

Ergonomics and innovation

Gold

Name: Tommee Tippee - Closer to Nature™

Entrant: Webb Scarlett deVlam

User: Mayborn Baby & Child

“An excellently designed range which meets both the mother and child’s needs through comfort, grip and functionality” – judges’ comments

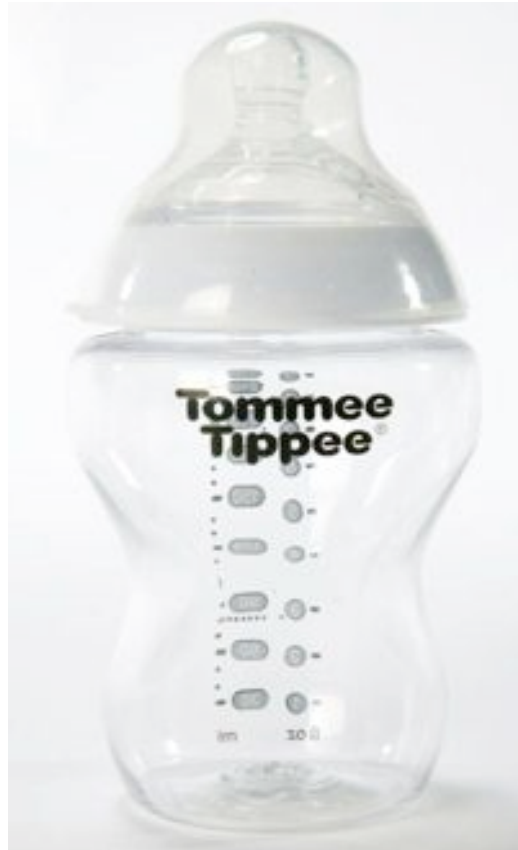
Driven by ergonomic needs this well designed set of components provide: functionality, ergonomics and aesthetics in equal measure.

The teat component alone involves several innovations to meet performance needs and optimal material use. The bottle design is driven by ergonomic needs and meets both the mother and the child’s requirements in terms of comfort of grip and functionality.

Developed together with mum’s and health professionals and through field trials, the patented flex and stretch teat mimics mum’s breast to give baby a greater sense of comfort and well being. The specially developed silicone teat provides a softer, more flexible feel that is kinder for the baby’s oral development.

The wide-necked bottle is easy to clean and assemble and the materials are very durable withstanding repeated sterilisation.

Also winner of Bronze for Best Brand Design – sponsored by Emballage; and winner Design House of the Year



Name: Upside-down roll-on

Entrant: Promens Packaging

User: Unilever HPC

The ‘upside-down’ roll-on for deodorants required significant technical expertise to ensure that leakage was prevented, while providing consistent dosage of the product. The design means that the product is in constant contact with the ball applicator when the container is inverted.

This significantly enhances the pack’s functionality and gives consumers an easy-to-use pack that delivers up to the last drop of product. A one-way valve not only prevents leakage but also provides a consistent dosage of the product to the ball applicator.



As the lead supplier for the project, Promens was responsible for ensuring that the combined components performed to the customer’s requirements. This required technical excellence as well as strong project management to meet the demanding specification and deadlines for the worldwide launch of the Unilever pack.

See also winner of a Silver Star – Consumer Products

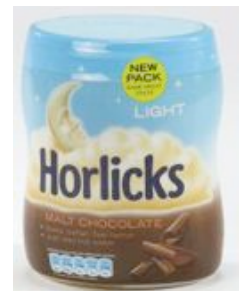
Bronze

Name: Horlicks

Multiserve Pack

Entrant: Promens Packaging (and Global Closure Systems)

User: GlaxoSmithKline Nutritional Healthcare



Name: Microwave Plate & Rack Fitment

Entrant: SCA Packaging South

User: Panasonic



Name: Parozone Weekly Shots

Dispenser Pack

Entrant: Easibind (and CODA Plastics)

User: Jeyes



See also winners of Silver Best Household Design; and Silver Technical Development (sponsored by the PPMA Show)