

Entry Name: AROMEL TATTOO EDT
Entry Number: 0151/HB
Company: ORHAN IRMAK TASARIM
Country: Turkey
National Competition: Turkey, Crescent and Stars for Packaging
Types: Consumer

Email: orhan@orhanirmak.com
 Web: www.orhanirmak.com

Tattoo designs aim at providing a surprise for young consumers. As part of the surprise, young girls' rooms are carried into the package hidden underneath the lid of the box. There is a surprising visual in each package that is reflecting the mood and the room of a young girl. The visual is integrated to the packaging structure with a special die line and special folding technique. With the use of metallic paper, a mirror is integrated to the visual. The ribbon outside the box enhances the surprise concept.



Entry Name: Biore Perfect UV
Entry Number: 0030/HB
Company: Kao Corporation
Country: Japan
National Competition: Japan, Japan Good Packaging
Types: Consumer

Email: okuno.t@kao.co.jp
 Web: <http://www.kao.com/jp/>

We developed the new packaging with a shrink film and paperboard. This packaging realised reduction of both 90% of plastic weight and 65% of CO2 emission compared with blister packaging. The glossy appearance wrapped with shrink film stands out the products' total shape. It consists of a simple structure with only shrink film and paperboard. It satisfies the needs for an eco-friendly product and achieved a great amount of reduction of plastic weight and CO2 emission.



Entry Name: EGEO CHOC O BOTICARIO
Entry Number: 0316/HB
Company: KOMM:: DESIGN STRATEGY
Country: Brazil
National Competition: Brazil, Premio Abre Design e Embalagem / ABRE
Types: Consumer

Email: rebeca@komm.com.br
Web: www.komm.com.br

The fun, sinful indulgence of chocolate is translated by the packaging with elegance and intense appetite appeal. A melting chocolate image awakens a subliminal message in the consumer's mind. The packaging brings a real life experience of melted chocolate on the outside canister through texture, emboss and color combinations quite common for chocolate packaging, but not as much as for perfumes. Sales results confirmed that 9 in 10 people love chocolate since consumer's have repeatedly stated that they have bought egeo choc for the flavor they sensed through the packaging.



Entry Name: GATSBY POWDER DEODORANT SPRAY
Entry Number: 0044/HB
Company: ABLE DESIGN PLANNING CO., LTD.
Country: Japan
National Competition: Japan, Japan Good Packaging
Types: Consumer

Email: design@able-d.com
Web: <http://www.able-d.com>

Offers simplicity and casualness on the visual. Smartness through the lock system on the button that prevents the button being pushed and sprayed when carrying the product in a bag. The visual of this deodorant combines colored stripes and dots in a simple and casual harmony. Added with a can with matte finish, the user can feel the dryness, the freshness and the powder contained in the product by touching the can. Turning the concave part of the cap, after a click sound, the button can be turned on/off, activating it only at the moment of use.



Entry Name: L'bel 1200°C
Entry Number: 0109/HB
Company: COMPAÑÍA VIDRIERA S.A DE C.V
Country: Mexico
National Competition: Mexico, Envase Estelar (AMEE)
Types: Consumer

Email: extdniet@vitro.com
Web: www.vitro.com

The high complexity in terms of glass distribution with irregular shape and bottom as its off centre finish as well, great care in the perfect assembling of its components. In combination with the color of its gradient textured spray, achieves the concept looked for by the designer trying to evoke the energy of the extreme heat and the intensity of the lava of a volcano.



Entry Name: Pampers Kandoo 'Corner Buddy' Hand Soap
Entry Number: 0265/HB
Company: Berlin Packaging
Country: USA
National Competition: United States of America, National Association of Container
Dist. Pack
Types: Consumer

Email: jmoles@sspr.com
Web: www.berlinpackaging.com

This custom-moulded frog-shaped hand soap package has a unique 90-degree back that fits snugly in tub or sink corners to restrict lateral movement, enabling use by children without care giver assistance. The distinctive angled back solves a problem with conventional hand soap containers discovered during design research: they move on flat surfaces, preventing children from dispensing soap by themselves. The 90-degree back eliminates movement in corners, while the larger footprint compared to the outgoing package adds stability elsewhere for do-it-yourself use.



Entry Name: POLA WHITE SHOT QL
Entry Number: 0236/HB
Company: POLA CHEMICAL INDUSTRIES, INC.
Country: Japan
National Competition: Japan, Japan Good Packaging
Types: Consumer

Email: contest@pola-design.jp
Web: <http://www.pola.co.jp>

Three bottles are supplied together with a single pump, allowing ongoing users to reduce the burden on natural resources by reusing the pump. This skin-lightening beauty serum was developed to provide users with quicker results than ever. Based on a comet motif, the sleek lines of the design represent speed and energy, and evoke the image of a serum that pinpoints blemishes promptly and precisely. The container, specially designed for ease of use, is shaped to fit snugly in the hand and resist slippage.



Entry Name: Presentation box for plastic surgery implant set
Entry Number: 0160/HB
Company: DECOBOX
Country: Turkey
National Competition: Turkey, TSE
Types: Other

Email: info@decobox-tr.com
Web: www.decobox-tr.com

Package designed for impressive presentation of plastic surgery implant set. Its unique combination of wood, paper, plastic, metal, PU, all components specially produced to ensure highest quality, solidity, and functionality. All over the box is covered with high tech durable imitation leather in pantone colors. Brushed steel pieces and brand name engraved metal injection connectors used over the MDF construction. Thermoformed and flocked polystyrene blisters hold the products in the separate boxes. This package satisfies the high expectations of the plastic surgery market about perfection and aesthetic, while providing long use life.



Entry Name: Square Twist Up "STU" Airless Bottle
Entry Number: 279/HB
Company: Fusion Packaging
Country: USA
National Competition: United States of America, AmeriStar
Types: Consumer

Email: jmoore@fusionpkg.com
Web: www.fusionpkg.com

Designed to include an innovative square twist up mechanism and pop up actuator. It eliminates the need for an overcap and prevents spills and leaks in its closed, locked position. STU, a Patent Pending design demonstrates an application of a new idea with its unique, square shape while incorporating a round inner bottle. The twist up aspect is especially unique as it reflects important new marketing strategies with the design of a locking mechanism to accommodate and ensure the square design was met, whether the actuator is extended or retracted.

