Beverages

78 Entries

41 winners
Entry Name: Arctic Ice Blueberry Brandy
Entry Number: 0227/B
Company: Shenzhen LanSen Printing and Packaging Design Co. Ltd
Country: China
National Competition: China, PackStar
Email: packstar@cepi-china.com
Website: www.lansensz.com

Energy saving and environmental protection; packaging reuse to avoid waste of resources; can be used as the long-term advertising of products.
1. the structural stability, to avoid damage; 2. the bottle design reflects the product attributes; 3. attractive and can serve as long-term advertising of products; 4. Environmentally friendly, recyclable use: use after the packaging can be used as daily necessities; 5. Unique and innovative.

Entry Name: Bawang zui Liqueur
Entry Number: 0239/B
Company: Shenzhen Qiushi Design Co. Ltd
Country: China
National Competition: China, PackStar
Email: packstar@cepi-china.com
Website: www.xjygroup.com

This packaging is eye-catching and the tension in the atmosphere, is the a superior art collection. Peking Opera mask image abstract symbolic elements into packaging designs, highlights the classic quintessence art but also points to the identity of the Overlord. Face shape occupy the whole package, and has a strong visual impact.
Entry Name: Bebi Infant Suitable Drinks  
Entry Number: 0403/B  
Company: Poppet International Pty Ltd  
Country: Australia  
National Competition: Australian Packaging Design Awards  
Email: p.bares@bebidrinks.com.au  
Website: www.bebidrinks.com

This entirely new concept and development of a beverage category that has previously not existed. Infants need to be rehydrated, especially when families are travelling or in difficult feeding situations. Bebi is the world's first infant suitable beverage range to incorporate a ready to use, single use hospital grade sterile infant teat/nipple. The current Bebi range includes two infant suitable organic fruit drinks and infant suitable water that is ready for instant mixing with infant formula.

Entry Name: Black Dog 21 Years Scotch Mono Carton  
Entry Number: 0409/B  
Company: Pragati Pack (India) Pvt. Ltd.  
Country: India  
National Competition: Indiastar  
Email: Hemanth@pragati.com  
Website: www.pragati.com

A Velvet finish is used to enhance the quality of the box. The bottle holder is thermoformed with Velvet flock HIPS material which ensures high impact strength and ensures that there are no scratches on the bottle or label with flock. The pack is printed on metallised PET to get the best sheen and then finished with a velvet feel. Gold foil is used to increase the contrast of the print and spot embossed UV ensures subtle way of informing the age of whiskey.
Entry Name: Bombay Sapphire Garrard 250th Anniversary
Entry Number: 0032/B
Company: MW Creative Ltd.
Country: UK
National Competition: United Kingdom, Starpack
Email: estelle.morris@luxurypackaging.co.uk
Website: www.luxurypackaging.co.uk

2 Iconic luxury brands coming together to produce the ultimate Limited addition pack to hold bespoke decanter and Garrard stopper. This pack was an exclusive limited edition and was sold out before it even hit the shelves! The combination of print finishes, internal fitments and base section moves luxury pack to a new level whilst managing the difficult task of delivering the 4kg bottle in pristine condition. All internal board sections are made from recycled board and combines a unique blend of special soft touch materials.

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Entry Name: Cadbury Bournvita (Project Barbie Pack)
Entry Number: 0408/B
Company: Cadbury India Limited
Country: India
National Competition: India, Indiastar
Email: jaswinder.dhada@mdlz.com
Website: www.cadburyindia.com

While meeting the sustainability agenda, reduce complexity in operations, distribution, it helped in making a better product for the consumer. Following are the details:

i. Total Savings (Value): 53.1 million INR (USD 1.02 Million), % Reduction (Value): 9.14%.
ii. Total Savings (Tons): 403.5 tons, % Reduction (Tons): 18.3%.

