

## **Greiner Packaging wins two prestigious WorldStar 2026 Global Packaging Awards**

**Kremsmünster, Austria. January 15, 2026. Greiner Packaging celebrates a major success at this year's WorldStar Global Packaging Awards: two of the company's latest packaging solutions, the Click In sealing lid and the CUBO, have each been honored with a WorldStar 2026 Award.**

The WorldStar Awards are among the most prestigious global recognitions in the packaging industry. Each year, they highlight solutions that set new international benchmarks in areas such as sustainability, material efficiency, usability, and product protection. This year, 481 packaging innovations from around the world were submitted, and Greiner Packaging emerged as one of the standout winners, underscoring the company's strong position as a driver of innovative and future-oriented packaging solutions.

### **Click In sealing lid: secure reclosing and an intuitive user experience**

Winning in the Packaging Materials and Components category, the Click In sealing lid impressed the international jury by directly addressing what consumers value most: security, convenience, and sustainability. Its intuitive click mechanism provides a reliable, leak-proof reclosure that ensures products remain securely sealed. With a tactile and audible "click," consumers immediately know their product is safely sealed, even if the cup is tilted, shaken, or accidentally dropped. The lid sits inside the rim and not on top, creating a clean, modern appearance that enhances the overall product experience.

For brands and retailers, the Click In sealing lid offers the flexibility to work across a wide range of cups, tubs, and buckets. When paired with a container made from the same material, it creates a sleek mono-material configuration that simplifies sorting and improves recyclability. By removing the need for a traditional aluminum foil seal, it streamlines the packaging system and enables fully recyclable designs, thereby supporting established recycling streams and helping customers make more sustainable choices.

### **CUBO: the square cup setting new standards in logistics efficiency**

Recognized in the highly competitive Food category, CUBO transforms the familiar round cup into a bold, innovative square format, a seemingly simple idea with remarkable impact.

In logistics, CUBO's square shape is a game-changer: it maximizes pallet density, allowing significantly more units per truckload, resulting in fewer journeys, lower fuel consumption, and reduced CO<sub>2</sub> emissions. CUBO proves how smart design can deliver real sustainability gains without compromising functionality or aesthetics.

Retailers benefit just as much as logistics providers. CUBO's compact height and square sides allow shelves and cooling units to be stocked more efficiently, fitting more products in the same space. The flat faces prevent cups from rolling, keeping labels consistently visible and giving brands stronger shelf presence and clearer product recognition. Consumers also notice the difference at home: the square cups fit more neatly into fridges and cupboards, using space more effectively and adding a touch of modernity to everyday use.

CUBO can be produced in PP, PET, or r-PET and offers multiple decoration options, making it suitable for a broad range of market requirements and providing brands with new opportunities to catch consumers' eyes, differentiate their products, and highlight environmental performance.

### **A strong signal for more sustainable and innovative packaging**

“Receiving two WorldStar Awards again this year is an incredible honor,” says Beatrix Praeceptor, CEO of Greiner Packaging. “The packaging industry is facing a pivotal moment: on one hand, we must work together to overcome the barriers to a true circular economy; on the other, we need to nurture the innovative spirit within our companies in close collaboration with our customers. These awards are a testament not only to our team's creativity and dedication, but also to our commitment to driving meaningful change across the entire value chain for a more sustainable future. I am incredibly proud of what we have achieved together at Greiner Packaging.”

With this double win, Greiner Packaging reinforces its position as a leader in sustainable and future-ready packaging solutions.

### **About the WorldStar Packaging Awards**

The WorldStar Packaging Awards are among the most prestigious accolades in the packaging industry, presented annually by the World Packaging Organisation (WPO). Established in 1970, they are now recognized as the leading global awards in the field. They celebrate the best innovations and emphasize the role of design and technology in creating sustainable solutions. Every year, hundreds of packaging solutions from numerous countries are submitted, all aiming to set new standards in the industry. The awarded projects represent the best the international packaging industry has to offer and serve as inspiration for future innovations.

### **Text & images:**

Text document as well as images in high-resolution quality for download:

<https://greinerpackaging.canto.de/b/GBVEV>

**Credit:** © Greiner Packaging



**Image caption:** Greiner Packaging's WorldStar Award 2026 winners: the Click In sealing lid and the CUBO, celebrated for innovative, sustainable, and practical packaging solutions.

**About Greiner Packaging**

Greiner Packaging is one of the leading European manufacturers of plastic packaging in the food and non-food sector. For over 60 years, the company has stood for a high level of expertise in finding solutions in development, design, production, and decoration. Greiner Packaging meets the challenges of the market with two business units: Packaging and Assistec. While the former stands for innovative packaging solutions, the latter focuses on the production of customized technical parts. Greiner Packaging employs over 4,900 people at 30 locations in 18 countries worldwide. In 2024, the company achieved an annual turnover of 875 million euros (incl. joint ventures). This is more than 40% of Greiner's total turnover.

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