WorldStar 2015

Entry Name: “Gujinggong Liquor”- Year puree
Entry Number: 0226/B
Company: SHENZHEN ORACLE CREATIVE DESIGN CO.,LTD
Country: China
National Competition: China, PackStar
Website: www.cepi-chian.com
Email: packstar@cepi-china.com

A visual expression of fashion and internationalization based on the traditional oriental culture is the core design concept of this product. The material is bone china. The “year” in the concept “year puree” corresponds to the concept of “time”.

In the design, we have brought in the ingredient of “Tai Chi”. The overall tone is white, representing purity, philosophy and wisdom in oriental culture. The style of the box is quite consistent with that of the bottle. Minimalist, modern fashion style overturns the classical style of the traditional white wine container.

Entry Name: 100% Recycled material thanks to Overprint
Entry Number: 0118/S/B
Company: ROTOPRINT SOVRASTAMPA Srl
Country: Italy
National Competition: Europe, EAFA Award, Alufoil Trophy
Website: www.rotoprint.com
Email: clienti@rotoprint.com

It’s a sample of overprinting Total-Recycle. Overprint is a patented technique able to modify already-printed flexible packaging. Old material isn’t destroyed, new one is not produced; many advantages - reduced costs, short time to modify and less CO2 emissions. Through overprinting it is possible to “Reuse, Reduce and Recycle!”.

It’s very common to make inadequate or ineffective packaging (a wrong graphic, business/marketing needs, …) - thanks to the overprinting our customers can reconvert, partially or totally as in this case- the old packaging saving economically and environmentally. This is why our slogan is “Each overprinted kilo is a saved kilo”
**WorldStar 2015**

**Beverages**

**Entry Name:** 515ml easy crush PET bottle I LOHAS Sparkling Water  
**Entry Number:** 0151/B/S  
**Company:** Coca-Cola Tokyo research and development Company, Limited  
**Country:** Japan  
**National Competition:** Japan, Japan Good Packaging  
**Website:** http://www.cocacola.co.jp  
**Email:** nmikajiri@coca-cola.com

This 515ml PET bottle is the lightest weight PET bottle for carbonated beverage in the Japanese market at the time of launch. This bottle achieved 15% weight reduction compared to previous record. Bottle structures are designed to maintain usability and vending machine compatibility after deformation by the internal CO2 pressure.

Certain deformation is inevitable to light weight bottle for carbonated beverage. Horizontal ribs are designed to guide deformation to the intended direction with the calculated amount to keep perfect vending machine compatibility. Stretched ribs and waist by internal pressure make this bottle easy to crush when discarding this bottle after consumption.

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**Entry Name:** Absolut Originality Limited Edition  
**Entry Number:** 0036/B  
**Company:** Ardagh Group  
**Country:** UK  
**National Competition:** United Kingdom, Starpack  
**Website:** www.ardaghgroup.com  
**Email:** beverley.wardle@ardaghgroup.com

Absolut has created another astonishing experience for its customers through this limited edition Originality bottle that uses partial colouring for the first time on a commercial scale in the glass industry, achieved with a ‘drop’ of cobalt blue infused into the molten glass at the ‘hot-end’ of the production process.

The decoration is within the glass container, rather than added to the outer surface after production. Using a carefully prepared cobalt colour compound (frit) and specialised hot end equipment, the colouring process was perfected over the course of several demanding trials, and 4 million bottles were made over three weeks.
Entry Name: Anchor Light Proof Milk (Fonterra New Zealand)
Entry Number: 0196/B
Company: Pact Group
Country: Australia
National Competition: Australia, Australian Packaging Design Awards
Website: www.pactgroup.com.au
Email: shamah.waters@inpact.com.au

Exposure to light affects nutritional value (vitamins A and B2) and taste profile of milk. Fonterra’s Light Proof™ bottle innovation applies triple layer technology, ensuring the HDPE bottle is light weight and recyclable. The inside and outside layers are opaque; the middle layer; coloured black, blocks out 100% of light.