Consumer preferred product which reflected in below data:

i. Total Value Growth of +22%.
ii. Market Share increase of 2.2%.
iii. Value Growth +29.2% vs. the same period Q1 2011.
iv. Overall Brand Value Growth +26% vs. Competitors at +22%.
v. Total consumption in primary market up from 3,172 million to 4,115 million households.
Entry Name: Change color can (Tokyo Sky Tree illumination)  
Entry Number: 0039/B  
Company: Asahi Brewries Ltd  
Country: Japan  
National Competition: Japan, Japan Good Packaging  
Email: ryoichi.seki@asahibeer.co.jp  
Website: www.asahibeer.com

We developed color-changing cans. The change from one color to another color is possible at a predetermined temperature. Customers can not only feel "pleasure of the changing colors" but also realize the functionality such as the temperature that is most suitable to drink and the liquid residual quantity visually.

Entry Name: Daily Juice "on-the-go" range  
Entry Number: 0401/B  
Company: Outerspace Design Group Pty Ltd & Lion Dairy Drinks  
Country: Australia  
National Competition: Australia, Australian Packaging Design Awards  
Email: michael@outerspacedesign.com  
Website: www.outerspacedesign.com

Daily Juice is the No.1 chilled juice brand in Australia; a format that had not changed in decades. The new designs "easy grip" waist and subtle curves break-up the visual dynamic on shelf from its predecessor’s placard appearance. Bottle production was streamlined with all formats sharing the single neck finish.  
The label material has halved from the old design due to the grip zone and high shoulder. The wavy recessed strengthening rib, improves both horizontal and vertical squeeze strength of the design. The end result is an offer that disrupts the consumer’s navigation of the category.
Entry Name: Daohuaxiang Liqueur (Fragrant Rice Flowers)
Entry Number: 0236/B
Company: Shenzhen Bai Xinglong Creative Packing Design Co. Ltd.
Country: China
National Competition: China, PackStar
Email: packstar@cepi-china.com
Website: www.szbxl.com

The design embarks upon the products’ temperament by applying the “ingenious” shape of the box to skillfully integrate the products’ counter display, bottles and opening display based on the structure and modeling of the products. It is the biggest highlight of this design program. In addition to the packing integrity, the bottle is of a unique style, being a brand new packing image, while opening the bottle can also please the consumers. In terms of cultural interpretation, use virtual mature ears of rice, which coincide with Daohuaxiang culture, to deliver a good hope for the favorable weather (an auspicious omen).

Entry Name: Deinhard Eiswein
Entry Number: 0228/B
Company: Fujian Lucky Horse Group Co. Ltd
Country: China
National Competition: China, PackStar
Email: packstar@cepi-china.com
Website: www.fj-jima.com

Arc reflector background has a visual effect of more volume, a good way to display. Silk mark can be used as ornament and pulled up directly to open capsule. The trademark adopted new craft, the relief and irregular shape highlight quality of products, the effect of ice and snow inside the box shows character of ice wine, arc reflector background has a visual effect of more volume, a good way to display rare ice wine.
Entry Name: **Devassa Fridge Vendor 10 Pack**
Entry Number: 0161/B
Company: Graphic Packaging do Brasil
Country: Brazil
National Competition: Brazil, Premio Abre Design e Embalagem / ABRE
Email: fabiano.galvao@graphicpkg.com.br
Website: www.graphicpkg.com.br

This is the first holographic pack for beverage in Brazil. The Fresnel lamination provide a multilayer effect to a paperboard multipack for beer. Its structural design allows the direct use in the fridge facilitating the storage and saving space; also facilitates the cans’ access sliding one-by-one to the opening. Winner of three gold Brazilian Packaging Awards of the Brazilian Packaging Association. “The Open Choice Award”, was the most voted between 2.500 professionals in the Fispal Tecnologia.

