



# Appendix to the press release

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Berlin / Nuremberg, 29 September 2015

**Award-winning innovations: winners of the German Packaging Award 2015.**

## **Two special mentions**

### Carus LED Lamp

The packaging manufacturer Carus developed an innovative, sustainable LED light for everyday use by using its packaging expertise. The production completely dispenses with adhesive and composite materials, thus creating excellent recycling characteristics. The weight of the lamp compares extremely favourably to the competition. While the LED lamp is not actually packaging, this light-product packaging expertise and electronics for use at home is a unique idea, which has been remarkably implemented.

### Sofie and Opa Viktor

The music teacher Viktor Moor together with his granddaughter Sofie submitted their own packaging improvements. Along with the hand-written letter was a self-designed chocolate ball dispenser as well as a more advanced Tic Tac packaging with innovative dosage and hanging device for car interiors. The jury liked the way a private citizen and consumer was making packaging for their own use more "convenient" – using their own creativity and craftsmanship – for chocolate balls and metal bolts right up to pharmaceutical tablets.

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## **27 innovations in six categories**

The jury awarded 27 innovations with the German Packaging Award 2015 for "Best packaging", "Best packaging machine" and "Best display".

### **Category packaging machinery (engineering and technology)**

#### LRM-DUO; Loesch Verpackungstechnik GmbH

The LRM DUO combines two packing levels that have so far been undertaken in separate machines: cardboard box packing and foil wrapping. This combination leads to a reduced footprint and improved ease of use combined with high modularity and flexibility.

#### Vertical Multilane Wrapper (VMW); HASTAMAT Verpackungstechnik

The VMW is a new combination of grouping facility for small piece goods such as biscuits, and a vertical wrapping process. The advantages of VMW include a smaller footprint, a consistent modular

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design and flexible, scalable models of up to six parallel tracks with up to 3,000 packed products per minute

### **Category transportation and logistics**

#### DHL certified bottle carton CP 181 ColomPac®; Dinkhauser cardboard / model AG

This all-in-one protection packaging was developed especially for the shipment of bottles in online retail. Special features include a diamond-shaped inner construction providing additional stability while self-adhesive closures allow for fast packing and a tear-open thread for convenient opening.

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#### Geami WrapPak®; Ranpak

Geami WrapPak is the padding alternative to conventional bubble wrap. The 100% paper-based solution features a striking, two-part combination of strong and tissue paper, which is automatically combined at the packing station. A flexible honeycomb structure is punched into the strong paper, which thus acts as a cushion. The coloured tissue paper is used as a surface protection.

#### Utz Poolpalette UPAL-P; Georg Utz GmbH / Frackenhohl Poulheim / Zentek Pool System

The plastic pallet, specially designed for automation processes in European format, is a recyclable single-material solution. Without a metal inlay, it's lightweight, flat, environmentally friendly, very durable and equipped with RFID transponders, data matrix and bar codes.

### **Category displays and promotional packaging**

#### Flap Display Evian; Model AG / 29-degres / Evian-Volvic Suisse

The display solution is a solution for three different bottle sizes and is easily accessible. The jury praised the resource-efficient use of materials, as well as the clever technical implementation, as well as compact and aesthetical design at the POS.

#### Magic Tape; Kolle Rebbe / RTS Scholz / 3M Deutschland

To make visible the special advantages of the magic tape on the shelf, a packaging was developed, which makes the product seem invisible. Playing with optical effects using a specially placed mirror to seemingly create a space at the back of the packaging is striking and new.

#### Slidebox Display

The Slidebox display is a long-term display, fillable from the back. The open design provides space for a large diversity of different products arranged simply and clearly.

### **Labels, seals and other packaging aids**

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Hermes C; cab product GmbH

The jury nominated the world's first real-time labelling system for inline printing and feeding of individual two-colour labels. The benefits include reduced complexity and stocking of pre-printed labels, allowing greater flexibility for the user.

**Category sales packaging**

- **Beauty & hygiene**

Müller Soft Star Tissue; Mayr-Melnhof Packaging International / Eigler-Hemann Design Agentur / Müller Großhandels Ltd.

The new and unusual round shape for the packaging of a tissue box is striking, both at the point of sale and at home. The jury liked the various design possibilities presented by the box with its special finishes.

