

Design House of the Year

Special Awards

The special awards are presented to companies that have shown real originality in technical development, creativity, design, consumer convenience or simply by thinking 'outside the box'. All the winners have provided solutions that prove the worth of packaging as the now not so 'silent salesman' by driving real consumer, brand owner and retailer value into the supply chain.

Creative excellence

Winner: Webb Scarlett deVlam



Outstanding examples of the very best in packaging design left judges with a 'no brainer' when it came to awarding the Best Design House of the Year.

Webb Scarlett deVlam provided a shining example of the very best in packaging design winning four Starpack Awards for an array of different manufacturing disciplines and markets. The design house married successful brand identity and product development with excellent structural packaging design to produce a successful mix of packs offering both consumer impact and convenience.

Its winning designs ranged from the product-led and technically exacting Tommee Tippee Mother and Baby 'Closer to Nature' feeding bottle design with its patented flex and stretch teat; the beautiful Deco-style lightweighted glass bottle for Plymouth 'Navy Strength' Gin featuring prestige foil blocked labels; to the sheer luxurious feel of the Dunhill Signed Range of premium products which built on the brands heritage to create a complex range of packs that show excellent

attention to detail for all their component parts.

WSdV creates structural pack forms, delivery systems and new product and packaging formats. It uses consumer insights to drive the innovation process, integrating these with commercial and manufacturing issues. The aim is to build brand equities and functional value.

Webb Scarlett deVlam won:

- Gold –** Component Development and Bronze Star –Best Brand Design for its technically innovative Tommee Tippee - Closer to Nature™ range of products for Mother and Baby;
- Gold –** Best Luxury Product - for its stand-out Dunhill Signed Range;
- Bronze –** Best Drinks Design - for its contemporary design of the Plymouth Navy Strength Gin bottle.