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Entry Name: **Dewar’s 12 gift packaging**
Entry Number: 0114/B
Company: STI Group
Country: Hungary
National Competition: Czech Republic, Obal roku
Email: marianna.csordas@sti-group.com
Website: www.sti-group.com

The promotional packaging for Dewar’s Whiskey is shaped like a book to underline exclusivity and premiumness of the product. The bottle and glasses are embedded into an inserted deep-drawn component that is dark blue and flocked like velvet. The cover of the exceptional high-quality gift packaging closes smoothly magnetically. There is a wide market for spirits in Russia and shoppers have a great choice of products. So the Dewar’s gift packaging for “Russian connoisseurs” was designed with the curving, pre-punched “D” to highlight the character of the product and to have the strongest possible eye-catching effect on the shelves.
### Efes Pilsen Special for Spring

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<td>Efes Pilsen Special for Spring</td>
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<td>Turkey</td>
<td>Turkey, Crescent and Stars for Packaging</td>
<td><a href="mailto:info@tasarimussu.com.tr">info@tasarimussu.com.tr</a></td>
<td><a href="http://www.tasarimussu.com.tr">www.tasarimussu.com.tr</a></td>
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With this design, we have searched to establish a perception that this beer is light, fresh and more aromatic, to the Turkish customers who will face Spring Beer for the first time. Extraordinary white background and the strong illustration used, generated an assertive, innovative packaging for its category. Special for Spring" limited edition beer bottle is covered with a sleeve.

### Hanwuyu Liqueur (Imperial Wine Granted by Emperor Hanwu)

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<tr>
<td>Hanwuyu Liqueur</td>
<td>Shenzhen Bai Xinglong Creative Packing Design Co. Ltd.</td>
<td>China</td>
<td>China, PackStar</td>
<td><a href="mailto:packstar@cepi-china.com">packstar@cepi-china.com</a></td>
<td><a href="http://www.szbxl.com">www.szbxl.com</a></td>
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The imperial culture of Han Dynasty has exerted profound influence upon traditional Chinese history. Against the backdrop of the imperial culture of Han Dynasty, the slender lines of the bottles and boxes highlight its modern simplicity culture, despising all the other brands of wine based on a domineering temperament.
**Entry Name:** Hugh Johnson Presentation Wine Pack  
**Entry Number:** 0025/B  
**Company:** DS Smith Speciality Packaging  
**Country:** UK  
**National Competition:** United Kingdom, Starpack  
**Email:** BatesFlanders@aol.com  
**Website:** www.dssmith-packaging.com

The corrugated design replaces wood to present 6 bottles of wine within a protective pack using an anti-slip coating to prevent bottle movement and keeping the wine labels on-view to the end user. There is no gluing involved and the outer sleeve incorporates adhesive tapes for closure and access. This new corrugated design followed a request from Direct Wines for an internet pack allowing 6 bottles to sit in-line whilst providing a secure postal package.

![Image of Hugh Johnson Presentation Wine Pack]

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**Entry Name:** Ice Pack  
**Entry Number:** 0163/B  
**Company:** DS Smith Polska SA  
**Country:** Poland  
**National Competition:** Poland, Packstar  
**Email:** r.lis@dss.com.pl  
**Website:** www.dss.com.pl

Unique, functional (multipack + ice "friendly"), fits perfectly with the brands (Lech beer) DNA: sharing (=multipack) and provides the right conditions for product consumption: cold thanks to ability to store ice. Besides innovative approach to corrugated multipack by providing extra function ("ice box"), this type of packaging carries important marketing value: allows to stretch brand promise through functional packaging (and a bit unexpected).

![Image of Ice Pack]
Entry Name: Illuminated folding carton for "Bombay Sapphire" *
Entry Number: 0182/B
Company: Karl Knauer KG
Country: Germany
National Competition: Germany, Deutscher Verpackungspreis/German Packaging Award
Email: michael.wieckenberg@karlknauer.de
Website: www.karlknauer.com

Pure innovation. The folding carton for the quality spirit "Bombay Sapphire" is probably the world's first packaging with printed actively illuminated surfaces which can be bought off the shelf - implemented with the protected technology "HiLight - printed electronics". This defines a new standard for the brand presentation at P.O.S.

