**GOLD AWARD - FOUR BRIGHT, RETRO STYLE, WHITE FLOUR PACKAGING FOR FOUR ANNUAL JEWISH HOLIDAYS**

*Company*: Grands Moulins d’Israel/ Studio Batshi/ Batshi Kochai  
*Country*: Israel  
*Email*: batshi013.net  
*Web*: www.hagdolot.co.il

Series of retro style, white flour packages for Jewish holidays, each item is designed for a specific festival. Illustrations and text denote each festival, creating warmth and sentiment. Designs range between meaningful content and lively effects employing a soft, colorful palette. The retro design brings a note of simplicity and nostalgia.

**SILVER AWARD - PIERRE LECAT - COGNAC DECANTER**

*Company*: Stölzle Flaconnage Ltd., Stölzle Glass Group  
*Country*: Austria  
*Email*: anke.talker@stoelzle.com  
*Web*: www.stoelzle.com

Working in cooperation with the French Design team Stölzle 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.

**BRONZE AWARD - SMARTIES MONSTER**

*Company*: ITC Packaging  
*Country*: Spain  
*Email*: eventos@graphispack.org  
*Web*: www.itc-packaging.com

A new ice-cream pack for the Smarties brand from Nestlé, a difficult task - how to attract kids! With so many competitors in the marketplace we needed to add colour and shapes. With a briefing somewhat like a Mission Impossible script, we were finally able to design a new attractive and functional pack that has value-added clout too: the Pot looks like a kid’s toy, provides usability and is appreciated by parents as well. The result was a total success. A fun-loving little monster toy that can be turned into a piggy bank!

**BRONZE AWARD - AXE/LYNX ICON 2**

*Company*: Seymourpowell,DCA and Elmwood  
*Country*: UK  
*Email*: lucy.kirby@seymourpowell.com  
*Web*: www.seymourpowell.com

Icon 2 takes the Axe/Lynx brand into the future, with a more premium feel and new standards in user engagement, delivered by innovative aerosol shaping technology and design ingenuity. Icon2’s innovative round to square can (setting new standards in shaping technology) flows seamlessly into the actuator/top, creating a singular form which is pure, visually simple and, above all, confident - providing a broad canvas for the fragrance variant graphics.