

DESIGN & MARKET PERFORMANCE AWARDS

Best Brand Design

Finished to perfection

Gold

Name: Nude Skincare
Entrants: Mailway Packaging Solutions
 (and Quadpack)
 Designer; Pearlfisher
User: Nude Skincare

“An excellent example of branded packaging design; significant effort has been put in to delivering a unique look and feel including materials development and finishes” – judges’ comment



Nude Skincare, a range of natural face and body products, uses PLA sleeves made from biodegradable starch applied by Mailway Packaging Solutions. They are believed to be the first sleeves of this type to be used as primary decoration in the UK.

The manufacturing and printing of sleeves using PLA was extremely challenging but Nude supported the development of the sleeves to fully achieve its green claims.

The shrinking of the sleeves onto the containers was also challenging as the material is difficult to handle and Mailway had to work extremely hard to achieve the visual standard required by Nude. The sleeves are applied by hand and shrunk by steam using carefully controlled temperature and pressure settings.

The blowmoulded bottles, injection moulded jars and tubes come from Quadpack which worked closely with Pearlfisher to produce the packs. Most of the pack types are PP-based and include 40% post industrial recycled plastic where possible.

The seven packs in the range comprise bespoke bottles & closures (30 and 200ml), personalised jars (10, 75 and 200ml) and sophisticated customised airless packs (15 and 40ml) for sensitive formulas.

Also see winner with Quadpack of the Gold Star - Best Cosmetics & Toiletries Design

Silver

Name: Square Oxo Stock Bottle
Entrant: Beatson Clark
User: Premier Foods

The use of amber glass together with the square bottle design and distinctive labelling has created an addition to the Oxo family that enhances the existing and very recognisable brand style, as well as introducing a unique new product with its own stand alone identity.

See Also winner of a Silver Star – Best Food Design



Name: Filthy Bites
Entrant: Chesapeake Branded Packaging
User: The Filthy Food Company

The carton design has been carefully developed to maintain a quality presentation. It includes contouring of the internal flaps of the body component to ensure an aesthetically pleasing appearance when open or closed.

See also Winner of a Silver Star – Best Food Design

Sponsored by
Emballage



Silver

Name: The WERA “Screwdriver Can”
Entrant: CROWN Aerosols Europe
User: WERA

“A thorough approach to delivering a branded 3D identity in a retail category that is not as brand focused as fast moving consumer goods” – judges’ comment.



Metal shaping comes into its own with this can body and cap from CROWN Aerosols Europe for WERA’s hand-tool range. The asymmetrical can is made using a proprietary ‘blowforming’ shaping technology, which uses high-pressure air inside the can to expand and shape. The final touch for this aesthetically

pleasing pack is a bespoke overcap design in the shape of a screwdriver head.

Bronze

Name: Tommee Tippee - Closer to Nature™
Entrant: Webb Scarlett de Vlam
User: Mayborn Baby & Child
 See also Winner of Gold Component Development



Name: Bosch Lawn and Garden
Entrant: CROWN Speciality Packaging
User: GlaxoSmithKline Nutritional Healthcare

