



THE 3RD EDITION OF THE INTERNATIONAL STEEL PACKAGING EFFECTIVENESS AWARD

JURY DECISION SUPPORTED BY CONSUMER RESEARCH IN 15 COUNTRIES ON 4 CONTINENTS

Brussels, April 2008. APEAL, The Association of European Producers of Steel for Packaging has announced the results of the 3rd International Steel Packaging Award based on effectiveness criteria.

The Award recognizes those packaging solutions that have proven to be the most effective in the market, in terms of increased sales, market share, profitability, brand awareness and/or consumer attitude shifts.

The 3rd edition of the Award extended the geographical scope of the international consumer research. The international Jury, composed of Branded goods manufacturers, Packaging designers and representatives from the International packaging press, evaluated the entries with the support of **web-based, multicultural consumer research** in 15 countries throughout the world (Belgium, Brazil, China, France, Germany, India, Italy, Japan, Poland, Romania, Spain, Sweden, The Netherlands, United Kingdom and USA). Gerard Molenaar, President of the Jury, & President of the International Packaging Press Organisation (IPPO) commented: *'A unique Award. Not just design, not just innovation, but with a strong focus on effectiveness, which is what packaging is all about. The method of judging is unique.... extensive multi-continental, consumer research is combined with the views of a jury. As a result, winning an steel effectiveness award is something to be proud of. This award shows that the package has been recognised by both the consumer and professionals'*.

Winners in each of the 4 Award Categories were announced during the International Steel Packaging Effectiveness Award Ceremony, which took place during the 5th International Steel Packaging Congress, on 24th April 2008, during Interpack/ Düsseldorf.

THE WINNERS OF THE 3RD INTERNATIONAL STEEL PACKAGING EFFECTIVENESS AWARD

BEVERAGE

POKKA AROMAX ESPRESSO COFFEE

The Pokka Aromax Espresso Coffee can, developed by the Daiwa Can Company is a 3-piece resealable steel bottle can. It has the advantage of being light and portable, easily recyclable and non-breakable. It can be gravure printed & in most cases, current 3P filling facilities can be used. It has a wide opening and is thus easy to drink from.

Appreciation by the Jury :

'This is a really innovative little reclosable bottle....so simple to use, so easy to open and reclose...it quickly became the jury's favourite.'

FOOD

NESCAU CAPPUCCINO

To target the younger generations, CBL (Companhia Brasileira de Latas) developed this expanded steel can with ergonomic shape and quality lithography, replacing the traditional paper label. The packaging has a better finish and a modern shape, giving the product a modern identity.

Appreciation by the Jury :

'Highly recommended in the consumer panel, this modern, ergonomic shape is a delight to hold in the hand. The combination of bright lithography and shape makes it very appealing.'

PROMOTIONAL & GIFTWARE

JACK DANIELS

This original Jack Daniels packaging was developed using innovative, mesh technology by Crown Speciality allowing full printing decoration, embossing and uncompromised strength. The elegant container, which allows the bottle to show through, is a collector and gift item, which rewards the consumer and develops brand loyalty.

Appreciation by the Jury :

'Simple is beautiful! The minimalist design and use of one material communicates high quality. It's so modern, you can see the bottle through the perforations.'

GENERAL LINE

TOTAL CUPRINOL

The Total Cuprinol rectangular shaped packaging was developed by Impress Metal Packaging using the Impress "lever Lid". The product is available in both 2.5 litres and 4 litres sizes. The packaging has the advantage of allowing the consumer to carry, pour, and paint directly from the tin.

Appreciation by the Jury :

'It's a hand solution, allowing the consumer to carry, pour and paint directly from the can.'

Runners up

BEVERAGE

Second Prize : COORS CARLING BEER

Coors Brewers in the UK wanted to adapt the special thermochromic inks for use on the steel cans used for Carling. The Coors Carling Can, produced by Ball Packaging Europe, is the first steel can using thermochromic inks. A miniature can is printed on the can, and when the consumer cools the can, the can turns blue indicating that the drink has reached its perfect temperature. The thermochromic effect is achieved by adding special pigments to the printing inks whose colours change as the temperature changes. After absorbing a certain amount of coldness, the structure of the pigment reversibly changes in such a way that it absorbs and emits light at a different wavelength than at higher temperatures.

Appreciation by the Jury :

'This is unique....it's the first steel can using thermochromic ink technology and it shows promise for the future. The miniature blue can 'communicates' with the consumer.'