Nivea Men Creme in aluminium tins; Beiersdorf AG

The packaging designed specifically for male users impressed the jury with its high quality designed box, masculine grooved embossing, and translucent printing shining through the brushed aluminium surface.

- **Pharma & Medicine**

Vetter-Ject; Vetter Pharma-Fertigung GmbH & Co.KG

The Vetter-Ject serves as a syringe cap for pre-filled glass syringes and extends the injection needle into the cap. Thus the ready-made syringe can now be steam sterilized at 300°C – reducing the amount of silicone that can interact with highly sensitive ingredients.

VivaPen; Ivoclar Vivadent AG

The VivaPen combines the usual form of a pen with the precision engineering of a click mechanism for the intuitive, precise and individual dosing of adhesive liquids for the pre-treatment of teeth in dental restoration. The VivaPen reduces material loss and impressed the jury with its very convenient solutions for dentists.

- **Other**

ArtonVinyl; California Sunset Records / Mediadruckwerk Gruppe

ArtonVinyl is a multi-paged fold-out, book-bound Mediabook, containing two CDs, a vinyl record and a 24-page booklet. Its elaborate design, makes opening a great visual and tactile experience.

Beam-Box

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This presentation packaging supports the positioning of the brand well with its high degree of recognition. It offers a wide range of different goods presentation possibilities and is easy to open and close.

bloom guard plus; WEBER Verpackungen GmbH

The innovative plant packaging protects and presents the contents at the same time. A pull tab makes it easy to remove the plant. The hole punches allow good air circulation in the mono-material packaging, reducing the risk of mould.

MH-Pack; rose plastic AG

This packaging for milling cutters is intuitive and easy to open, protecting both users and product. The packaging is reusable and can also be used without protective caps or foam.

- **Food and pet food**

Ampac marinade bag; Ampac Flexibels GmbH

The innovative and user friendly seal edge bag consists of an aluminium composite film front and a transparent high barrier film at the back. The zipper has a membrane with a predefined breaking point, which protects the contents until you first open the bag.

Can for hot filling; Pirlo GmbH & Co KG

This novel white tin has a sophisticated pressure regulation and a "membrane" which prevents collapsing – thus enabling direct hot-filling for the tinplate market.

MOR-FREE LPlus Adhesive Technology; Dow Europe GmbH

This newly developed, solvent-free polyurethane adhesive for laminated combinations has a shorter drying time, improved cost effectiveness and faster delivery.

ReLap; Constantia Flexibles International

Due to the combination of different technologies as well as the application of coatings, novel composite structures are possible using existing packaging machines, preventing amongst other things the contamination of the adhesive surface with the product as well as convenient opening and resealing.

- **Beverages**

BEVkeg; Kronen AG

This complete solution for the PET disposable drink keg market can be supplied in two versions: as a preform or a compressed container, the latter of which improves transport to the bottler, and reduces rinsing costs.

Contour Modern + Coke Life 100% rPET; Coca-Cola Erfrischungsgetränke AG

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The jury praised the recognition factor in the copyrighted shape in conjunction with an innovative, contemporary material. The legendary Coke bottle for the new product Coca Cola life is made of 100% recycled PET.

#### Elopak's carton made out of renewable resources; Elopak Group

This further development in laminated cardboard packaging consists of certified, renewable polyethylene, which is produced from biomass in Europe and therefore is not in competition with the food supply.

#### Haig Club; Stölzle Glass Group

The jury appreciated how very high technical production demands were met. The processing of blue glass, mastered by the Stölzle Glasgruppe, represents a major challenge due to its special chemical composition. The result is very exceptional and a departure from the known characteristics of the category.

### **Category Young Talent**

#### Brushes-twist; HAWK Gestaltung Hildesheim

This comprehensively thought-out approach combines hair and brush in one product. The style combines technical appearance and ergonomics, the packaging has a function, is itself part of the product, all in all offering specificity, differentiation and exclusivity at the point of sale.

#### Honey gift box; Beuth Hochschule für Technik Berlin

The jury praised this coherent and holistically well thought out concept which is unique and has never before been seen in the tea or honey market. Carefully selected materials, shape and graphics turn this everyday product to an individual gift.

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