A Record at Eurasia Packaging 2017



Turkish Packaging Industry Had a Foreign Trade Surplus of \$ 787 Million in 2017



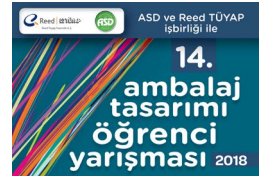
Recycled Packaging Contributes to Environment and Economy

ASD, the umbrella organization of packaging industry, points out the importance of use of packaging and recycling on June 5, the World Environment Day. President of ASD, Zeki Saribekir said that the packages are not garbage. "Packaging and its recycling is not a burden to the environment. On the contrary, packaging is a material that creates an economy", said Saribekir.



Finalists of Turkish Packaging Student Competition 2018 Announced

Students who won the top three in the National Students Competition have been awarded scholarship of 12 months a year throughout their educational life with the "ASD & TÜYAP Educational Scholarship" in addition to the money prize.



WPO Spring Meetings and WorldStar Award Ceremony Held in Australia

WPO World Packaging Organization's first general meeting this year was organized on May 1, 2018 in Gold Coast, Australia.



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TO CONTINUE



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Prof. Dr. Acar Baltaş delivered a speech on the importance of institutionalization of packaging companies and replied to the questions in the dinner attended by around 300 people.

The leading players of the packaging sector met in the traditional iftar dinner organized by Turkish Packaging Manufacturers Association (ASD) on May 24th. In the dinner which was held in Wyndham Grand Levent Hotel and attended by around 300 people, Mr. Zeki Saribekir, President of ASD, summarized the works performed by the Association in order to develop the packaging sector and expressed the performance of the sector in 2017 and its objectives. Prof. Dr. Acar Baltaş delivered a speech on "Institutionalization of Packaging Companies" and replied to the guests' questions during the dinner. Plaques were given to the firms that have been accepted as members of the Association in the recent year. Evaluating the performance of the packaging sector in 2017, Mr. Saribekir said: "The Turkish packaging sector continued its steady growth last year, too. We managed to increase our exports in

2017 by 8% in quantity and value compared to the previous year. Our packaging export amounted to 2 million 125 thousand tons in quantity and 4 billion 145 million Dollars in value. Our import amounted to 1 million 765 thousand ton in quantity by a 3% increase and 3 billion 358 million Dollars by a 5% increase compared to 2016. Nonetheless, the sector achieved \$ 787 million foreign trade surplus, which is the success of all of us. While proceeding our way aiming to become a packaging center of Eurasia, we continue our works as one of the leading non-governmental organizations of the Turkish packaging sector and create a positive effect on the current account deficit thanks to our foreign trade surplus and increase our share from the international markets by growing our competitiveness".



Mr. Zeki Saribekir,
President of
ASD

Automation and Industry 4.0 will be More Important in Our Sector

Highlighting that the Turkish packaging sector has advanced technology and infrastructure to satisfy all changes, Mr. Saribekir said: "Our packaging sector has been following the technological developments. We believe that Automation and Industry 4.0 will be more important in our sector. We must follow technology more. We're satisfying just 10% of the packaging need of Europe. We must increase this ratio absolutely. We'll be adapted to the future and innovations and continue our works. In the packaging sector, we'll improve ourselves by innovations."





Continuing his speech, Mr. Saribekir said: "As the packaging sector, we believe that we'll achieve a market growth amounting to minimum 23 billion Dollars and export revenue amounting to 4.5-5 billion Dollars in 2018. With packaging, we also believe that we'll have an economic activity amounting to 350 billion Dollars. As a sector, our competitive power and potential are high. The products of the Turkish packaging sector are exported to 180 countries around the world. The Turkish packaging industry is taking decisive steps on the way to becoming a packaging center of Eurasia. We believe that we'll achieve a market growth amounting to 30 billion Dollars and export revenue amounting to 10 billion Dollars in 2023 when we'll celebrate the 100th anniversary of the Republic of Turkey.



New members of ASD.