Third Prize : FRUISS ‘SANS SUCRE’ SYRUP

Following the trend towards health and nutritional content, Routin developed a range of syrup cans called “Fruiss”, a concentrated drink containing no sugar, aspartame or sorbitol. To reflect the ‘light’ nature of the product, Massilly produced an elegant, shaped, 600 ml three-piece tinplate ‘slim’ can with plastic closure, with litho printed finish.

Appreciation by the Jury :

‘It’s the eye-catching and elegant shape which makes it a winner. It creates a ‘slim’ image on the shelves.’

FOOD

Second Prize : LEITE NINHO POWDERED MILK

Nestlé decided to launch a promotional package for Leite Ninho, to resemble a traditional milk jug used on farms. The new expanded steel package developed by CBL (Companhia Brasileira de Latas) has fun, colourful lithography to appeal to children.

Appreciation by the Jury :

‘This shaped can resembling a traditional milk jug has it all....a fun design, it’s easy to open, is reclosable, easy to carry and is reusable.’

Third Prize : SCHWARTAU PRESERVE

Food manufacturer Schwartau was marketing a premium range of 440g jam preserves in highly decorated steel cans with a steel easy open end. To optimise the convenience of this packaging, a Crown PeelSeam™ was applied, together with a metal lugged overclosure. The overall image was improved whilst retaining the highly decorated designs of this range of preserves.

Appreciation by the Jury :

‘Today consumers are looking for convenience...the easy peel and re-closable lid with colourful graphics makes this a highly attractive solution.’

PROMOTIONAL & GIFTWARE

Second Prize : TRIBUTE LONGJING TEA

Decorative square outer packaging for Tribute Longjing Tea, developed by Hangzhou Cofco Packaging Co., Ltd containing 4 small tins for different varieties of tea. The elegant, eye-catching design has rich colours to increase shelf awareness, and gives nobleness to the “Tribute Longjing Tea” within the traditional culture of China. The main design comprises 2 dragons flying circumambient within the characters (longjing) and the signet of Qianlong (King of Qing Dynasty). The background colours include yellow, purple, red and green, representing ‘nobility’, ‘rich’, ‘festive’ and ‘longevity’. The yellow in the centre represents the noble quality of the best “Tribute Longjing Tea”.

Appreciation by the Jury :

‘This packaging has a superb finish. The rich colours of the design represent the noble, premium quality of the product. It’s a true gift.’

Third Prize : VEUVE CLICQUOT CELLAR BOX

The aim was to develop a gift box for Veuve Clicquot Ponsardin champagnes (Rare Vintage Rosé 1985 and Rare Vintage 1988) by creating a gift set reusable as a “cellar box” or “design object”. The Cellar Box, developed by Virojangler, is a stunning high-tech steel case which attracts attention on the shelves and adds to the premium aspect of the product. The ingenious wave shape makes it easy to stack the boxes—three boxes form a pyramid.

The use of tinplate and inner foam protect the bottle of champagne from shocks, light and temperature variations that could damage the wine.

Appreciation by the Jury :

'This ingenious 'wave shaped' packaging is both fashionable and multifunctional. It presents the brand well, is an attractive gift packaging, offers a practical means of storage and keeps the product cool.'

GENERAL LINE

Second Prize : SKF HOLOGRAPHIC CAN

The new packaging developed by Crown Speciality Packaging offers protection against counterfeiting through a unique hologram design at the bottom of the can using Protact® Holographic incorporating the SKF company logo. In the world fight against counterfeiting, illegally making copies of valuable cans, Protact Holographic™ has proven to be a new important weapon. SKF discovered that illegal copies had been made of its cans for high performance grease. Inferior lower grade grease was being substituted and this was having a detrimental effect upon its sales and reputation as well as proving a potentially costly, even dangerous, problem for those who bought the sub-standard grease. The holographic design incorporating the SKF logo provides a unique, distinguishing feature for the SKF can.

Appreciation by the Jury :

'A fine example of effective protection against counterfeiting. The unique holographic design at the base of the can guarantees brand integrity.'

Third Prize : JOTUN PAINT CAN

New 750 ml shaped tin developed by Impress Metal Packaging. The distinctive waist to the tin is particularly attractive and makes it really stand out on the shelves.

Appreciation by the Jury :

'Eye-catching and elegantly shaped, it commands attention on the shelves, shaped containers being so rare in the paint segment.'

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