

## **Seda Eco Fit Lid Wins World Packaging Organisation WorldStar 2023 Award**

*Strong eco-design and sustainability innovations impress judges*

*Düsseldorf, 6th of May 2023* - Seda International Packaging Group's next-generation Eco Fit Paper Lid has won its third prestigious award, being judged a WorldStar 2023 Winner in the Beverage category for its sustainability credentials and innovative design features. The award was officially presented today in a Ceremony hosted at Germany's **Interpack** processing and packaging trade fair in Düsseldorf.

The World Packaging Organisation's WorldStar Global Packaging Awards have a strict judging process conducted over two rounds by 45 internationally esteemed judges, representing 44 World Packaging Organisation (WPO) country members from all around the world. The 488 entries accepted had to have already received a national or regional packaging award from a WPO packaging competition to be eligible for the award - like the Best Packaging Award 2022 in Seda's case.

The judges were above all impressed by how the Eco Fit Lid has been conceived to address a complete spectrum of concerns – from sustainability and circularity to consumer safety and convenience in a wide range of use scenarios, from in-store to on-the-go and delivery. The extensive features and options include being made entirely from PEFC™ certified fibres, and offering recyclable and compostable versions.

They stated “*This innovation impacts on a new concept of consumption on the go, a rapidly growing trend. This lid is flexible and versatile and highly customizable.*”

Eco Fit's sustainability profile is particularly impressive. Customers who choose the Eco Fit Paper Lid save over 400 tons of plastic per 100 million coffee lids compared with typical polystyrene solutions. Moreover, while polystyrene isn't recyclable, Eco Fit can be recycled along with the cup in the paper stream.

The Eco Fit Lid is also more sustainable than other fibre-based solutions, requiring less water and electricity to manufacture than Moulded Fibre Lids, for example, helping Seda's customers reduce their impact on CO<sub>2</sub> emissions. Moulded Fibre Lids actually have a much greater environmental impact, utilising an additional 30 MWh and 14,000 litres of water per million lids.



Taken together, these features have secured the strong ongoing success of the Eco Fit Lid, which won the Save the Planet category of the European Carton Makers Association's European Carton Excellence Awards almost immediately upon its release in 2020, and a Best Packaging Innovation and Technology Award in 2022. Now the WorldStar Award confirms that its sustainability and innovations continue to be just as compelling today.

Equally important, however, the Eco Fit Paper Lid doesn't just have outstanding environmental credentials, it also delivers a fully positive customer experience through all 5 senses: Touch with its leak- and spill-resistant design. Hearing because it closes tightly and securely with an audible snap. Sight by being fully printable for branding and communications. Smell and taste by conserving the scent and flavour of drinks unchanged.

No wonder Eco Fit's the favourite choice of top coffee brands worldwide, combining perfect aroma and taste with a great, safe drinking experience and enhanced brand image.

*"Seda's mission is to pioneer the future of packaging for a better world and these awards recognise our team's outstanding work" commented Seda's R&D Material & Product Director Armando Mariano. "The Eco Fit Paper Lid is not only more sustainable than plastic lids but equally functional. Compared with other paper solutions, it's again a more sustainable solution, but also much safer with its tight fit and audible snap closure. What's more, it doesn't soak up liquid contents, becoming soft and losing functionality like they do. "In addition, and unlike other lids, Eco Fit is fully printable and to a high-quality standard for clear communication, iconic branding and impactful marketing. The judges explicitly recognised our efforts to deliver a solution that is superior in every respect not only for the planet, but also in terms of consumer experience. We're very proud of what our team and technologies have achieved, and so, of course, are our customers".*

### **Seda International Packaging Group**

Seda is a leading food and food service packaging group operating globally and manufacturing in Italy, Germany, the UK, Portugal and North America. Innovation and Sustainability are the engines of Seda's growth and development, founded on a mission of pioneering the future of packaging for a better world. Seda partners with leading food and food service companies worldwide, designing and manufacturing innovative paper packaging solutions that create a unique bond between brands and their consumers.

[www.sedagroup.com](http://www.sedagroup.com)

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