

BW
CONFIDENTIAL

Special Edition

ADF PCD PLD

INNOVATION
AWARDS 2022



Rewarding Innovation

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Here we are once again, to celebrate packaging innovation in beauty, premium drinks and aerosols.

The Innovation Awards hosted by Paris Packaging Week announced its winners back in February this year.

We know how important, and how much hard work, were put into not only these entries, but the packs and products themselves. That's why, just like every other year, we will host the official Innovation Awards ceremonies at the event, to share and celebrate brands and suppliers and their award-winning packs.

In 2021, we received **180 entries** across **27 categories**. This is testament to how the industry is constantly innovating and moving towards more sustainable practices. All entries were judged by three independent juries made up of packaging experts, journalists and professionals from the most influential brands in their industries. The end result? **27 products received an award and 31 received certificates**.

In addition to the live award ceremonies, what is new to Paris Packaging Week 2022, is our Innovation Awards Trends gallery. This gallery showcases **five key trends** that emerged from the competition, accompanied by a selection of the winning packs that embody these trends.

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Christelle Anya
Content and Community Director
Paris Packaging Week



Mar Martinez
Marketing Executive
Paris Packaging Week

Don't miss the Innovation Awards ceremonies

PCD Innovation Awards Ceremony:
29 June at 3.45pm - PCD Talks stage

Keynote: Franck Marilly, President and CEO, Shiseido EMEA

ADF Innovation Awards Ceremony:
30 June at 11:30am - ADF Talks stage

Keynote: Alain D'Haese, General Secretary, FEA (European Aerosol Federation)