ASD's Stakeholders met in the iftar dinner.



SAYILARLA AİLE ŞİRKETLERİ

- Forbes'un milyarderler listesinin %40'ından fazlası aile şirketi sahibi
- Dünyanın en zengin ilk 10'unun 7'si aile şirketi sahibi
- Avrupa'daki 100 aile şirketinin yıllık toplam geliri 1,1 trilyon Euro



Prof. Dr. Acar Baltaş / Speaker

Judging of “Crescents and Stars for Packaging” Has Been Concluded

The winners of the Crescents and Stars for Packaging Competition organized by the Turkish Packaging Manufacturers Association (ASD) for the eighth time this year have been identified. As 210 packaging were evaluated in 11 different categories, 114 packages were awarded their prize. The awards of all winners in Crescents and Stars for Packaging, where all the participants who came out in the competition can take part in WorldStar and AsiaStar competitions will be given on October 12 with a ceremony.



The Judging process of ‘the Crescents and Stars for Packaging Competition’ organized by the Turkish Packaging Manufacturers Association (ASD) for the eighth time this year has been concluded. Attended by packaging manufacturers, brand owners and designers with their packages in the market and accepting applications from abroad for the third time this year, the competition drew a lot of attention. The competition is the only packaging competition in Turkey that is qualified and valid in the international arena as it was accredited by WPO-World Packaging Organization and APF-Asian Packaging Federation.

Meeting in ASD, the Professional Jury Members examined all the packages and evaluated the applications pursuant to 11 criteria. A total of 114 packages made it to the finals under light of criteria from production quality to eco-friendliness and from design to uniqueness. The highest number of applications for the competition has been from the good, graphic design and drinks categories this year as well. The awards of winners of Crescents and Stars for Packaging Competition 2018 will be given at a special Gala Night that will be held on October 12, 2018. Those who are given the Gold, Silver, Bronze and Capability awards from among the 114 finalist packages will be announced during the night. Maximum 3 ‘Gold Packaging Award’ will be given to those from among the products which are entitled to receive ‘Gold Award’ in collaboration with the Turkish Standards Institute (TSE). “We are proud and happy to reward the successful works of Turkish companies in the area of packaging. We will continue to organize our competition biennially for our Turkish Packaging Industry to switch from passive status to leading position in the global markets. The Crescents and Stars for Packaging Competition is indicated to be among the most valuable awards in Turkey in 2018, applications from abroad are accepted starting from 2015 and unique packaging designs, different and innovative packaging applications that leave their mark on the industry worldwide are rewarded.” said Zeki Saribekir, President of ASD, who mentioned that they are happy to reward the achievements of Turkish Packaging Companies.



Professional Jury in 2018

RECOGNITION IN THE INTERNATIONAL PLATFORM

“All participants who win the Crescents and Stars for Packaging Competition, which is accredited by the World Packaging Organization (WPO) and Asia Packaging Federation (APF) can take part in the WorldStar and AsiaStar competition’s as well. Focusing on added value with the WorldStar and AsiaStar international packaging competitions, our industry offers recognition in the international platform” said Saribekir, mentioning that all participants who win the Crescents and Stars for Packaging Competition will be able to take part in international competitions as well.

EXPORT TO 180 COUNTRIES

“The products of Turkish Packaging Industry are exported to 180 countries worldwide. Turkish Packaging Manufacturers continue to gain new markets. Turkish packaging industry takes decisive steps on the way to be the packaging center of Eurasia. As packaging manufacturers, export and modernization always come first for us. We continuously invest in R&D and innovation. Now we believe that Automation and Industry 4.0 will become much more important in our industry” said Saribekir, highlighting that Turkey continues to gain new markets in the packaging industry.



Students who won the top three in the National Students Competition have been awarded scholarship of 12 months a year throughout their educational life with the “ASD & TÜYAP Educational Scholarship” in addition to the money prize. Other students who had success in the competition have been entitled to take part in international competitions in addition to winning various awards.