Anchor’s Light Proof™ bottle is made from the same high-grade, recyclable HDPE plastic as the old bottle thus, nothing has change in terms of kerbside pick-up or drop-off to collection centres. Capacity exists amongst recyclers to use 100% of recycled Anchor bottles in the manufacture of new products.

Entry Name: Barista Bros.
Entry Number: 0280/S/B
Company: Coca-Cola Amatil
Country: Australia
National Competition: Australia, Australian Packaging Design Awards
Website: Consumer
Email: Yes

Barista Bros is the first dry aseptic PET dairy product in Australia providing extended shelf life with the great taste expected from a fresh milk product. The packaging has been developed to minimise the environmental impact through using a readily removable sleeve to provide protection from light rather than using traditional PET barrier materials.

The sleeve provides clear instructions to the consumer on how to remove the sleeve to ensure the packaging is fully recyclable. The production process has also been optimised to minimise energy, chemical and material usage whilst maintaining the highest product quality.
**WorldStar 2015**

**Beverages**

**Entry Name:** Bruichladdich Black Art  
**Entry Number:** 0341/B  
**Company:** CROWN Aerosols & Speciality Packaging UK  
**Country:** United Kingdom, Starpack  
**Website:** www.crowncork.com/specpack  
**Email:** corrina.korrubel@eur.crowncork.com

The tin, dark with understated whispers of the unknown is a true masterpiece in its creation, not only in its contents, but in the way it reflects the latter. A true work of art (Black Art?) the tin is magical in its quality and its allure is undeniable.

The metal pack reflects the values of the brand and is enhanced by the embossing and excellent print quality adding to the shelf stand out and consumer appeal. Metal is great because it is a permanent resource and can be recycled forever without loss of quality, a positive sustainability flagship.

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**Entry Name:** Cachaça Yaguara  
**Entry Number:** 0355/B  
**Company:** Owens-Illinois do Brasil  
**Country:** Brazil  
**Website:** http://www.o-i.com  
**Email:** ernesto@lead.com.br

The design of the Yaguara’s bottle was created by British artist Brian Clarke and it was inspired by the Copacabana Boardwalk. The packaging was designed to assist in changing perceptions of the category of cachaça and communicates through its bold design, a historical and modern product.

Brian Clarke spent three months in Brazil listening to bartenders about their needs, desires and perceptions with respect to a bottle to reach the proposed concept. The biggest challenge to reach the desired result was the high complexity painting scale waves, embossed, alternating waves painted in blue and transparent.
**WorldStar 2015**  

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<tr>
<th>Entry Name:</th>
<th>Caffé Lattesso</th>
<th>Beverages</th>
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<tr>
<td>Entry Number:</td>
<td>0175/B</td>
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<td>Company:</td>
<td>Innoprax AG/ Menshen Schweiz GmbH / Georg Menshen GmbH &amp; Co.KG</td>
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<td>Switzerland, Swiss Packaging Award</td>
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<td>Website:</td>
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<td><a href="mailto:martin.mueller@menshen.ch">martin.mueller@menshen.ch</a></td>
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Significant features of the LATTESSO packaging are the unique cup shape, the screw-on-drinking closure with an easy-opening-solution, as well as the perfect hygiene protection in the drinking area using an aluminum foil. Compared to conventional packaging, CAFFE LATTESSO is ready to drink with just a flick off.

The design of this coffee-to-go’s based on a patented and sophisticated packaging. The drinking closure is screwed on, that means without the usual cup seal with aluminium foil. The drinking lid forms a small chamber which is refilled with crisp Italian Amaretti biscuits. This coffee-to-go feeling is unprecedented uniqueness.