PLD Innovation Awards Ceremony:
30 June at 1:30pm - PLD Talks stage

Keynote: Sandrine Sommer, Chief Sustainability Officer, Moët Hennessy

Acknowledgements

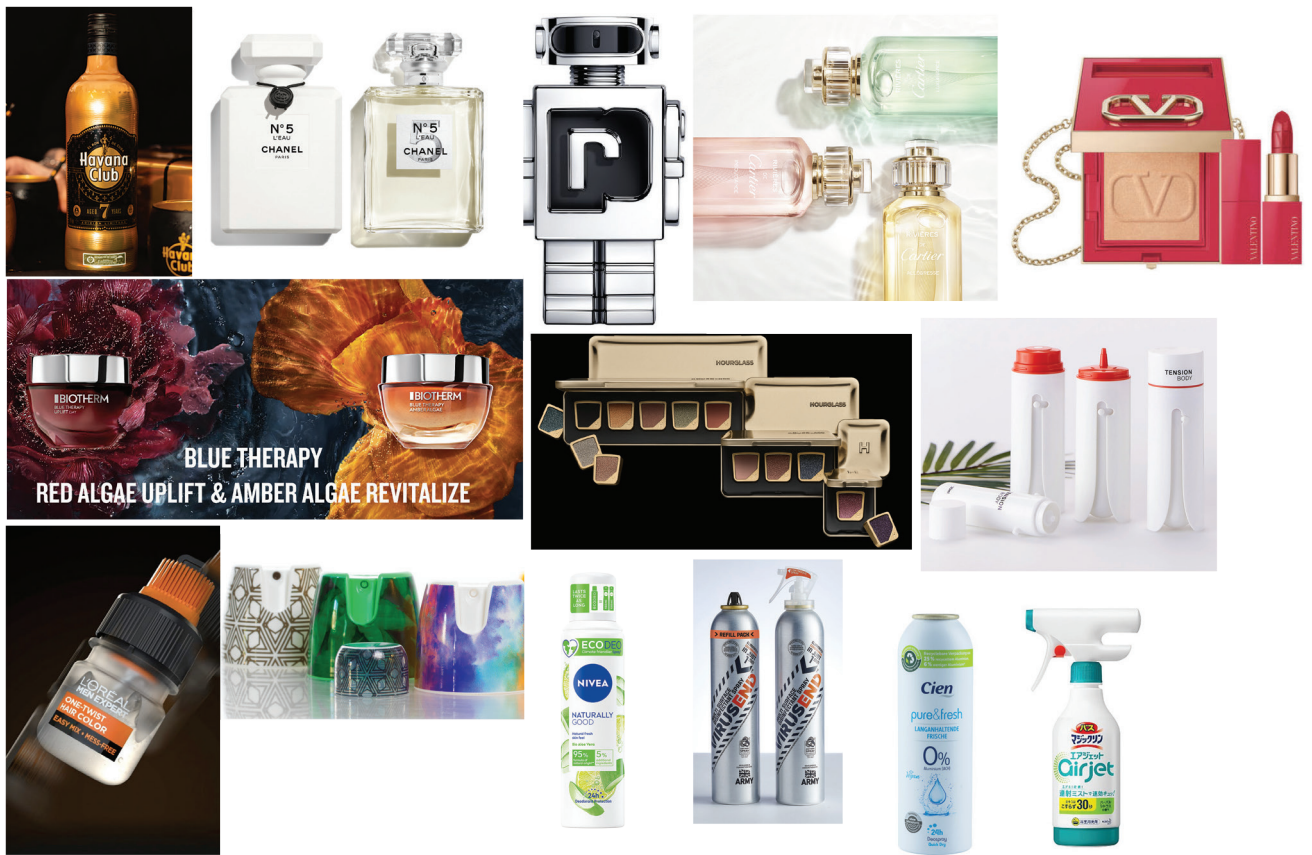


For the ADF&PCD Awards Trophies



For the PLD Innovation Awards Trophies

Suzannah Leigh, Creative Design Manager, Easyfairs for the certificates



Creativity to the fore

The ADF&PCD and PLD Innovation Awards highlight the creativity of the beauty, aerosols and premium drinks industries, while illustrating key trends in the market

The ADF&PCD and PLD Innovation Awards are an annual celebration of the world's best innovations across perfume, cosmetics, personal care, premium drinks, aerosols and dispensing systems.

The most prestigious innovation awards in their markets, the ADF&PCD and PLD Innovation Awards are judged by senior packaging experts at the most influential brands in the world. They encourage the industry to push the boundaries when it comes to creativity and new technology.

Every year, suppliers, design agencies and brands enter the Innovation Awards to showcase the most innovative products launched in European and international markets. The year 2022 marked the 17th edition of the PCD Innovation Awards, the 15th edition of the ADF Innovation Awards and the 2nd edition of the PLD Innovation Awards.

Judges look for packs that demonstrate true innovation in areas such as: technical innovation, design, consumer experience, excellence in production, and of course

sustainability—an increasingly determining factor in packaging development.

After being divided into specific categories, products are ranked anonymously. Members of the jury, which include experts from L'Oréal, Beiersdorf and Pernod Ricard, just to name a few, then meet to feel, use and assess each product and pack.

Once the packaging experts have voted, the most outstanding products and packs are presented with either an award or a certificate, depending on their overall scores in the voting process. The 2022 edition saw 180 entries, and the jury voted for 27 awards and 31 certificates.

Looking ahead, entries for the ADF, PCD and PLD Innovation Awards 2023 will be open and accepted from 12 September 2022 to 14 November 2023 for products launched between November 2021 and December 2022.

Key trends from the Awards

1

Monomaterials. Reducing multiple materials in packaging is a key feature of innovation and was present across the Innovation Awards. Key examples include REN Clean Skincare's Eco-Smart Aluminium Sample Tube, which comes in 100% recycled aluminium and avoids the traditional plastic screw cap; the Collector Box for Chanel N°5, which is made of 100% vegetal pulp; the 3cc One Material Pump from Yonwoo, which is made from polyolefins (PP/PE) which are 100% recyclable, and Le Petit Baroudeur's Bio'teille, which uses mono-material plastic.