Selection Committee

Finalists of Turkish Packaging Student Competition 2018 Announced



2017 Winners

Organized for the fourteenth time this year with the collaboration of the Turkish Packaging Manufacturers Association (ASD) and Reed TÜYAP, the organizer of Eurasia Packaging Istanbul Exhibition, the Packaging Design National Students Competition 2018 Selection Committee meeting took place on Wednesday, July 4, 2018 in ASD Packaging Building. The Selection Committee evaluated and rated the 85 applicant projects. The ranking of First, Second, Third, Honorable Mention and Certificate will be announced in the ceremony which will take place in the opening of Eurasia Packaging Istanbul Exhibition on October 31, 2018 and the winning projects will be displayed in the fairground throughout the exhibition.

LIST OF WINNERS

Organized annually, this competition aims to ensure the students who study design in Turkey also consider packaging design.

Scholarship of 12 months a year titled “ASD & TÜYAP Education scholarships” has been offered to winning students for the last three years in order to support Industrial Design. The winning students will be given “ASD & TÜYAP Education Scholarship” this year as well. Moreover, projects who win the top three or receive honorable mention in the competition will be given various awards.

First	5.000 TL
Second	3.000 TL
Third	2.000 TL

3 HONORABLE MENTIONS (1,000 TL / HONORABLE MENTION)

Project owners who win the top three in the National Students Competition, including those who receive the honorable mention and certificate awards can take part in the WorldStar Student organized by WPO - World Packaging Organization and AsiaStar Competition organized by APF - Asian Packaging Federation and compete again to receive a worldwide place in these competitions.

For more information about the winners:

<http://www.ambalaj.org.tr/en/recent-news-star-students-of-packaging-design-are-selected.html>

ASD Packaging Academy Organized Three Trainings in the Spring Semester

ASD Packaging Academy continues its training without slowing down. Hygiene Principles & GMP, Flexo Printing Techniques and Customer Relations and Satisfaction Management Trainings for Food Packaging Manufacturers were held in the autumn of 2018, which attracted much interest from our industry. You can reach the 2018 fall semester training program at www.ambalaj.org.tr.

HYGIENE PRINCIPLES AND GMP TRAINING FOR FOOD PACKAGING MANUFACTURERS

Hygiene Principles and Good Practice Training for Workplaces Producing Substances and Materials Contacting Food was held on Wednesday, March 28, 2018. In the training organized at the ASD Packaging Academy, Halil Temel from Quality System Merieux NutriSciences was present as the trainer. Topics of Importance of Food Hygiene, Management Responsibilities, Hazard Analysis and Risk Assessment, Basic Hygiene Rules, Production Rules, Contamination and Prevention of Contamination, and Personnel Requirements were explained in detail to the participants in the training.

FLEXO PRINTING TECHNIQUES TRAINING

The Flexo Printing Techniques Training held at the ASD Packaging Academy on



Wednesday, April 25, 2018 attracted a great deal of interest from the industry. In the training given by Printed Sector Advisor / Trainer Mustafa Kemal Bağdatlı in ASD Packaging Building; Anilox, Photopolymer Cliché, Dr. Blade, Dot Gain, Gray Balance and Delta E topics were discussed.

CUSTOMER RELATIONS AND SATISFACTION MANAGEMENT TRAINING

In the training given by Erol Özden

from Grupas Gelişim (Yalın Academy) on May 8; Customer Identification, Customer Identity, Internal and External Customer Concept, The Way to Customer Satisfaction, Why Customer Satisfaction is Important, Relationship of Customer Satisfaction with Market Research, Design, Production, Sales and After Sales Services Processes, Management of Customer Relationships, What is Customer Relationship Management (CRM) and similar issues were discussed.

6th Food Safety Congress Held Successfully

The 6th Food Safety Congress, organized with the participation of 31 institutions representing every stage of food chain such as International Association for Food Protection and Food, Agriculture and Livestock Ministry collaboration and trade associations, industry associations which includes ASD Turkish Packaging Manufacturers Association, manufacturer associations, consumer organizations, and thus bringing together all the stakeholders of food industry was held on the 3rd and 4th of May, 2018, with the coordination of Food Safety Association.



