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Suzuki Wins WorldStar Award for Improved Packaging of Overseas Automotive Injectors



Suzuki Motor Corporation has received a prestigious WorldStar Award in the World Packaging Organisation (WPO) WorldStar 2026 competition for its innovative “Improved Packaging for Overseas Automotive Injectors”.

This packaging material was jointly developed with Oji Container Co., Ltd. It had previously been recognized with the “Director-General of the Manufacturing Industries Bureau, Ministry of Economy, Trade and Industry Award” at the 2025 Japan Packaging Contest, hosted by the Japan Packaging Institute. Building on this recognition, the packaging was submitted to WorldStar 2025, leading to this significant international award.

The previous packaging for overseas automotive injectors featured a horizontal arrangement of components and utilized plastic trays and cushioning materials, which were time-consuming to assemble.

The newly developed packaging solution employs a cardboard material that allows injectors to be stored vertically. This significant change has led to improved packing efficiency, reduced assembly time, and the complete elimination of plastic packaging materials.

Suzuki remains committed to embodying its philosophy of “Smaller, Fewer, Lighter, Shorter, Beauty” in its development of packaging materials that are both economical and environmentally conscious. Furthermore, the company is dedicated to enhancing workability from the perspective of the individuals handling the packaging.

Key Improvements and Benefits

1. Enhanced Packing Efficiency	By altering the arrangement, the number of injectors accommodated per package increased by 25%, from 96 to 120 units. Spatial volume was reduced by 6%.
2. Improved Workability (Simplified Packaging)	The process has shifted from protecting products with cushioning materials to simply inserting the products into pre-defined holes, resulting in a 65% reduction in assembly time.
3. Reduced Environmental Impact (Lightweight Packaging)	The transition from plastic to cardboard packaging has achieved a complete elimination of plastic materials.
4. Cost Reduction	The adoption of more affordable cardboard materials and a reduction in the number of components have led to a 64% decrease in material costs.

About the WorldStar Awards

The WorldStar Awards are a global packaging competition organized by the World Packaging Organisation (WPO). Eligibility for entry is limited to award-winning packaging from national or regional packaging contests recognized by the WPO.

WorldStar Website: <https://worldstar.org/>

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