

FOR IMMEDIATE RELEASE

Placon Wins 2024 WorldStar Award for Tamper-Evident Round Deli Packaging

MADISON, WI (January 2024) – Placon, an industry leader in innovative, sustainable thermoformed food packaging, was recently announced as a 2024 WorldStar award winner for its [Crystal Seal® Cravings™](#) line of round deli containers. The WorldStar awards are an annual award given by the World Packaging Organization and are the pre-eminent international award in packaging.

The award for [Crystal Seal® Cravings™](#) was granted in the Packaging Materials and Components category, which honors superior packaging that includes “any specific material or component which creates a differentiating appearance, unique functionality or notable innovation.”

The Cravings™ line, which come in various sizes, including a unique 32-ounce tall option for holding cored pineapples, was created to cater to the needs of the growing convenience and on-the-go deli food market. Unlike commonly used polypropylene deli cups, Cravings™ cups are made from Placon’s EcoStar® post-consumer recycled PET, which provides sustainable and recyclable packaging.

The innovative design simplifies stacking and merchandising for store employees. Cravings™ cups also address the demand for increased product visibility and tamper-evident closures. The cups feature crystal clear material and a patented tamper-evident base-to-lid tab closure mechanism, ensuring product safety before purchase, and allowing for container reuse at home.

“The WorldStar awards are the gold standard in the packaging industry and we are thrilled and honored to win for the Cravings™ line,” said Placon VP of NPD Engineering, Theresa Pope. “This award validates the work of our design team and solidifies Placon’s place as a premier package provider in the food, deli and grab-and-go container space.”

For more information, call us at 800.541.1535 or visit www.placon.com

ABOUT PLACON

Founded in 1966, Placon is a leading designer and manufacturer of innovative and sustainable plastic packaging for medical, food, and consumer goods markets. Placon has manufacturing operations in Madison, WI; West Springfield, MA; Elkhart, IN; Wilson, NC; and Plymouth, MN, and is currently ranked in the Top 20 in *Plastics News* 2023 Thermoformers Rankings. Placon delivers packaging breakthroughs that inspire better engagement between people and products. For more information, visit www.placon.com.

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