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Entry Name: Infini Bottle
Entry Number: 0303/B
Company: Nampak Plastics Europe
Country: UK
National Competition: United Kingdom, Starpack
Email: greg.ward@eu.nampak.com
Website: www.eu.nampak.com

Infini, Nampak's new monolayer HDPE (High Density Polyethylene) milk bottle is up to 25% lighter (dependent on size) than industry standard bottles whilst still meeting all current performance specifications. In addition, it offers consumers a modern, improved design and enhanced functionality. The bottle is 100% recyclable with post consumer recycled content of up to 15%. Its new design uses approx 16,000 tonnes less material and offers carbon savings of around 34,000 tonnes pa. Launched in 2012, 100 million bottles will have been manufactured and sold by the end of the year.
Entry Name: ISTANBLUE Vodka 20cl Bottle
Entry Number: 0254/B
Company: Rafineri Advertising Agency
Country: Turkey
National Competition: Turkey, Crescent and Stars for Packaging
Email: melis.senol@rafineri.net
Website: www.rafineri.net

To be the pocket size nightlife vodka of the young consumers, we decided to use our 20cl bottle design as attraction point at points of sale. The visibility of our bottles was very critical. So that, we prepared 3 different designs with 3 different colors inspired by dynamic nightlife of Istanbul. Being an Istanbul brand, Istanblue owns the dynamic and diverse nightlife of Istanbul and gives a special role to the 20cl. 20cl is the pocket size nightlife vodka, which fights against beer via its size and its fun/price ratio.

Entry Name: J&B Twister
Entry Number: 0031/B
Company: MW Creative Ltd.
Country: UK
National Competition: United Kingdom, Starpack
Email: estelle.morris@luxurypackaging.co.uk
Website: www.luxurypackaging.co.uk

This pack provides the consumer with a fun to use casing and a secure system for bottle transportation. The pack was made using recycled board and has no plastic parts. It is ultimate in on-shelf impact as consumers can create their own fun designs. The pack sold 500,000 units worldwide. A unique packaging concept allowing the pack to rotate in 3 parts to provide a playful pack with a multitude of design options for the consumer to view.
Entry Name: Johnnie Walker X•R 21 Year Old Whisky
Entry Number: 0223/B
Company: Stoelzle Glass Group
Country: UK
National Competition: United Kingdom, Starpack
Email: jlaurence@icsmconnect.co.uk
Website: www.stoelzle.com

Extreme moulding skill and decoration by Stölzle Flaconnage has produced a prestige container for a prestige product. Cosmetic quality flint glass, multi-faceted design, culminating in a star shaped finish to the heavy base, precise embossing of the X•R, and flame polish finish, all contribute to a stunning visual impact. Stölzle Flaconnage's decoration factory completes this outstanding decanter with five passes. A graphic design in the style of the KBE is ceramic printed on the back. Precious metal is screen printed on the front. High temperature baking results in a robust finish that withstands high speed filling lines.

Entry Name: Kingfisher Ultra & Blue Cans
Entry Number: 0322/B
Company: Can-Pack India Pvt. Ltd.
Country: India
National Competition: India, Indiastar
Email: npascal@canpack.co.in
Website: www.canpack.co.in

The Ultra can is a special can, made with the rich tactile effect, which covers almost 95% of the can body, providing the consumer a great feel. The Blue can stands out with its visual appeal. Design elements distinctly stand out providing a youthful look to the can. Key feature of the Ultra can is its wonderful design embedded in a tactile effect. This is the first special effect beverage can manufactured as well as marketed in India. The Blue can has very fine detailing and the visual aspects of the can give a very smooth cool feeling.
Entry Name: LIQUOR GIFT BOX  
Entry Number: 0129/B  
Company: KENT DISPLAY (PVT) LTD  
Country: Sri Lanka  
National Competition: Asia, AsiaStar  
Email: kentdsales@sltnet.lk  
Website: www.kentholdings.com

Made of MDF and corrugated board to display a bottle of liquor. The exterior is laminated with lamination paper and branded on the lid. A magnetic lock is used. All materials used in the production are environmental friendly. This gift box won a Lanka Star Gold and an Asia Star Award.

