

DESIGN & MARKET PERFORMANCE AWARDS

Best Household Design

Premium products get star treatment

Gold

Name: Kenwood kMix
Entrant: FLB (Packaging and Design)
User: Kenwood
“This range of packs from FLB for Kenwood demonstrates just how engaging packaging design can be in delivering premium positioning”
– judges’ comment

The carton design was well thought through and the contemporary design delivers excellent on shelf impact. The clever V opening on the top of the carton and the excellent print and finish quality, were noted by the judges.

The packaging reflects the Kmix inspirational iconic design, whilst understanding Kenwood’s more traditional brand heritage and key philosophies of quality, reliability and innovation. On opening the carton the consumer is met by a welcome message on the inside of the lid and a clear view of the product. The introduction of the pack



led to 20% market share growth.

The judges had no hesitation in awarding this beautifully design and developed carton range a gold award.



Silver

Name: Parozone Weekly Shots Dispenser Pack
Entrant: Easibind (and CODA Plastics)
User: Jeyes
“A well developed dispensing pack which works consistently well providing a welcomed non-contact solution for consumers”
– judges’ comment

The closure/dispenser had been well designed to achieve its multiple functions with minimal material. Additionally the pack demonstrated that for minimal increase in materials intelligent design can deliver substantially improved functionality. The judges also noted the difficulty of developing a reliable one at a time tablet dispenser.

The easy-to-use plastic dispenser provides a month’s worth of shots delivered singly for weekly cleaning. The PP pack and dispensing mechanism allows a single tablet to be dispensed one-handed, without the need to touch the tablets. The next tablet is then loaded ready for use. The patented pack is decorated with a clear PP sleeve so that consumers can view the contents and mechanism.

See also winner of Silver Technical Development and Bronze Component Development

Bronze

Name: Dulux PaintPod
Entrant: ICI Paints
User: ICI Paints

See also winner of Silver Star in Consumer Products

