SUSTAINABILITY AWARD

▲ GOLD AWARD - DEL VALLE RESERVA IN TETRA PRISMA® ASEPTIC 1000 WITH BIO-BASED PACKAGING

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The packaging industry’s 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.

▲ SILVER AWARD - VERRATA TRAY

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This package provides protection, support and functionality for end user preparation. Unique geometry in critical locations allow multiple lengths of guide-wires and coils. Located torque device and secured connector allows product accessibility. Rigidity and strength protects product during transportation and storage, while keeping it in an easy to load/un-load configuration. Creative use of thermoforming capabilities, custom engravings, multi-plane die cut holes, fold over lid with a living hinge and unique product capturing create this one of a kind package. Improved product interaction, preparation, end user functionality, and environmentally friendly (less is more) are highlights for this improved package design.

▲ BRONZE AWARD - BRITA® PITCHER OPEN-SIDED CARTON

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The redesign of the Brita® pitcher packaging is a win for Clorox, their customers, consumers, and the environment. Using shrink film and a carton band and tray, this new design results in sustainability win by reducing packaging weight by more than 50%, eliminating PVC, and reducing components to aid recycling. The result is a lighter weight package that sufficiently protects in a format that better communicates the size, shape, and features of the product. The graphics and design complement each other to clearly contrast and differentiate from the competition at shelf.