



▲ **GOLD AWARD - J&B TWISTER**

Company: MW Creative Ltd.
Country: UK

This pack provides the consumer with a fun to use casing and a secure system for bottle transportation. The pack was made using recycled board and has no plastic parts. It is ultimate in on-shelf impact as consumers can create their own fun designs. The pack sold 500,000 units worldwide. A unique packaging concept allowing the pack to rotate in 3 parts to provide a playful pack with a multitude of design options for the consumer to view.



▲ **SILVER AWARD - ICE PACK**

Company: DS Smith Polska SA
Country: Poland

Unique, functional (multipack + ice "friendly"), fits perfectly with the brands (Lech beer) DNA: sharing (=multipack) and provides the right conditions for product consumption: cold thanks to ability to store ice. Besides innovative approach to corrugated multipack by providing extra function ("ice box"), this type of packaging carries important marketing value: allows to stretch brand promise through functional packaging (and a bit unexpected).



▲ **BRONZE AWARD - PACKAGE FOR SUNFLOWER SEEDS**

Company: Ukrplastic
Country: Ukraine

Angular laser notch allows to open the package easily and to pour out sunflower seeds evenly. The design captures the buyer's attention to the product and creates the illusion of a nostalgic shift in time when such products in bags from old newspapers enjoyed success with the population 50 years of the last century.