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<th>Entry Name:</th>
<th>Charm of Bamboo</th>
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<td>Entry Number:</td>
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<td>Company:</td>
<td>Shenzhen Lingyun creative packaging design Co.,Ltd</td>
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<td>Country:</td>
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<td>National Competition:</td>
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<td>Website:</td>
<td><a href="http://www.cepi-chian.com">www.cepi-chian.com</a></td>
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<td>Email:</td>
<td><a href="mailto:packstar@cepi-china.com">packstar@cepi-china.com</a></td>
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The whole packaging is made up of two parts, wood base from the bottom, switched screw from the top. The packaging and bottle match perfectly thanks to the screws on the top and bottom. When assembled together, the bottle in the middle is the center to support the packaging.

The bamboo piece can spin from the centre, each bamboo piece is linked with a strong line, once one bamboo piece moves, the others will move with it, and different looks of the design can be shown with the help of those bamboo pieces. The introduction is folded inside the packaging.
Chinese Charm Humanity Series takes alcohol as its carrier that can show the biggest Chinese charm which is full of oriental and humanity characteristics.

Chinese traditional customs are the foothold of our creative packaging. We chose Spring Festival, Tomb - sweeping Day, Dragon Boat Festival and Mid - Autumn Festival which are the most influenced all over the world. Each pattern design quietly corresponds to the festival - attractive and natural.

The concept of the bottle design is a water drop. The color of blue represents ecology health. The structure of the outer box is preciseness and funny. After you take the bottle away, you could fold the box into the thickness of one paperboard, which is good for transport.
The packaging industries 1st in a carton, the conventional polyethylene layers are substituted by low density polyethylene from a renewable source: sugar cane. As a result, the package uses up to 78% of renewable materials, contributing to the reduction of greenhouse gas emissions, through the absorption of CO2 during plant growth.

The package has a cap made with bio-based HDPE. Paperboard is certified by the Forest Stewardship Council, which means it comes from forests managed in accordance with responsible forestry management principles. Due to the same chemical and physical properties of bio-based and fossil-based polyethylene, the package remains 100% recyclable.

Turkey's first and only cold brewed tea ‘Doğadan Cold Brewed Herbal & Fruit Tea’ offers a, healthy and delightful drinking experience thanks to it’s unique, easy to grab designed, recyclable, wide mouth glass bottle and special security button cap.
Pepsi and Amcor joined in the development of an ultra-lightweight hot-fill container to replace the existing global package. The end result is a 30% reduction in container weight. The package features an ergonomic grip and diaphragm pushup which aids the cooling process. It’s an athlete-centered design in form and function.

This package offers a 33mm finish has been paired with a HDPE closure developed by Bericap replacing the 38mm foil seal to further recyclability. This package offers substantial ecological savings at 22grams making it the lightest weight 500ml hot-fill package in the world; highlighting Amcor and Pepsi’s commitment to sustainability.

The unconventional gift packaging of six bottles differs from other multipacks mainly in the large, additional communication surface inside the packaging. The actual products are visible after opening the packaging. The integrated tote handle makes transport from the POS easy. The products are optimally protected. Packaging can be stacked.
**WorldStar 2015**

**Entry Name:** Guanzhong Eight Views in Taibai, Xijing  
**Entry Number:** 0282/B  
**Company:** Chuangyi Packaging Design Co., Ltd.  
**Country:** China  
**National Competition:** China, PackStar  
**Website:** www.cepi-chian.com  
**Email:** packstar@cepi-china.com

The inspiration originates from the old cities of China and the five characteristics are based on “famous people, paintings, porcelains, cities and wine”, with the focus on Chinese peculiar elements. The old and prosperous ancient capital city of Xi’an for six ancient dynasties of China, has been expressed through wooden structures.

The paint technique and traditional Dehua Porcelain are combined to show the product’s luxury taste, and the water-paintings are well managed in a harmony with the ancient Chinese city walls. All these show unique Chinese artistic features. Wherever placed in whatever background, it can stand out proudly.