2

Reduce. Limiting the production of waste and reducing the use of raw materials is a key consideration for packagers and is driving innovation in the sector. This trend can be seen in Rivières de Cartier, which comes in a lighter bottle made of PCR glass and a smaller outer pack. In skincare, Biotherm's Cera Repair 50ml contains 40% recycled glass and has a light-weighted cap made of 100% PCR. Cien's pure&fresh Deodorant from Tubex also has a reduced weight.

3

Refills. Brands are increasingly developing refills to reduce the use of materials. This includes refilling through in-store refill stations or bulk packs, or by creating a container designed to be kept and refilled with lightweight and lower-impact inserts. Examples include Valentino Beauty's Go-Clutch + Minirosso; Hourglass Cosmetics' Curator Eyeshadow Refillable Palette, which provides an easy refill system, while allowing consumers to personalize a make-up palette; the Ecorefill—Caring Foam Soap from Nivea, whose refillable bottle is made of 100% recycled materials and whose refills come in a folding box with no plastic coating. Another standout product is Virusend from Pritchard Spray Technology, which aims to create the first aerosol refill that combines strong aesthetics and high-quality recyclable materials.

4

Personalization. Brands are looking to connect with consumers by giving them the opportunity to create their own unique item. The personalization trend continues to intensify and is particularly prevalent in the e-commerce channel. Examples include My Armani to Go, which allows consumers to choose the decoration on the compact, with lacquer, malachite, python or crystal options, and to choose the shade of the refill, or Miu Miu's Eaux à la Mode, which enables consumers to choose the case and cap of their fragrance. In the aerosol space, a highlight is the Digital Printing Technology from Coster Group, which offers greater variety in surface decoration and graphic effects on components' surfaces.

5

Customer experience. Brands are looking to push the envelope to deliver a customer experience that stands out. This includes connected products that provide consumers with rich content, such as Paco Rabanne's Phantom; multi-functional products that are convenient and easy to use, such as L'Oréal Paris' Men Expert One Twist Hair Color and Bath Magiclean Air Jet from the Kao Corporation, or the striking use of color and design to appeal to consumers' emotions such as the Havana Club 7 Golden Bottle Limited Edition from Pernod Ricard.

MAKE-UP - PREMIUM

CERTIFICATE
WINNER



My Armani To Go – L'Oréal

The main challenge of designing this pack was developing the easy-to-close refill.

Suppliers: Shyahsin (manufacturer), Seram (top producer)

CERTIFICATE
WINNER



Gucci Rouge de Beauté Brillant – Coty

The aim of this design was to develop a lipstick with a vintage inspiration. The pack has a high-definition print of an iconic Gucci pattern on the cap and a copy of the Gucci pattern on the base.

Supplier: Axilone

CERTIFICATE
WINNER



Go-Clutch + Minirosso by Valentino Beauty – L'Oréal

This is an ultra-luxury compact case for the new Valentino make-up line. The aim of the pack was not only to offer a two-in-one customizable and refillable product, but also to create a fashion accessory in line with the image of the Valentino brand.

Suppliers: Shyahsin

CERTIFICATE
WINNER



Good Vibes Mascara – trestique Special Recognition Award

This Good Vibes Mascara by Trestique was a favorite of the jury. It is a refillable mascara that features an eyelash curler incorporated into the hood.

Supplier: MYC Packaging Innovation

AWARD
WINNER

Curator Eyeshadow Refill/Curator Eyeshadow Refillable Palette – Hourglass Cosmetics

Eyeshadow refills and refillable palettes are not a new concept in the beauty industry. But Hourglass set out to modernize the refill experience in a disruptive way. The aim of the system was to be functional and easy to use. The concept was based on the idea of curating and personalizing a palette to suit individual tastes.

Suppliers HCT Packaging



AWARD
WINNER

YSL RPC & RVS Holiday 21 – L'Oréal

Each part of this design is unique as the decoration pattern is completely random. As the surface to be decorated is in aluminium, the designers had to ensure a perfect adhesion with the substrate, while keeping the desired aesthetic effect.

