

For immediate release

Fuji Xerox Advanced Technology Receives WorldStar Award From the World Packaging Organization

The Recognized Packing Box Enables Customers to Quickly and Easily Remove the Product

TOKYO, May 14, 2014 – Fuji Xerox Advanced Technology Co. Ltd, an affiliate of Fuji Xerox Co., Ltd. received a WorldStar Award in the WorldStar Competition hosted by the World Packaging Organization for its user-friendly packing box for low-end printers, which utilizes easy-to-access free-standing carriage handles. The award trophy was presented to the company on May 13 at Interpack, the world's largest packaging show, held in Dusseldorf, Germany.

The award-winning packing box was designed considering customers' accessibility to the product. Its design enables them to take out the precision device such as a compact printer from the box simply and easily by equipping the handles of the inner bag and.

The handles of the inner bag are positioned across the upper padding (Photo 1). When the customer lifts out the upper padding (Photo 2), the handles are pulled up and remain standing (Photo 3). The customer can then take out the product without inserting their hands into the box (Photo 4), resulting in a reduction of padding thickness by 20 millimeters. This also reduced the entire package volume and costs by 20 and 10 percent respectively, while it can endure a fall from a 91-centimeter-height on any sides of the box.



To reduce the box's volume and weight while maintaining its strength, Fuji Xerox Advanced Technology focused on how customers can take out the printer without putting their hands into the box, leading to the inner bag that they can easily lift up as if holding a supermarket shopping bag. The company studied the materials and thickness of this inner bag, as well as its handle shape, and the newly developed packing box was introduced for the DocuPrint P205, Fuji Xerox's compact printer launched in August 2011.

About the WorldStar Competition

[The WorldStar Competition](#) is an annual event held by the World Packaging Organization to encourage development and dissemination of excellent design and technology in packaging. They are known to be the world's most competitive packaging awards in recognizing packaging excellence.



For this year, 249 entries from 35 countries were submitted across a range of categories—with all of them already competition winners in their own countries. A variety of strict assessments were made of the entries, covering their design, technical advantages, quality, usability, and environmental friendliness. Fuji Xerox Advanced Technology won the WorldStar Award in the Electronics Category.

The WorldStar Competition covers a range of packaging types, including electronics, foods, household goods, and pharmaceutical and medical products. An entry is permitted only to packaging that has already received an award in a national or regional packaging competition. Fuji Xerox Advanced Technology's packaging was qualified to enter by having won the Appropriate Packaging Award in the Japan Packaging Contest 2012, hosted by the Japan Packaging Institute. In addition, the company received awards in the Japan Packaging Contest for three consecutive years—two Appropriate Packaging Awards and one Electric Equipment Packaging Award.

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