![Image of Guanzhong Eight Views in Taibai, Xijing](image)

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**Entry Name:** Guiding Chinese Tea  
**Entry Number:** 0231/B  
**Company:** SHENZHEN ORACLE CREATIVE DESIGN CO., LTD  
**Country:** China  
**National Competition:** China, PackStar  
**Website:** www.cepi-chain.com  
**Email:** packstar@cepi-china.com

Guiding Chinese tea has its elegant design, featured by the brand attribute “Nobility”. Its black gold gilt design looks exquisite and attractive. Its pack consists of inner box and outer box.

The outer box is easy to pull out and push in, while the inner box is opened like the door of an ancient noble mansion of notable family. The folding bag design is novel and handy. To use a cardboard box pack is both saving and recycling in terms of environmental protection.

![Image of Guiding Chinese Tea](image)
**WorldStar 2015**

**Entry Name:** HAMIDIYE WATER BOTTLE  
Entry Number: 0330/B  
Company: Anadolu Cam Sanayii A.Ş.  
Country: Turkey  
National Competition: Turkey, Crescent and Stars for Packaging  
Website: http://www.anadolucam.com.tr/  
Email: tozturk@sisecam.com

The design shares the elegance of Istanbul, and the easily handled neck part, shows the continuity of water. It is designed with wide radiuses of soft curves and modern lines. Tulip theme, the historical logo of the brand from Ottoman to present, emphasized under the bottom as engraving.

For the first time in a glass water bottle, a tulip embossment that has a connection with our national history is used. Also, specially designed glass water bottle is used by 3 different companies (Hamidiye, Taşkesti, Kavacık) in our country, for the first time. It has high production efficiency.

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**Entry Name:** Huojing Tea Package  
Entry Number: 0199/B  
Company: Art College Of Sichuan University  
Country: China  
National Competition: China, PackStar  
Website: www.cepi-chian.com  
Email: packstar@cepi-china.com

The concept is the history of 3000 years of the mother tree of Huojing tea. The picture of a tree in the dawn, drawn in a Chinese painting style which represents the long history and the origin of "Tea Horse Road". Red and black inner boxes represent tea of different years.

The inner boxes have the same fan-shape as the picture on the outer box. The two inner boxes can be combined into a fan-shape with the mortise and tenon joint structure. The tea set in the box can express the theme better.
L’EARTH® Eco-Friendly Barrier Packaging films which is Oxo-Biodegradable and certificated Singapore Green Label under Global Eco labelling Network. http://www.globalecolabelling.net. It's unique 4.2litres capacity packaging comes with user friendly water spout, beautifully designed handles bringing comfort during handling with manageable weight. Space reduction during transportation and storage.

L’earth® Eco-Friendly Barrier Packaging can stand up and display in supermarket. Design on 2 sides and having vast printing possibility which differentiate in rigid containers. It has key properties of multi-layer packaging in the food industry and it extends the package food shelf-life, preserves flavour and freshness through R3PLAS® Technology.

Mail Order Bottle Pack

Maximum protection for glass bottles due to the clever construction - no direct contact of the bottle to the walls of the box. One piece of box only with possibility for automatic erection and also Manual Version available. Box can be printed outside - and after erection print is visible inside.

Box is actually used for first class products which have to be transported absolutely safe to the end customer.
**Entry Name:** Mistral Grand Selection  
**Entry Number:** 0110/B  
**Company:** Grafobal a.s.  
**Country:** Slovakia  
**National Competition:** Czech Republic, Obal roku  
**Website:** www.grafobal.sk  
**Email:** hanzalik@grafobal.sk

Creation of the concept, the Corporate Identity and the packaging for the new tea brand Mistral Grand Selection are in agreement with USP (Unique Sales Proposition). According to the created CI the design was implemented in a classic and luxurious way. The intelligent and sustainable design is ecologically responsible.