Representatives from all the professions taking responsibility in the food chain, public institutions and private sector representatives, academicians, students, consumers and press representatives were present in the Congress. 75 participants, 23 foreigners and 52 native speakers, gave oral presentations and 91 posters were exhibited in a total of 19 sessions held in 3 parallels. In the 6th of Food Safety Congress, where different themes related to food safety are discussed in each congress, new food processing technologies, innovative approaches to food safety analysis, digitalization of food safety, relationship between climate change and food safety issues were at the forefront. Responsibility of the press, with the approach that it is as important for consumers to have the right information on food safety as ensuring food safety; due to the interaction between food and health, the food and health-related relationship constituted other topics that were outstanding in the congress.

Turkish Packaging Industry Had a Foreign Trade Surplus of \$ 787 Million in 2017

Turkish Packaging Manufacturers Association (ASD) has announced the import and export figures of Turkey Packaging Industry for the end of 2017 at a meeting. The export of the packaging industry, which completed the year without foreign trade deficit, increased by 8 percent in quantity and value in 2017 compared to the previous year. Packaging industry had a foreign trade surplus of \$ 787 million in 2017.

Turkish Packaging Manufacturers Association (ASD) has announced the import and export figures of Turkey Packaging Industry for the end of 2017 at a meeting organized on 25th April, Wednesday evening. The packaging industry continued its steady growth in 2017. According to year-end data released, the export of Turkey's packaging industry, increased by 8 percent in quantity and value compared to 2016. Packaging exports amounted to 2 million 125 thousand tons at the end of 2017, worth 4 billion 145 million dollars. Packaging imports increased by 3 percent in quantity and 5 percent in value compared to the year 2016. In the framework of packaging importation, amounting to 1 million 765 thousand tons and value of 3 billion 358 million dollars, foreign trade surplus of the industry amounted to \$ 787 million. Same amount of increase was observed in the first quarter of 2018.

RANKING REMAINED UNCHANGED IN EXPORTS

According to the package type, plastic packaging was ranked first with 65 percent share, while plastic packaging was followed by paper / cardboard packaging with 24 percent share, metal packaging with 8 percent share and glass packaging with 2 percent share. In 2017, the top three exporting countries have not changed. The most exported countries were Germany, Iraq, England, France, Israel, Iran, Italy, Netherlands, USA and Egypt, respectively.



Germany, China, Italy, USA, South Korea, France, England, Finland, Spain and Belgium were ranked as the top 10 countries for importing in 2017. When the grand totals according packaging type in value are looked at, imported plastic packages accounted for 57%, paper / cardboard packages 35%, metal packages 6% and glass packages 2%.

WE WILL BE THE PACKAGING CENTER OF EURASIA

President of ASD, Zeki Sarıbekir, speaking at the meeting, pointed out that the growth rate of Turkey's packaging industry is about twice the growth of Turkey's economy each year, said: "As one of the most powerful non-governmental organizations of the Turkey's packaging industry, we both make positive impact on the foreign trade surplus current deficit and increase our competitive power to increase our share from the international markets with the works we are carrying out. Turkey's packaging industry is ranked 16-17th in the world and 6th in Europe. We hosted Morocco and Nigeria as

honorary countries at the 2017 Eurasia Packaging Fair. Our 2018 target is to increase our exports in a region that includes neighboring countries, Europe and North Africa. We continue on our path with firm steps to become the packaging center of Eurasia. Our most important target in 2018 is to reach a market size of 23 billion dollars by growing 15% as an industry. In the next 10 years, we can say that with the growth of the middle class, the dissemination of organized retail, the increase of prosperity level, competition and consumer expectancy, our industry growth will continue healthily. In the last 15 years, our packaging consumption has doubled and our per capita annual consumption has exceeded 225 dollars. We will celebrate the 100th anniversary of our Republic in 2023 and we have three important targets as an industry; we want to increase annual consumption per capita by more than \$ 300, reach a market size of \$ 30 billion and achieve \$ 10 billion in exports".