Supplier: Axilone (for RPC format - square lipstick), Thaihoover (for RVS format - round lipstick)



MAKE-UP - MASS MARKET

CERTIFICATE
WINNER



L'Oréal Paris Balm Noir Mascara – L'Oréal

This is a luxurious plastic mascara bottle with a thick bottom that is fully transparent to optimize the bulk shade perception by customers. L'Oréal unveiled a brand new formula mixing healthy make-up with a high-performance applicator.

Suppliers: ADOP (mold maker), Geka (bottle supplier), SIMP (brush supplier)

PERSONAL CARE

CERTIFICATE
WINNER



Doypack Mono PE – Haircare Elseve – L'Oréal Paris

L'Oréal approached this project with the objective of firstly reducing plastic use and then converting it to recyclable packaging for a pouch. The new flexible pouch saves over 75% plastic consumption over a rigid container, and is designed to be recycled thanks to its mono-material composition.

Suppliers: AMCOR, Arcade Beauty, IMA Lilapack

AWARD
WINNER



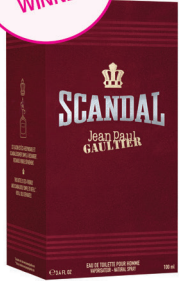
One Twist Hair Color L'Oréal Paris Men Expert – L'Oréal

The design has been improved especially for the tightness between the developer and the hair dye by using two sealing skirts. The shape of the brush has been designed for men's hair.

Suppliers: Somater Plastuni, Menshen

MEN'S FRAGRANCES

CERTIFICATE
WINNER



Jean Paul Gaultier – Scandal Pour Homme Eau de Toilette – PUIG

The Scandal Pour Homme bottle needed to be refillable and have a specific design related to the world of boxing. The objective was to adapt an existing screw neck with a screwable pump for a new masterbrand product, while remaining in line with budget and timing constraints.

Suppliers: Pochet du Courval, Brosse (glass), TNT, Meiyume (cap), Silgan (pump). GPack, Wauters, Leca, Flock1 (secondary packaging)

CERTIFICATE
WINNER



Kenzo Homme Eau de Toilette Intense – LVMH Fragrance Brands

The aim of this pack was to be the first premium perfume with the most eco-designed choice of raw materials. The cap contains 30% of PCR plastic.

Suppliers: Bormioli Luigi (bottle), Qualipac (cap), DS Smith

CERTIFICATE
WINNER



Ralph's Club – L'Oréal

To capture the essence of Ralph's Club, the designers created a bottle that aims to share the modernity and unconventional elegance of the scent itself. The bottle is masculine, with cool gunmetal touches and dark smoky glass.

Suppliers: CMSI (hinge cap), BormioliLuigi (glass), Silgan (pump)

AWARD
WINNER



Paco Rabanne Phantom EDT – PUIG

The initial brief was a robot and its universe. Given the important eco-design aspect at Puig, this product was created to include a refillable version. Phantom is also the first connected perfume product, allowing consumers to find out more about the fragrance, its story and the brand.

Suppliers: Pochet, VPI, Silgan

WOMEN'S FRAGRANCES

CERTIFICATE
WINNER



Bvlgari Allegra Spettacolare – Bvlgari Parfums

Spettacolare is the new launch in the Bvlgari Allegra collection. The bottle is an interpretation of jewel masterpieces. For this collection, the use of glass and sustainable carboards was maximized.

Supplier: Verescence

CERTIFICATE
WINNER

Miu Miu Eaux à la Mode – Coty

This creation involved meticulous work to mimic Miu Miu's high-quality fabric. It ensures a perfect rendition of debossing and silk-screening patterns and achieves a precise color consistency in the printing process.