Entry Name: MARTINI GOLD  
Entry Number: 0041/B  
Company: Durero Packaging, S.A.U.  
Country: Spain  
National Competition: Spain, Liderpack  
Email: adiaz@durero.com  
Website: www.durero.com

A striking extra glossy black box for a special edition vermouth, the new Martini Gold by D&G. It is composed of two parts which close by magnets. A base with a gold plaque which holds and displays the bottle; and a long top with the Martini logo that covers it. The development had 3 technical challenges: 1- Achieve an ultra glossy and smooth finish 2- Design a system which could support the weight of the bottle by magnetic means. 3- Quality Control for a correct assembly of such a complex and delicate product.
Entry Name: McDowell’s No.1 Cariba Rum  
Entry Number: 0339/B  
Company: ITC Limited, Packaging & Printing SBU  
Country: India  
National Competition: India, Indiastar  
Email: voruganti.rajesh@itc.in  
Website: www.itcportal.com  

This charismatic pack with artistic vignettes enabling the warm, full-bodied, lingering experience can elevate the eyebrows of packaging experts. The pack’s premium dusky matt look & feel is achieved through UV offset printing. The rigidity, rib-free micro fluting is obtained through the state-of-the-art inline fluting & laminating technology. The fabled origin of Cariba Dark rum goes back to early 19th Century British Navy voyages.

Entry Name: McDowell’s Platinum Anniversary pack  
Entry Number: 0363/B  
Company: ITC Limited, Packaging & Printing SBU  
Country: India  
National Competition: India, Indiastar  
Email: voruganti.rajesh@itc.in  
Website: www.itcportal.com  

This pack is a master piece that is delivered from a board combination of metalized PET laminated to 240gsm board with fluting medium of 100gsm kraft and 180gsm white liner. The glossy UV inks & the grain shaped bevel edge of carton stands out in shelf depicting the premium 100% grain. This limited edition pack was launched during the T20 champions’ trophy. The pack carries the whisky bottle & an MS Dhoni’s autographed glass in a fitment that is designed to avoid rattling & also provide adequate cushion to inner product. The pack conveys the message of No1 spirit of leadership.
Entry Name: Mengjing Brand Pu'er Tea  
Entry Number: 0229/B  
Company: Guang Zhon Best Idea Packing Brand Design Studio  
Country: China  
National Competition: China, PackStar  
Email: packstar@cepi-china.com

Using the form of a Chinese ancient coin to make the top cap like a Chinese ancient wood window. Use craft paper, which is simple but decent, and is environmentally friendly and low cost.

Entry Name: Miller Genuine Draft  
Entry Number: 0127/B  
Company: Smurfit Kappa Olomouc s.r.o.  
Country: Czech Republic  
National Competition: Czech Republic, Obal roku  
Email: Jan.Svalbach@smurfitkappa.cz  
Website: www.smurfitkappa.com

A specialty of this package is that single-sided printing packaging design creates the impression that the inner walls are printed on both sides. The packaging holds sophisticated and modern dynamic graphics which together with double-matt gloss varnish and gold color creates a luxurious feel and uniqueness of the product. Presented packaging is fully recyclable.
Entry Name: Mount Franklin Easy Crush
Entry Number: 0137/B
Company: Coca-Cola Amatil
Country: Australia
National Competition: Australia, Australian Packaging Design Awards
Email: craig.walker@ccamatil.com
Website: www.ccamatil.com

The Mount Franklin Easy Crush bottle is the lightest water bottle in the Australian market and at the time of launch had the lightest body of any 600ml water bottle in the world. It is more than 40% lighter than its predecessor and successfully promotes responsible behaviour by consumers. The simple twist and crush process reduces the size and amount of space needed to transport it to recycling centres. The increased crushability, use of post-consumer resin, material use reduction and increase in vertical load and stacking stability has this package ticking the sustainability boxes along its entire life cycle.