Foreign Visitors Breaking A Record at Eurasia Packaging 2017

One of the most prestigious fairs of the packaging sector Eurasia Packaging Exhibition was took place for the 23rd time between the dates 25-28 October 2017 in TÜYAP Fair and Congress Center, Istanbul. In the fair organized with the cooperation of The Turkish Packaging Manufacturers Association (ASD) and REED TÜYAP Fair Organization more than 1000 special visitors were hosted and a very high increase were occurred from the foreign visitors and new business partnerships were signed in the new markets.

The 23rd Eurasia Packaging Fair, which was took place in cooperation with The Turkish Packaging Manufacturers Association (ASD) and REED TÜYAP Fair Organization and sector's the most important meeting platform in Turkey, has hosted nearly 60 thousand visitors from the 108 countries and nearly 7 thousand 500 hundred foreign visitors with the participation of 1.122 companies and company representatives from 43 countries between the dates 25-28 October, 2017, in Istanbul. The Eurasia Packaging Fair takes the support of the other associations in the sector as Packaging Machinery Association (AMD), Label Manufacturers Association (ESD), Flexible Packaging Manufacturers Association (FASD), Carton Board Packaging Manufacturers Association (KASAD), Metal Packaging Manufacturers Association (MASD), Corrugated Board Packaging Manufacturers Association (OMÜD) and Rigid Plastic Packaging Manufacturers Association (SEPA).



Eurasia Packaging Istanbul 2018 Fair: Unique Business Platform Driving Sustainability and Long-Term Growth

Eurasia Packaging Istanbul 2018 Fair, the largest annual packaging industry event in its region, will be held at Tüyap Fair Convention and Congress Center in Istanbul, Turkey from October 31 – November 3, 2018.

Organized in cooperation with Packaging Manufacturers Association (ASD) Reed TUYAP Fairs; with the support of other sector associations, namely Packaging Machinery Association (AMD), Label Manufacturers Association (ESD), Flexible Packaging Manufacturers Association (FASD), Carton Board Manufacturers Association (KASAD), Metal Packaging Manufacturers Association (MASD), Corrugated Cardboard Manufacturers Association (OMÜD) and Rigid Plastic Packaging Manufacturers Association (SEPA), the 24th Eurasia Packaging Istanbul International Packaging Industry Fair will bring together more than 60 thousand qualified visitors from 110 countries with 1.200 exhibitors from 45 countries between October 31st – November 3rd, 2018 in 14 Halls in 2018. Show team is already preparing for intense interest from international purchasing delegations and visitors from Algeria, Bangladesh, Bosnia-Herzegovina, Bulgaria, France, Germany, Great Britain, Greece, Iran, Iraq, Israel, Italy, Jordan, Kenya, Lebanon, Libya, Macedonia, Morocco, Nigeria, Russia, Senegal, Ukraine and United Arab Emirates. The fair, which will welcome



Tunisia and Germany as guests of honor at this year's edition, will provide an important stepping stone to help all its exhibitors that service flexible plastic, rigid plastic, glass, metal packaging, paper, cardboard, corrugated cardboard, wood packaging, packaging machines, label and other auxiliary packaging materials; packaging printing and drink technologies including beverage bottling companies reach their target markets.

www.packagingfair.com/Eurasia-Packaging-Fair

Packaging Manufacturers Attended PlastPak 2018 Exhibition in Izmir

PlastPak Izmir 2018 Plastics and Packaging Technology Machine and Equipment Fair organized for the second time in 2018 by TÜYAP in cooperation with the Turkish Packaging Manufacturers Association (ASD), PAGEV (Turkish Plastics Manufacturers Research, Development and Training Foundation) and EGEPLASDER (Aegean Region Plastics Manufacturers Association) on 10-14 April 2018. PlastPak Izmir Fair welcomed 206 companies and company representatives from 25 countries with 12,368 industry professionals from 25 countries under one roof.