Besides FSC-paper, special developed materials made from sugarcane and corn were used for sachets, foils etc. – instead of conventional plastics made of oil. Therefore, the whole packaging is 100% bio-degradable in twelve weeks and the manufacturing process has reduced emission CO₂ by 70%. Fully matches presented slogan Purity/Harmony/Relaxation.

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**Entry Name:** NITROS : Energy Shot in “Standing” Thermoforming Packaging Form  
**Entry Number:** 0141/B  
**Company:** PT Bintang Toedjoe - Indonesia  
**Country:** Indonesia  
**National Competition:** Asia, AsiaStar  
**Website:** www.bintang7.com  
**Email:** hadi@bintang7.com

The ready to drink & “Extra Joss NITROS”; is the first energy shot in Indonesia, even in the world that uses thermoforming packaging technology. This thermoforming packaging is designed as an alternative packaging for energy shots besides the glass bottle and plastic packaging which are already common in the market.

Thermoforming packaging can provide various forms of packaging that is more attractive in appearance and still delivers convenience for the consumer. NITROS is also becoming more attractive since the packaging itself can "stand" and therefore is easy to display and of course, adds to its unique selling point.
WorldStar 2015

**Entry Name:** PACKAGING TORRES BRANDY SELECTION  
**Entry Number:** 0257/B  
**Company:** SAVIA DESIGN, S.L.  
**Country:** Spain  
**National Competition:** Spain, Liderpack  
**Website:** http://www.saviadesign.com  
**Email:** mallol@saviadesign.com

For the Cannes Duty Free Fair, Miguel Torres wanted to surprise their guests with a special and unique gift, a premium case with three test tubs filled with brandy.

For this project, we designed an elegant and unique case. We created the stamp TB Selection, which brings together the best Torres brandys. Along with the kit we offered a brochure and a Distillers Premium stamp created for the occasion.

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**Entry Name:** Pepsi Proprietary Glass Bottle  
**Entry Number:** 0050/B  
**Company:** PepsiCo, Inc.  
**Country:** USA  
**National Competition:** United States of America, AmeriStar  
**Website:** www.pepsico.com  
**Email:** steve.l.gibson@pepsico.com

The Pepsi Glass Bottle is a visually stunning form that reinforces Pepsi brand cues and embodies the spirit of Live for Now. The new bottle presents a premium look suitable for high-end usage in restaurants and pubs. Its structure provides an ideal grip that perfectly fits the hand.

The unique and distinctive structural design of the Pepsi Glass Bottle stands out in a sea of conventional beverage bottle shapes, and embodies stunning features that can only be achieved in glass. The complex, asymmetrical design presents a different look depending on the angle of view.
WorldStar 2015

Entry Name: PET lite 9.9 carbonated
Entry Number: 0015/S/B
Company: KRONES AG
Country: Germany
National Competition: Germany, iF Design Award
Website: www.krones.com
Email: alexander.schau@krones.com

The "PET lite 9.9 carbonated" concept is a successful attempt to develop a package with minimum material and energy input providing maximum benefit for the consumer and the environment. The 500ml bottle uses 9.9g of PET; a new development in carbonated beverages. Most bottles weighing 14-18g.

Benefits:
- Reduced closure weight using a “ringpull closure”
- Two different functional regions to maximize the experience as well as reduce weight
- Upper part has a higher wall thickness for good opening and handling
- Lower part has a reduced wall thickness for significant weight savings
- Direct printed bottles, no label needed.

Entry Name: Pierre Lecat - Cognac Decanter
Entry Number: 0328/B
Company: Stölzl Oberglas GmbH
Country: Austria
National Competition: Germany, Deutscher Verpackungspreis/German Packaging Award
Website: www.stoelzl.de
Email: anke.talker@stoelzl.de

Working in cooperation with the French Design team Stölzl transformed one of their standard decanters into a marvelous Cognac decanter with its simple classic and elegant lines. The outstanding brilliance of the glass colour is further enhanced by fire polishing. The limited edition reflects the exclusivity of the product and its luxury positioning in the market.