Entry Name: PACK PROMO DAMM INEDIT
Entry Number: 0040/B
Company: Durero Packaging, S.A.U.
Country: Spain
National Competition: Spain, Liderpack
Email: adiaz@durero.com
Website: www.durero.com

The Inedit beer pack is a trapezoidal shape that frames 2 bottles, with its own personality, and containing two glasses in diagonal side position. All giving a stylish, affordable and clear vision of the product, while effectively satisfying four main premises: stacking, portability, security and space efficiency. The design of this package has been developed to optimize its efficiency in production: the diecut fits in a unique sheet of 70x100cm. You can send folded flat. It glues in automatic folding machine and the assembly and filling is simple.
**Entry Name:** Pohon Pinang Syrup Box  
**Entry Number:** 0065/B  
**Company:** PT INDUSTRI PEMBUNGKUS INTERNASIONAL  
**Country:** Indonesia  
**National Competition:** Asia, AsiaStar  
**Email:** benson.chandra@ipi.co.id

This box is categorized as “all in one” transport box with different functions. First, a built in partition to effectively protect 6 bottles of syrup though rugged handling condition typical of local distribution. Second, a built in “easy carry” handle that folds flat for stacking. This box has an attractive artwork that brings out the flavor of Marquisa for this very famous brand: Pohon Pinang. For durability, this box is dimensionally optimized with a combination of 350 gsm Ivory board, 150 gsm medium single face B/F and 150 gsm test liner.

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**Entry Name:** ROXOR Gin  
**Entry Number:** 0021/B  
**Company:** TricorBraun  
**Country:** USA  
**National Competition:** United States of America, AmeriStar  
**Email:** jbolin@tricorbraun.com  
**Website:** www.tricorbraun.com

The new product package’s “skyscraper” design improves upon the generic packaging, round and smooth, used for many gin bottles, by taking into account all the possible distribution/sales points for the product including both retail sales and bar back displays. The square shape with the flat, windowpane relief area at the bottles' waists serve as a protection to the silkscreen decoration, but also form a good gripping area for the bottles.
Entry Name: **Sainrauze Wine (A Single Bottle In A Gift Box)**

Entry Number: 0232/B  
Company: Shenzhen Bai Xinglong Creative Packing Design Co. Ltd.  
Country: China  
National Competition: China, PackStar  
Email: packstar@cepi-china.com  
Website: www.szbxl.com

The wine brand originally imported from France - Sainrauze has always been used to serve the mid-to-high end consumers of Chinese market. As for the wine gift box holding a single bottle, its box cover is decorated with antique patterns, reflecting a long-standing history of Sainrauze wine. The packing is of a flexible and funny box-shaped structure, featuring good presentation and entertainment in terms of opening bottles, and vividly interpreting the endless possibilities of pondering and practicing the appropriate packing structures in an exploratory attitude.