Aiming to be the largest Plastics and Packaging Fair of the Aegean Region, PlastPak 2018 Plastics and Packaging Technology Machine and Equipment Fair was held on 10-14 April in 2018. The exhibition, which was organized for the second time this year by TÜYAP with the support of Turkish Packaging Manufacturers Association (ASD), Turkish Plastics Manufacturers Research, Development and Training Foundation (PAGEV) and Aegean Plastics Manufacturers Association (EGEPLASDER) was held at the Fair Izmir. PlastPak 2018, which exhibits packaging products, packaging machinery, auxiliary equipment, hardware and systems for packaging production as well as for plastic machinery, chemical and raw materials, molds, heat and control devices, machine side and intermediate industry, hydraulic and pneumatic systems, visited by 12,368

sector professionals in total, including 567 international visitors from 25 countries.

After the exhibition Zeki Saribekir, the President of ASD said "PlastPak 2018 was successful in our industry. We introduced innovative, value added and quality products at this fair. We once again proved the strength of our packaging industry with this fair. With its location, scope, regional identity and dynamic structure, Izmir aims to be one of the most important trade centers in its sector. The strategic proximity of Izmir to its industrial, touristy and commercial location as well as its target regions is increasing the attractiveness of PlastPak Izmir. We are getting closer to our goal of \$ 10 billion export in 2023 day by day. The new cooperations we made in this fair will be very important contributions to the exports of our country."

For more details: www.plastpakfuari.com/en/

WPO Spring Meetings and WorldStar Award Ceremony Held in Australia

WPO World Packaging Organization's first general meeting this year was organized on May 1, 2018 in Gold Coast, Australia.



In addition to the general meeting, on the week when the meeting of the board of directors and the working committees was held, the award ceremony of the WorldStar 2018 competition was also performed. In the meetings where Argentina, Australia, Austria, Brazil, China, Czechia, Finland, India, Indonesia, Japan, Jordan, Korea, Lebanon, Singapore, Sri Lanka, South Africa, Sweden, Turkey, UK and USA were represented, the future works of WPO were addressed. The organization was hosted by the AIP Australia and New Zealand Packaging Association. Aslihan Arıkan, ASD Secretary General and Vice President of WPO Education, attended the National Packaging Conference of Australia and New Zealand, which was planned simultaneously with the WPO meetings, with a presentation titled "Drivers for Packaging Development and Trends in the Turkish Republic and the Eurasian Region". The next General Assembly and WorldStar Competition Jury Meeting will be organized in Jinan, China, in October. We wish success to all the representatives of the industry to attend the WorldStar competition.

www.worldpackaging.org

5 Awards Going to Turkey from WorldStar 2018

The results for one of the most prestigious awards of the global packaging industry WorldStar 2018 Competition organized by the World Packaging Organization (WPO) were announced after the judging meeting held in Brazil. In the competition in which 300 products from 35 countries competed, Leader packaging companies of Turkey brought home 5 awards.

300 products from 35 countries competed in the 45. WorldStar 2018 Competition organized by World Packaging Organization and the results of the competition were announced. Turkish companies won 5 awards in the WorldStar 2018 competition in which innovative packaging products were awarded. Japan led the list with 26 awards, followed by India with 24 and China with 14 awards. Companies who received awards in WorldStar 2018 Competition will be presented their awards during the award ceremony on May 2, 2018 in Gold Coast / Australia. The results of the President's Award, Sustainability Award, Marketing Award and Packaging that Saves Food Award will be announced in January.

WE TAKE ONE STEP FORWARD IN THE GLOBAL COMPETITION

Mr. Zeki Saribekir, President of the Turkish Packaging Manufacturers Association (ASD) commented on Turkey's success: "I congratulate all our companies participated and won awards in WorldStar 2018. R&D and innovation are both very important for us, the Turkish Packaging Manufacturers and with this approach we work to continuously improve ourselves to bring our industry into the future. To achieve this we follow new technologies closely and continuously update ourselves. We should be able to explain everyone the importance of packaging which adds value to every product to achieve success more easily. We started the first Crescent and Stars Competition 8 years ago, to give competitive edge to brand owners, designers and packaging manufacturers in international markets. Products that win awards in this competition participate to international packaging competitions, WorldStar and AsiaStar to showcase Turkish packaging industry products in the global markets. We will continue to participate to such competitions to advance and better our position in the global markets.



