



Celebrating PEFC-Certified Achievements: Sustainable Packaging in Australia and Beyond

As brands worldwide accelerate their shift toward fibre-based packaging, this year’s global packaging award season offered a powerful message: innovation and sustainability have become inseparable. Across Europe, Asia and Oceania, companies that champion renewable, responsibly sourced materials, especially fibre-based solutions from sustainably managed forests, rose to the top.

Many of these leaders rely on the Programme for the Endorsement of Forest Certification (PEFC) to ensure their wood and fibre come from forests managed with care. In 2025, a remarkable number of PEFC-certified manufacturers earned major packaging awards, demonstrating that high performance and sustainability are not competing ambitions, but powerful drivers shaping the industry’s future.

Celebrating the achievements of PEFC-certified companies this year goes beyond acknowledging award wins, it recognises the growing impact of fibre-based packaging on global sustainability goals. As the industry pivots toward sustainable, recyclable materials, PEFC certification remains a trusted assurance of responsible sourcing, ensuring that the transition to fibre supports healthier forests, happier and safer workers, and stronger social and environmental benefits across the value chain.

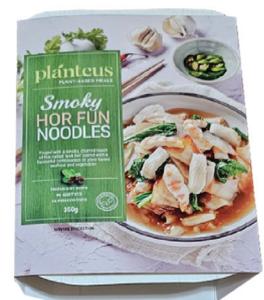
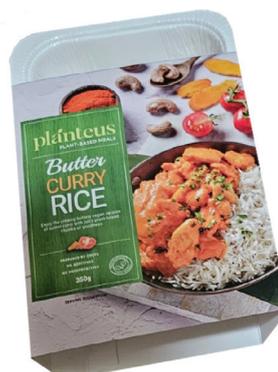
Below are some of the standout PEFC-certified companies honoured for their innovative, award-winning packaging in 2025.

Global award winners

Smurfit WestRock once again demonstrated the power of circular design, collecting **ten WorldStar Packaging Awards** for renewable alternatives that replace plastic at scale. From ventilated produce trays to moulded-fibre e-commerce egg packaging, each design reinforces the company’s “Better Planet Packaging” vision.



Smurfit WestRock also secured the Commercial Environmental Sustainability Award for its TruServ Pressed Tray, a moulded fibre alternative designed to replace traditional plastic trays. Made entirely from renewable, PEFC-certified paper fibre, the TruServ Pressed Tray delivers the strength and barrier performance required for fresh food while remaining fully recyclable.





Mondi matched the momentum with **ten WorldStar wins**, showcasing designs such as its **Paper Bag** with a free film barrier layer, **Eco-Cage fresh-produce container**, and **BeerCoolBox**. Backed by multiple PEFC-certified mills, Mondi is proving that fibre-based packaging is ready for global scale and demanding performance requirements.



credit@Mondi

Graphic Packaging International

Graphic Packaging secured nine wins, demonstrating how intelligent packaging design addresses real challenges across the food, beverage, healthcare, and beauty sectors. Each award-winning project showcases not only technical mastery but also a deep commitment to sustainability, customer collaboration, and creative problem-solving.



Its pressed-board vacuum skin tray for Morrisons steaks removes 250 tonnes of plastic annually, while its honeycomb paperboard insert for orthopaedic implants eliminates foam. GPI is certified under SCS-PEFC/COC-008742.



Lamipak (Indonesia) brought Asia into the spotlight. The company was awarded in the two categories; PEFC Forest-Positive Packaging Award and the Sustainability Package Award, both for its sustainable aseptic packaging product, LamiPure. Made from PEFC-certified paperboard, the carton is fully recyclable and traceable.



“LamiPure represents the next generation of aseptic packaging,” said Ahmad Rizalmi, PR Manager of LamiPak Indonesia. “By removing the aluminium layer replaced with Bio-PE layer, LamiPure is designed to be more recyclable and able to reduce more carbon emissions. Produced under the PEFC Chain of Custody certification and supported by our One Pack One Code system, each package can be transparently traced across the entire value chain. This demonstrates our strong commitment to creating positive impacts for society, the environment, and the packaging industry.”



Van Genechten Packaging won Carton of the Year at the European Carton Excellence Awards for the LUMENE beauty advent calendar made from MetsäBoard’s fibre board. The converter holds PEFC/07-32-227 certification.



Credit @Metsa