Entry Name: **Sırma Water Bottle**

Entry Number: 0253/B  
Company: Anadolu Cam Sanayii A.Ş.  
Country: Turkey  
National Competition: Turkey, Crescent and Stars for Packaging  
Email: tozturk@siscam.com  
Website: www.anadolucam.com.tr

Sırma Water Bottle has an elegance of a water drop, good grip and stylization of mountain on the bottom of the bottle which symbolizes the natural source of water. The structure of the long neck of the bottle is easy to handle. This bottle’s purpose is not just to bring water in a healthy package; it is to bring elegance to the table. Same bottle shape is also used for mineral water without push up.
For their new beer crate, the “Störtebeker Braumanufaktur” wanted the authentic look and feel of real wood. For the development of the “Störtebeker” plastic beer crate, it was therefore necessary to combine highest quality inmould-labeling, with complex relief surface structures for the first time in plastic injection molding technology. The resulting beer crate is unique to the market. With a life cycle of up to 15 years, multiple uses per year, material that can be almost entirely used in new crates and contains no heavy metals, this crate continues the tradition of environmentally sustainable packaging in beer crates.

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The stylish glass bottles express the fancy colors of each flavor of the juice. The simple label design along with the contrast between the black background and the images of the fruits emphasizes the exclusivity of this product. Also images of fruits can be substituted in order to express various flavors. The unification of the cap seal (shrink film) and the label simplifies the manufacturing process.
Entry Name: TEA CANISTER DISPLAY BOX
Entry Number: 0128/B
Company: KENT DISPLAY (PVT) LTD
Country: Sri Lanka
National Competition: Asia, AsiaStar
Email: kentdsales@slt.net.lk
Website: www.kentholdings.com

Made of MDF, lined with velvet, for two canisters of tea. Branded on the lid. To signify the origin, pictures of animals of Sri Lanka are depicted on the lid. Could store trinkets once the products are consumed. All materials are bio-degradable. Won Lanka Star Gold & Asia Star Award.

Entry Name: The Coca Cola light (diet coke) Jean-Paul Gaultier bottle
Entry Number: 0385/B
Company: ARDAGH MP WEST FRANCE SAS
Country: France
National Competition: United Kingdom, Starpack
Email: veronique.meleard@ardaghgroup.com
Website: www.ardaghgroup.com

A major brand associates with world class manufacturing company to create this lightweight unique bottle. Jean Paul Gaultier personally signed off the artwork and was delighted with the visual rendering of pink flesh tone and high definition offset print on the pure white basecoat of the aluminium Coca-Cola contour bottle.
Entry Name: Tianxia longgong superior wine
Entry Number: 0200/B
Company: Fujian Provincial Huayi Designing Co. Ltd
Country: China
National Competition: China, PackStar
Email: packstar@cepi-china.com
Website: www.huayidesign.net

By using the structure of a triangle column, together with the graphic design of calligraphy, our packaging is both traditional and modern. The material makes it low cost and easy for recycling. Bottle inside: Using the material of china. Carved a Chinese dragon on it, which makes it traditional. Box: Made from cardboard, which is easy to manufacture and low cost.

Entry Name: Turning Point
Entry Number: 0368/B
Company: The Paper Products Ltd.
Country: India
National Competition: India, Indiastar
Email: durga.konduri@pplpack.com
Website: www.pplpack.com

Taking a closer look at the bottles, you will notice that the bottle is covered in skin tight metallic sleeves with very contemporary designs. The challenge was to have a very flawless silver lay of ink which post shrinkage does not give any ink gathering marks. The small volumes in wine industry also posed a very serious challenge to print these sleeves through gravure route, however, innovative thinking helped us to print such brilliant looking sleeves in very limited volumes.
Entry Name: Uludag Premium

Entry Number: 0110/B
Company: Erbak Uludağ Pazarlama Satış AŞ
Country: Turkey
National Competition: Turkey, TSE
Email: ztumerdem@uludagicecek.com.tr
Website: www.uludagicecek.com.tr

Uludağ Premium was launched in 2009 as the first medium sparkling natural mineral water in Turkey. Uludağ Premium comes in an outstanding cobalt blue glass bottle and with an easy-to-open Talog screw cap, made of a combination of plastic and aluminium. The bottle was designed by the world famous Dice Kayek, an internationally renowned fashion brand. Uludağ Premium is available in 250 ml and 750 ml bottles.