Suppliers: Pochet (glass), Tesem (cap & collar), Axilone/Seram (cases)



AWARD
WINNER



Paris-Édimbourg Les Eaux – Eau de Toilette – Chanel

This product features an innovative material which has sensory properties, a singular sound and is very close to the cap historically used in the Les Eaux de Chanel range. Innovation and environment are in the spotlight, with the introduction of FSC wood in the inner layer and bio-based materials requiring rigorous injection parameters, a real technological challenge taken up by VPI, a partner of Chanel.

Suppliers: VPI (Faiveley Plast), Sulapac

AWARD
WINNER



Rivières – Cartier

In designing three refillable bottles and a lighter bottle made of PCR glass, Cartier is consciously limiting its carbon footprint. With the same environmental objective in mind, Cartier's cardboard packaging, obtained from sustainably managed forests, is made from one single piece of cardboard and is now smaller in size.

Suppliers: Bormioli Luigi (glass), Qualipac (cap), Aptar (pump)

AWARD
WINNER



Les Extraits – Louis Vuitton – LVMH

On receipt of architect Frank Gehry's model, the challenge was to respect the artist's work without compromising on the shape of the bonnet. The jury appreciated the challenges of this design and the focus on high-quality materials. As the bottle can be refilled, it means that the highly valued hood can be preserved.

Supplier: Silgan, Pusterla and Pivaudran

SKINCARE - MASS MARKET

CERTIFICATE
WINNER



Paper Bottle Lipikar La Roche Posay – L'Oréal

The aim of this pack was to transform plastic bottles into paper bottles to reduce the environmental impact of the packaging. This was achieved by designing a thin layer paper bottle with recycled plastic, which keeps the functionality for consumers and integrity of the formula.

Suppliers: Paboco (bottle), Aptar (pump), Reynders (label)

CERTIFICATE
WINNER



L'Oréal Paris Men Expert 50ml Wiko Restage – L'Oréal

L'Oréal has provided a cylinder bottle that meets the ergonomic requirements of consumers, with the pump embedded in the bottle. The damping lock pump conveys a premium look and is comfortable to use.

Suppliers: Aptar, Albea

CERTIFICATE
WINNER



L'Oréal Paris Ampoule in Cream pump jar 50ml – L'Oréal

This pack was designed to fill a gap in the market of square airless jars. The product is eco-friendly as it has a full plastic structure pump system.

Supplier: Aptar

AWARD
WINNER



Soothing Skin Recovery Cream Tolerance Control – Pierre Fabre

This gem of technology has succeeded in the feat of miniaturizing sterile cosmetics in a small 40ml format, which is ultra-practical and suited to the use of a facial treatment. This new anti-contamination pump without return air guarantees the highest level of tolerance and safety for pure formulas with 0% preservatives.

Supplier: Berry

SKINCARE - PREMIUM



Biotherm Cera Repair 50ml – L'Oréal

Biotherm has made a strong environmental commitment in the renovation of its iconic jar. The packaging was required to respect the environment, as much as possible and so contains 40% of recycled glass. The cap is light weighted and made of 100% PCR plastic.

Suppliers: Texen (cap), Gerresheimer (jar)



Pure Gold Radiance Cream – La Prairie Group AG – Beiersdorf

One of the major issues for this pack was to respond to environmental concerns, while maintaining a luxurious appearance and a graceful application gesture. For this purpose, refillable packaging was developed, consisting of a solid outer case and a glass inner part.

Suppliers: Seidel (aluminium & assembling), TNT Global Manufacturing (jar disc), Heinz Glas (glass)



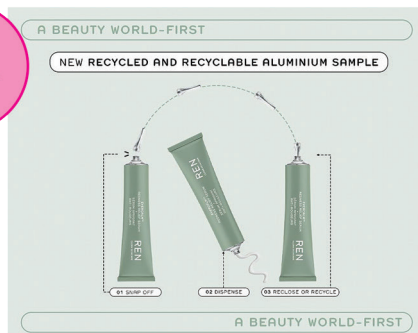
Lancôme Absolue Serum 30ml – L'Oréal

Lancôme has designed a refillable bottle that still conveys the premiumness of a high-end brand. The jury particularly appreciated the combination of an attractive object with



eco design. It was highlighted for its technical execution in the area of ergonomics and the fact that it is refillable.

