

DESIGN & MARKET PERFORMANCE AWARDS

Best Food Design

Design & Market Performance Awards

In a dramatic move away from its traditional reliance on material sectors the Starpack Industry Awards 2008 is creating a more open approach to the awards categories by basing them on market-led categories.

The new category system mirrors what the packaging sector has to do to win business and consequently will be more valued by brands and retailers. It provides more opportunities for the complete supply chain and sends out the message that packaging is the key to all successful brands.

Technical Innovation continues as a critical part of the Starpack Awards and the results of this category start on page 21.

All that glisters is gold

Gold

Name: Bolling Coffee Fortnum & Mason Anniversary Coffee Tins

Entrant: CROWN Speciality Packaging

User: Fortnum & Mason

"The quality design is an excellent fit with the Fortnum & Mason brand" – judges' comment.

Disproving the Shakespearian adage "All that Glisters is not Gold" the Fortnum & Mason 300th Anniversary Coffee Tins offer quality presentation combined with good functionality.

The airtight resealable gift pack for Bolling Coffee with its easy action open and reclose lid and complementary finishes impressed the judges who were unanimous in awarding a Gold Star.

The packaging utilises hermetic sealing technology to ensure that the coffee remains fresh once opened. The side-welded steel can features a ring pull and seamed end, plus a gasket in the lid and a metal clasp for resealing.



Silver

Name: Square Oxo Stock Bottle

Entrant: Beatson Clark

User: Premier Foods

"The design enhances and reflects the style of one of the UK's most iconic brands" – judges' comment

A thorough approach to delivering a branded 3D identity based on a Brand icon is how judges described Beatson



Clark's innovative glass container for concentrate stocks for Oxo.

The 160ml square amber glass bottle enhances the rich, dark qualities of the product.

Also winner of a Silver Star – Best Brand Design

Name: Filthy Bites

Entrant: Chesapeake Branded Packaging

User: The Filthy Food Company

"The soft touch feel of the carton, and the opening mechanism provides a real 'event' that increases the brand experience for the consumer and encourages sharing" – judges' comment.

This clever structural carton board pack features high-gloss varnish and fans open to form a bowl to deliver a great brand experience.

Also Winner of a Silver Star – Best Brand Design



Bronze

Name: Marks & Spencer Artisan Chocolate Collection

Entrant: Boxes Prestige

User: Marks & Spencer



Name: Lambertz – Best Selection

Entrant: CROWN Speciality Packaging

User: Lambertz Group

