

Magna Newsletter

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Magna awarded 2017 WorldStar Packaging Award at Dusseldorf, Germany on 4th May 2017



Dusseldorf Germany, Thursday, 4th May 2017 – Magna International's Vappro 830 VCI Mineral Stone Paper, which provides a sustainable alternative to tree-based paper products, has been awarded the 2017 WorldStar Packaging Award by the World Packaging Organisation (WPO).

As a pioneer in sustainable VCI paper manufacturing, Magna International aims to lead industry trends by embracing and tapping onto sustainable sources.

Formulated to address the over reliance on paper, Vappro 830 VCI Mineral Stone Paper replaces traditional tree-based pulp with minerals such as calcium carbonate, a common mineral found in the shells of marine life, pearls, eggshells as well as by-products of water and limestone in quarries. Vappro 830 is made without trees and eliminates conventional pollutants such as acid, petroleum, chlorine in the manufacturing stage.

Third Largest Polluter in North America

Trees play a major role in the ecosystem to remove carbon dioxide and other waste gases from the environment via photosynthesis, with one tree generating enough oxygen per day for up to four adults. When multiplied by the rate of deforestation and destruction of vegetation, the cumulative negative effect on the ecosystem is further compounded.

The paper industry is the third-largest industrial polluter in the United States and Canada, releasing an average of 100 million kg of pollution into the environment and consuming 4% of the world's energy usage. Production of paper from trees uses more consumables to produce one tonne of product as compared to products in alternate industries. While paper products are convenient, consumers' over-reliance on them contribute to air, water and land pollution.

2017 WorldStar Packaging Award



As the most prestigious international packaging award, the WorldStar Packaging Award is a major event of the WPO. Judging took place in Vienna, Austria in November 2016, where WPO representatives evaluated 291 packaging projects from 35 participating countries.

The WorldStar Packaging Award is indicative of international packaging excellence and technology, and is awarded to projects that have already won recognition in a national competition. Awards are based on judges' consensus that a pack is superior in its categorical market and surpasses others in its class in terms of execution or innovation.

As a WorldStar Packaging Award winner, Magna International will be represented at the award presentation ceremony and gala dinner in Dusseldorf, Germany in May 2017.

Mr Nelson Cheng, CEO of Magna Group, said: "We are honoured to have been awarded the 2017 WorldStar Packaging Award by WPO for Vappro 830 VC Mineral Stone Paper. This is a significant step in Magna's sustainable manufacturing journey, and we plan to expand our green technology product offerings in the near future to spearhead industry trends towards being more mindful of the environment."



Magna

Headquarters & Far East Office:
Magna International Pte Ltd
10H Enterprise Road Singapore 629834
Tel (65) 6786-2616
Fax (65) 6785-1497
Email info@magnachem.com.sg / info@vapprovci.com
Website www.magnachem.com.sg / www.vapprovci.com