Suppliers: Verescence (bottle), Seidel (cap), Silgan (pump, collar)



Eco-Smart Aluminium Sample Tube – REN Clean Skincare

The Eco Smart Aluminium Sample Tube provides a more premium sampling experience for consumers in a creative way thanks to a smart, break off re-closable nozzle solution. This pack has helped bring a solution to the issues generated by sampling, namely of finding an eco-smart alternative. The pack was designed using recyclable material in a format that is easy to recycle in various waste streams.

Supplier: Tubex

LIMITED EDITION PACK

CERTIFICATE
WINNER



The Ritual of Advent Village – Rituals Cosmetics B.V.

The technical innovation lies in the combination of the individually sized products with the window patched multiple-sized secondary packaging. This increases brand awareness and reflects the special Christmas atmosphere.

Suppliers: Van Genechten Packaging (folding carton), Vetipak (co-packing)

AWARD
WINNER



Collector Box for N°5 – Chanel

The brief was to create a second-skin for Chanel's 100ml N°5 fragrance. It did so by using a vegetal pulp. The box has a clean shape and there was no compromise on the protection of the glass bottle.

Supplier: Golden Arrow

AWARD
WINNER

Calendar for N°5 – Chanel

Chanel celebrated the 100-year anniversary of Chanel N°5 fragrance, by launching its first advent calendar. It claims to be the first advent calendar made from pulp, and the format is atypical for this type of material—to date it has been used for platforms and packs adjusted to bottle shapes.

Supplier: Knoll Packaging



AWARD
WINNER



Chanel N°5 Parfum Baccarat 2021ml – Chanel

The Chanel N°5 Parfum Baccarat Grand Extrait is the most precious interpretation of N°5, housed in a monumental 2021ml bottle, which is crafted out of Baccarat crystal.

Supplier: Noirligne

PERSONAL CARE

CERTIFICATE
WINNER



Ecodeo Climate friendlier spray - Nivea - Beiersdorf

The "Ecodeo" format uses a patented valve technology from Salvalco. This enables propane and butane to be replaced with nitrogen, which is environmentally friendly, without sacrificing the aerosol spray performance.

Suppliers: Colep, Salvalco, Ball

CERTIFICATE
WINNER



Tension Body - Yonwoo

Tension Body is an airless packaging that can dispense formula by pushing the outer bottle inward, rather than pressing on the actuator as with a typical pack.

Supplier: Yonwoo

CERTIFICATE
WINNER



Cien pure&fresh Deodorant (male & female) - TUBEX GmbH

The brand Cien wanted to include the latest sustainable solutions available in an aerosol can. The can has a reduced weight and incorporates PCR, sustainable lacquers, varnishes and inks.

Supplier: Tubex GmbH

AWARD
WINNER



Ecorefill Caring Foam Soap - Refill Reuse Reduce - Beiersdorf

This refillable bottle is made of 100% recycled material. Nivea chose a transparent material for the bottle to make it easier for consumers to fill the exact amount of water to dissolve the tablet. A screw-on pump dispenses the foam. The packaging for the refills comes in a folding box with no plastic coating.

Supplier: Edelman

HOUSEHOLD

CERTIFICATE
WINNER



Bath Magiclean Air Jet - Kao

The objective of this design was to make cleaning the bath easy. The company developed a new trigger sprayer which can be used to easily and evenly apply the product to the entire bathtub. The requirement was to develop a trigger sprayer with a structure and shape that can be discharged continuously by anyone.

Supplier: Yoshino Kogyosha

CERTIFICATE
WINNER



VIRUSEND - Pritchard Spray Technology Ltd

The brief for this product was to create the world's first aerosol refill pack. The packaging was designed to be visually attractive, while not compromising on the use of high-quality recyclable materials.