The precious content gained recognition already in several international awards. Now we are confident that the extraordinary bottle will achieve further recognition for its excellent design by winning the Worldstar Award.
Entry Name: Piquentum wine «Brazda» limited edition
Entry Number: 0082/B
Company: Sonda
Country: Croatia
National Competition: Croatia, Cropak
Website: www.sonda.hr
Email: davorka@sonda.hr

New, sophisticated label has been produced from old paper. But picked with a meaning: although the wine has been bottled in 2014, the label production started in 2012, by collecting issues of the regional newspaper, printed on the day of the harvest: 21/09/2012, thus symbolizing time, space and honesty.

The pages are deprived of all extras, reflecting the character of the wine itself, unique because it is produced from a vineyard that for 80 years had been cultivated by using natural methodologies. The graphic element of the newspaper text that resembles a cultivated field, recalls the wine name: Brazda(-furrow)

Entry Name: Pulp mold wine package
Entry Number: 0269/B
Company: Zhejiang salfo package Co.,Ltd.
Country: China
National Competition: China, PackStar
Website: www.cepi-chian.com
Email: packstar@cepi-china.com

This product uses pulp mold, very good for the fixed products with collision avoidance, played a product good protection function, but also fully embodies the green environmental protection product characteristics.

In the structure design of hollow cup shape and use, can display the product trademark, let a person find everything fresh and new structure. By way of opening the zipper, there are certain security function.
**WorldStar 2015**

**Beverages**

**Entry Name:** Red of Ningxia--- First Generation of Legend of Chinese Wolfberry  
**Entry Number:** 0273/B  
**Company:** Shenzhen Lingyun creative packaging design Co.,Ltd.  
**Country:** China  
**National Competition:** China, PackStar  
**Website:** www.cepi-chian.com  
**Email:** packstar@cepi-china.com

The main colors are black and silver, which created a sense of modest luxury. The packaging of the product is visible plastic material, so the container can be shown well. Structure of the packaging is flexible, when the packing bag is empty, it can be shaped like a pie. There are two small pillars on the top of packing bag, two parts will be fastened by rotating them. The decorating firing on the container is climbing plant, which looks like number “1”, named the theme of “First Generation of Legend of Chinese Wolfberry”.

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**Entry Name:** Rishi Tea Dispenser and Companion Storage System  
**Entry Number:** 0085/B  
**Company:** Planet Canit, LLC  
**Country:** USA  
**National Competition:** United States of America, AmeriStar  
**Website:** www.planetcanit.com  
**Email:** vprice@planetcanit.com

Rishi Tea and Planet Canit created the revolutionary “Magneflex” tea dispenser and storage system. The magnet to frame architecture is acclaimed for its unique operational design and ultimate flexibility. The custom configurable dispensing system with its gourmet kitchen appeal replaces the traditional, cafeteria style, racked display. 100% reusable/Metal recyclable. Designed to be more flexible and sturdier than traditional systems, it includes a freshness-fit cover, positioning sleeve and finger-friendly dispensing. The physical strength of the dispensers promote a life cycle of reusability and a competitive advantage over single use disposable boxes. The branding compliments the premium look which defines Rishi.
Entry Name: Single pack construction and consumer packaging of Pickwick teabags
Entry Number: 0107/B
Company: STI Petőfi Nyomda Kft
Country: Hungary
National Competition: Hungary, Hungaropack
Website: www.sti-group.com
Email: marianna.csordas@sti-group.com

The unique and unglued design of the offset-printed consumer folding carton and blank inlay, enables the pack to be offered as single packs in a demanding way and also avoids their displacement in the consumer box, during transport and storage.