COMPANIES / THEIR PACKAGING / CATEGORIES / WORLDSTAR 2018 COMPETITION:

- Asas Ambalaj Baski Sanayi Ve Tic As & Constantia Flexibles / Glittering Muesli Bar / Food
- Mondi Tire Kutsan Kagit Ve Ambalaj Sanayi A.S. / Baca Stand / Point Of Sale
- Sarten Packaging Company /Petrol Ofisi 10 Lt Ve 20 Lt Drum /Other
- Sarten Packaging Company / Sek Yoghurt Drink Bottle 2lt / Beverages
- Taris Zeytin A.Ş / The Label Design Of Aegean Collection / Labelling And Decoration

WORLDSTAR 2019 APPLICATIONS BEGAN

Applications for the WorldStar 2019 Competition, where companies that have received at least the Competency Award in the Crescents and Stars for Packaging Competition have begun. Organized by the WPO since 1970, the WorldStar Contest has awarded many awards worldwide.

For more details about WorldStar Awards: www.worldstar.org

WHAT IS WORLDSTAR 2019 CALENDAR?

- **ONLINE APPLICATION CLOSING DATE:** September 20, 2018
- **JURY MEETING DATE / PLACE:** October 24, 2018 Jinan, China
- **RESULTS ANNOUNCEMENT DATE:** December 2018
- **AWARD CEREMONY:** May 2019 / Prague, Czech Republic

Recycled Packaging Contributes to Environment and Economy

ASD, the umbrella organization of packaging industry, points out the importance of use of packaging and recycling on June 5, the World Environment Day. President of ASD, Zeki Saribekir said that the packages are not garbage. "Packaging and its recycling is not a burden to the environment. On the contrary, packaging is a material that creates an economy", said Saribekir.

Contributing to the development of packaging industry in Turkey and giving an identity to the industry, the Turkish Packaging Manufacturers Association (ASD) points out the importance of using packaging on June 5, the World Environment Day. President of ASD, Mr. Zeki Saribekir emphasized that economic benefits are obtained and environmental pollution is prevented by recycling packages to the environment. "We as a society need to pay attention to recycling of packaging wastes," Saribekir said, underlining that packaging ensures that products are delivered to consumers in a healthy and clean way without any contact. Saribekir underlined that no packaging is garbage and that packaging and recycling is not a burden to the environment; on the contrary, packaging is the material that creates an economy on the World Environment Day, which is celebrated with various activities worldwide to raise awareness of the public on environmental problems.

"WE WORK FOR SUSTAINABLE PACKAGING PRODUCTION"

Zeki Saribekir highlighted the importance of two aspects in packaging production, namely "sustainability" and "environment". Informing that very comprehensive works are being carried out for packaging production by using materials as minimum as possible, Saribekir noted, "Throwing the packaging out does not only damage the future of world but also our country and economy. Today, when we recycle 1 aluminum beverage can, we



Mr. Zeki Saribekir, President of ASD

can produce an energy to operate a TV for three hours. Or we can recycle 1 ton of paper to protect 17 trees from cutting. "The Turkish waste management and recycling sector has become a market of 5 billion Euros. But we are still at 50 percent level in recycling. So we have quite a way to go." ASD Works to Raise Children's Awareness The Turkish Packaging Manufacturers Association continues its efforts to inform about packaging and environment and distributes to the schools the complimentary handbook "Things We Should Know about Packaging and Environment" for the children, who are the assurance of our future. Also, ASD's information film on packaging and environment can be watched at www.youtube.com/watch?v=Sn0VVj6xfew.



INDEX

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