Supplier: N/A

AWARD
WINNER



Robijn Dry Wash Spray - Farmol

Robijn Dry Wash Spray is a Bag On Valve system. It consists of an aluminium can closed by a valve on which a flexible multiplayer film bag, containing the product to be dispensed, is affixed.

Supplier: Coster Technologies

INDUSTRIAL & TECHNICAL APPLICATION

AWARD
WINNER



BPA-NI – ArcelorMittal

ArcelorMittal is the first steel company to commercialise a Bisphenol-A Non-Intent (BPANI) pre-lacquered steel offer for the mountain cup, the main component of the aerosol valve. This new solution has overall similar in-use performance compared to existing epoxy-based products, in terms of formability and chemical resistance. It is also flexible for manufacturing and ensures a high level of protection against the risk of corrosion by the contents of the aerosol.

Suppliers: ArcelorMittal, Aptar, Lindal, Euscher and Thomas

ADF SUSTAINABLE INNOVATION

AWARD
WINNER



3cc One Material Pump – Yonwoo

The designers of this pump wanted to create a 100% sustainable dispenser. All the components used for are made from polyolefin (PP/PE) only. It is also 100% recyclable and easy to separate for recycling.

Suppliers: Yonwoo

CONCEPT OF THE YEAR

CERTIFICATE
WINNER



Flairosol - AFA Dispensing

The Flairosol System is a spray technology for liquid dispensing that looks to combine sustainability with personal indulgence in the personal-care market.

Supplier: AFA Dispensing Technologies

CERTIFICATE
WINNER



Auto Loading Eco Dropper - Yonwoo

All the components that were used for this new dispenser are made from polyolefin (PP/PE) only. It is now 100% recyclable and easy to separate for recycling.

Supplier: Yonwoo

CERTIFICATE
WINNER



Digital Printing Technology - Coster Group

With a smart technology and a brand-new in-house digital printing machine, Coster is now able to offer decorated surfaces and graphic effects on surfaces of components.

Supplier: Coster Group

CERTIFICATE
WINNER



XTrem pump - PRP Creation

The XTrem pump is a 100% PP pump with no metal, unlike traditional pumps available on the cosmetics market. This all-plastic pump can be easily recycled in a single recycling channel, giving new life to plastic.

Supplier: CTL Packaging

AWARD
WINNER



PURE Overvarnish – Tubex GmbH

This can shows the latest development in over varnish. So far, standard over varnishes are based on polyester, which originates from mineral oil. Water-based over varnish has 10% of conventional solvents. For the first time, this over varnish has a small amount of biodegradable solvents.

Supplier: Tubex GmbH

SPIRITS & LIQUORS - PREMIUM & LUXURY

CERTIFICATE
WINNER



Fontagard Single Malt - Les Frenchy

The designers sought to create a design different to what is on the market through the glass and color. The idea was to pay homage to the brand's history. The brand's symbol is a statue of a chimera that stands at the entrance of the distillery's cellars, which according to legend, has protected the cellars since they were created. The designers decided to use this statue as the brand's logo.

Suppliers: Estal (glass), MCC Label (printing)

CERTIFICATE
WINNER



Isle of Raasay Single Malt Whisky - Stoelzle Glass Group

Stranger & Stranger worked with glass manufacturers Stoelzle Flaconnage to create this bottle. The design process was inspired by three key themes: A sense of place, the island of Raasay's surroundings, and its modern island distillery.

Supplier: Stoelzle Glass Group

AWARD
WINNER



Melifera – I. Distilling&co

A special bottle for a special legend and for a premium spirit. The designers wanted to imagine a bottle that told the story of Melifera, and at the same time captured the delicacy of the immortelle flower distilled in the gin. Both research and storytelling were essential to come up the shape and the concept of the glassware.

Supplier: Carbon Decor

AWARD
WINNER



XO – End of year 2021/2022 – Rémy Martin (Groupe Rémy Cointreau)

The designers met the initial brief thanks to the use of polychrome chromatography on the carafe and the use of a 100% cardboard cushioning and closure system for the box.

