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FreezyPeel Wins WorldStar 2025 Award for Innovation in Frozen Food Packaging

January 23, 2025 News



FreezyPeel, a revolutionary peelable film for frozen food packaging developed by Italy's ITP (Industria Termoplastica Pavese Spa), has been awarded the prestigious WorldStar 2025 Award.

The accolade, announced by the World Packaging Organisation (WPO) on January 9, places FreezyPeel among the global elite in packaging excellence, standing out from competitors across 40 countries.

The recognition underscores FreezyPeel's transformative impact on the packaging industry, setting a new benchmark for innovation, sustainability, and user convenience.

FreezyPeel represents a significant shift in how frozen food is packaged. By eliminating the need for scissors, zippers, or complex mechanisms, it introduces a user-friendly solution that allows consumers to open packages effortlessly. Its design features two simple pull flaps, providing seamless accessibility while maintaining the integrity of the packaging. This innovative approach marks a departure from traditional packaging formats, prioritizing simplicity and ease of use.

Environmental sustainability lies at the heart of FreezyPeel's design. Composed entirely of polyethylene, the film is fully recyclable, reinforcing ITP's dedication to responsible production practices. This coextruded monomaterial structure not only reduces environmental impact but also ensures optimal performance in preserving frozen food, marrying ecological responsibility with practicality.

Drawing on ITP's five decades of expertise in flexible extruded blown films, FreezyPeel boasts cutting-edge technological advancements. The film's unique formulation provides exceptional resistance to low temperatures, enduring conditions as harsh as -20°C without compromising quality. Additionally, its high surface gloss enhances the visual appeal of printed designs, making it an aesthetic standout in the competitive frozen food packaging market.

The WorldStar 2025 Award is not the first honor bestowed upon FreezyPeel. Previously named Best Packaging 2024 by the Istituto Italiano Imballaggio, the product continues to earn accolades for its innovative approach to packaging design. These achievements solidify FreezyPeel's reputation as a game-changing solution in the food packaging industry.

As one of the industry's most coveted honors, the WorldStar Awards celebrate the pinnacle of achievement in packaging innovation. Open exclusively to winners of recognized national or regional competitions, the 2025 edition attracted 550 entries. The awards highlight advancements in areas such as sustainability, consumer convenience, and design excellence, reflecting the industry's ability to address contemporary challenges.

The WorldStar 2025 Awards Ceremony will take place on May 30, 2025, during the IPACK-IMA exhibition in Milan, Italy, from May 27 to 30. The ITP team plans to attend the event and showcase FreezyPeel to an international audience, further emphasizing its role as a trailblazer in packaging innovation.

Founded in 1972 and headquartered in Bosnasco, near Milan, ITP is a family-owned Italian company specializing in the production of polyolefin films for food and industrial packaging. Its product portfolio addresses a wide array of needs, from shrink films for bundling to surface protection films and coextruded flexible films for food lamination. These include innovative solutions such as peelable, resealable, antifog, and anti-UV films, as well as compostable films for frozen products and Clearpack® vacuum skin films.

With a workforce of 250 qualified employees, ITP continues to lead the way in packaging solutions, combining cutting-edge technology, sustainability, and aesthetic appeal to meet the diverse demands of its global clientele.

Find out more at: <https://www.itp.company/en/>

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