With the leaf concept, Pickwick celebrates the very essence of tea: the leaves. The idea behind the concept is that great tasting tea starts with the best leaves. The carefully selected teas, the beautiful packaging, the ritual of opening and serving … everything is an ode to the tea leaf.

Entry Name: SnapQuick - a new lightweight, convenient reclosing device on Ecolean® family size packages.
Entry Number: 0262/B
Company: Ecolean AB
Country: Sweden
National Competition: Scandinavia, Scanstar
Website: www.ecolean.com
Email: hanna.jeppsson@ecolean.se

The new feature SnapQuick from Ecolean is an easy-to-use reclosing device that is integrated with the package. Following our lightweight approach, the importance of a reclosing device having the same lightweight features and minimal use of raw materials as our package portfolio was essential when developing the device.

The SnapQuick reclosing device weighs only 0.5 gram, without compromising on the functionality. Compared to conventional reclosing devices such as screw caps, the weight of the SnapQuick is more than half. We are proud to bring a unique lightweight feature to the market. Just fold and snap!
WorldStar 2015

Entry Name: Tekirdag No 10
Entry Number: 0183/B
Company: Tasarim Ussu Ltd.
Country: Turkey
National Competition: Turkey, Crescent and Stars for Packaging
Website: www.tasarimussu.com.tr
Email: gamze@tasarimussu.com.tr

To emphasize it was produced in the legendary copper distiller number 10, we strived to create a legendary, extra quality packaging with crystal effect glass bottle, real copper jacket cladding, and graphic surfaces. All limitations of crystal like bottle, copper and raised transfer print were solved during design. Tr No 10 created a unique to this geography, traditional but modern, premium image with its glass bottle neck and the patterned copper cladding below. This packaging which we strived to make a ‘timeless design,’ earned great success in the market by creating a ‘different, new luxury’ category.

Entry Name: Tetra Top® with Separable Top
Entry Number: 0145/B/F
Company: Tetra Pak
Country: Italy
National Competition: Italy, Oscar dell'imballaggio
Website: http.tetrapak.com
Email: uzothile.ngobeni@tetrapak.com

Tetra Top® with Separable Top enables consumers to detach the plastic top from the carton sleeve, allowing them to be recycled separately. Thanks to the pre-cut perforation on the outer layer of the cardboard. Consumers can easily separate the plastic top from the sleeve with a simple thumb press. Tetra Top® is a package that combines the convenience of a bottle with the contemporary look and feel of a carton package. It is suitable for chilled products and ambient still drinks – at home and on-the-go.
WorldStar 2015

Entry Name: West Lake Longjing green tea packaging
Entry Number: 0265/B
Company: Zhejiang salfo package Co., Ltd.
Country: China
National Competition: China, PackStar
Website: www.cepi-chian.com
Type: packstar@cepi-chian.com

Tea is Chinese traditional commodities, the symbol of the oriental culture. Chinese calligraphy art also has a strong artistic and ornamental culture. This package well integrated both of them, fully embodies Chinese culture.

The calligraphy of “Longjing green tea” and “Xihu Longjing Tea” of modern style, and the unique open way like West Lake lotus opening led to Chinese style, embodies the Chinese tea culture “Qing”, static, elegant, and inside, the appearance of traditional beauty the connotation, broad and profound.

Entry Name: Xifeng Liquor-Competition on Huashan Mountain
Entry Number: 0233/B
Company: Shenzhen Bene Packaging Design Co., Ltd
Country: China
National Competition: China, PackStar
Website: www.cepi-chian.com
Email: packstar@cepi-chian.com

The packaging used black and red as main colour. The box is flexible. The outside box has good protection effect to the bottle. Bottle and the box mixes well. The outside box and inside box has been fixed by spindle. Rotate the bottle to take it away from outer box. The box is rectangular. The concise exterior makes it easier to transport. The bottle has been shown out which attracts the consumer's interests. It's a Merchandise as well as a work of art.