Supplier: Bernadet

SPIRITS & LIQUORS - MASS MARKET

CERTIFICATE
WINNER



Rhum Clément – Cuvée Canne Bleue 2021 – Sleeve International

Sleeve managed came up with a sparkling colorful, creation, by mixing several products resulting in a striking and appealing bottle. The Metafest product brings a sophisticated and colored metallic shininess, while the Skinsense product enables the creation of texture and the visual effect of sequins and sparkles.

Suppliers: Sleeve International

AWARD
WINNER



Havana Club 7 – Golden Bottle – Limited Edition – Pernod Ricard

The Havana Club 7 Golden bottle was designed to provide visibility in the on and off-trade and to boost desirability among Havana Club's target consumers. The pack's golden sleeve adds a bold signature color making it stand out during the festive season.

Suppliers: CCL International

SPARKLING WINES AND CHAMPAGNE

CERTIFICATE
WINNER



Folding Box Champagne de Sousa "Cuvée des Caudalies", INAPA premium packaging

The mastery of this project lies with the choice of this eco-responsible paper from the latest innovations in upcycling. A creative paper is available in low grammage for the label, but also in higher grammages, thereby perfectly adapting to the needs of premium packaging.

Supplier: Favini

PRESENTATION PACK

AWARD
WINNER



Lighted Label – Perrier Jouët – DAPY PARIS

The aim of this design was to create a new sustainable and recyclable lighted label that could match the new Pernod Ricard Sustainability guidelines. With this new construction, Pernod Ricard is now able to deliver the goods directly to its markets without having to go through co-packing. This way, the end users are able to reuse the label on different bottles during the same night and be able to maximize the impact of the lighted label.

Supplier: Dapy Paris

SUSTAINABLE INNOVATION

AWARD
WINNER



Bio'teille – Le Petit Baroudeur

The objective of this pack was to develop a new innovative wine bottle based on a cross between the authentic shapes of the traditional wine bottle and the capacity techniques of the bag-in-box, while exploiting the innovations of mono-material plastics, compatible with recycling channels.

Supplier: The Flexible Packaging Company

E-COMMERCE

CERTIFICATE
WINNER



Martini non alcoholic bi-pack for e-commerce – Martini & Rossi S.p.A

The intention of this design was to convert a regular parcel unpacking into a brand immersion experience, changing the e-commerce purchasing approach. To do this, the designers developed specific premium gift packs with a full inside printing, including all Martini non-alcoholic brand visual identity.

Suppliers: N/A

AWARD
WINNER



Daisy Gin – Sustainable Kit – MPO

To sublimate its product, Daisy Gin called upon MPO to create a sustainable packaging, reflecting its values. The idea was simple: to design a 100% cardboard packaging, which could be recycled, and which guaranteed the protection of the products and their transport.

Suppliers: N/A

AWARD
WINNER



Havana Club Party Pack – Pernod Ricard

The initial brief was to build a pack that could be ordered online easily and that would, once it arrives, provide consumers with everything they need for a night with friends. The designers insisted on having a box that would be evocative for Gen Z and that could pick up on street culture references.

Supplier: Smurfit Kappa

PACKAGING RE-DESIGN

AWARD
WINNER



Hilltop and Hilltop Premium Wines – Hilltop Neszmeély Winery

On Hilltop's renewed labels the designers introduced this flavour circle in a clearer, more memorable form. The aroma maps on the labels help even novice wine consumers find their way around the varieties and wines, making it easier for them to choose.

Suppliers: Bona Labels, Varga Nyomda

CERTIFICATE
WINNER



Obsédé du Cru – Mas D'Arcay

The label of this wine bottle is sober, featuring only the word "Obsessed" above a hilly landscape. At the right of the label is a wax bucket. When the bucket is pulled and gently peeled off, the second label is revealed.

Supplier: Autajon

STILL WINE



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