

Retail Ready & Display & Collation

Fruity offering at the ready

Gold

Name: Tetley Fruit Teas RRP

Entrant: Easypack/POP Display Group

User: Tetley GB

“A simple easy to erect retail pack with internal baffles creating an effective self-vend which means the product is always displayed at the front of the pack” – judges’ comment

This easy erect display carton with its gravity feed dispenser for eight round tubs of tea bags gives highly visible branding and uninterrupted access to the product. The carton has an integral ramp at the top to roll the product backwards for ease of filling while the inner corrugated fitting divides the two columns of four tubs to stop them nesting. This also creates the slanted platform to roll the product forward at point of sale.

The outer pack is cartonboard and the internal corrugated fitting are plain White/Test “E” Flute to provide the required strength.

The fitting also gives the unit stackable strength when palletised removing the need for an additional outer carton. Clearly printed instructions and effective perforation make it easy to remove the front panel for display on the shelf.

The striking high quality litho print graphics give the pack real on shelf impact.



Silver

Name: Domus Firebrake™

‘Ready-to-Go’ Dispenser

Entrant: Connect Packaging

User: Polypipe Ventilation

“A clever use of a simple one piece self-locking flat pack which can be manipulated into an eye-catching dispensing pack without the need for any tape or glue” – judges’ comment



This well thought out pack can be used as a transit pack, a dispenser in-store or as a carry pack for use on building sites.

Firebrake is a fire-stopping device designed to meet building regulations both for the professional and the amateur DIY enthusiast. Litho printed, laminated to double face E- flute for strength and durability, the pack is manufactured as a one-piece self-locking die-cut in the shape of a rocket which gives instant in-store appeal. It also features a plastic carry handle.

Name: Cadbury Luxury Chocolate Drink

Entrant: DS Smith

Speciality

Packaging Belper

User: Cadbury

“This well designed pack provides excellent functionality throughout the supply chain combined with good on-shelf appeal” – judges’ comment



The use of ‘E’ flute and the simple design produces a very stable pack. The perforation profile performs well and in-store opening instructions are clear and benefit from having clear storage instructions; this is not always the case with RRP’s.

The luxury feel is provided by the use of high quality Flexographic print; halftones and metallic inks to create a striking image.

Bronze

Name: Thorntons’ Chocolate Lollipops

Entrant: CRP Print & Packaging

User: Thorntons



Name: Brunchettas 12s - Retail Ready Dual-Tray Pack

Entrant: Smurfit Kappa Corby

User: Kerry Foods



Name: SK Two Piece RRP

Entrant: Smurfit Kappa

Group UK

User: Dairy Crest

Commended

Name:

Magic Fruits: Shelf Ready Packaging

Entrant:

STI – Gustav Stabernack

User: Magic Fruits