



**WORLDSTAR
WINNER
2013-2014**

Beverages

64 Entries

45 winners

Entry Name: 600ml Powerade Sports Cap Bottle
Entry Number: 0316/B
Company: Coca-Cola Amatil
Country: Australia
National Competition: Australia, Australian Packaging Design Awards
Email: craig.walker@ccamatil.com
Website: www.ccamatil.com

The new Powerade bottle is the first bottle in the world to utilise Nitro Warmfill technology and does so without the use of a petaloid base. Other examples of nitro hot fill around the world are still heavy weight and require a petaloid base similar to a soft drink bottle..



Entry Name: 750ml Oude Meester Special Edition
Entry Number: 0301/B
Company: Glass Decorations
Country: South Africa
National Competition: South Africa, Gold Pack Awards
Email: info@glassdeco.co.za

An on-shelf point of difference is achieved by elegant, striking coating and decorating assimilation. Dual colours creating a visual stimulus, in combining Black Gloss with a glittering silver finish elegantly. 3 in-line complex coating and decorating processes, utilising an energy saving and environmentally friendly alternative to the normal market offerings



Entry Name: 8 x 0.5l cans in a horizontal position
Entry Number: 0268/B
Company: Smurfit Kappa Olomouc s.r.o
Country: Czech Republic
National Competition: Czech Republic, Obal roku
Email: radek.topiarz@smurfitkappa.cz
Website: www.smurfitkappa.com

This package is ideal for storing in the fridge. After shimming the lock on the bottom, which is part of the box, and tearing the front part and pulling out the can, the next cans shifts spontaneously from the back to the front of the box, thanks to the gravity.



Entry Name: Absolut Unique
Entry Number: 0274/B
Company: Ardagh MP West France SAS
Country: France
National Competition: United Kingdom, Beverage Innovation Awards at Interbev
Email: veronique.meleard@ardaghgroup.com
Website: www.ardaghgroup.com

Absolute Unique comprises four million individually decorated bottles with different colour combinations of coating and pattern and a unique label. Sublime artistry combines with technological precision through randomised colours and spray patterns to deliver a totally personalised and exclusively packaged product for consumers



Entry Name: Botánicos Gin Mare
Entry Number: 0104/B
Company: Durero Packaging, S.A.U.
Country: Spain
National Competition: Spain, Liderpack
Email: adiaz@durero.com
Website: www.luxurypackaging.co.uk

A collection of 4 tubes of gin, based in 4 Mediterranean flavors, each requiring their own case. The result is a pack with a dual slide opening with brake, which allows the exhibitor to place in certain establishments related to the world of gin. A clean and elegant image with a luminous vision creating a dynamic and transparent product.



Entry Name: Bottlepack
Entry Number: 084/B
Company: Cartonajes Font, S.A
Country: Spain
National Competition: Spain, Liderpack
Email: martina@cartonajesfont.com
Website: www.cartonajesfont.com

Packaging made entirely of corrugated cardboard for shipping wine bottles, champagne etc. The container is able to withstand a drop of up to 1.80 meters without breaking the bottle. Product patented by our company approved by ITENE with vertical impact tests freefall UNE 22248:84.



Entry Name: Buchanan's Red Seal
Entry Number: 0046/B
Company: MW Creative Ltd.
Country: UK
National Competition: United Kingdom, Starpack
Email: Lauren.wiles@luxurypackaging.co.uk
Website: www.luxurypackaging.co.uk

This pack incorporates presenting the gifts of the bottle, bookmark and glasses whilst telling the enchanting story of James Buchanan in a coffee table concept. Inside the pack, vintage style stitching, and foil blocking provide a refined feel. A package that allows the consumer to retain as a keepsake afterwards.



Entry Name: CAFÉTIQUE Coffee Liqueur
Entry Number: 0243/B
Company: Constantia Flexibles
Country: Austria
National Competition: Europe, EAFA Award, Alufoil Trophy
Email: sabine.rudolf@cflex.com
Website: www.cflex.com

It is a modern, 100% barrier portion pack with several high- end features such as- easy opening and serving - exact dosing without mess - 100% barrier properties - product preservation by primary packaging – a luxury product appearance of the entire package - first class optical effects.



Entry Name: CASA MADEIRA JUICE
Entry Number: 0168/B
Company: Casa Madeira Delicatessen
Country: Brazil
National Competition: ABRE Brazilian Packaging Award
Email: design@casavalduga.com.br
Website: www.casamadeira.com.br

Bottled grape juice became a commodity in Brazil due to the standard bottle. The challenge was to make visible to the consumer the top quality of this juice, without tasting. We developed a unique bottle integrating simplicity, sophistication and quality, increasing the perceived value and formally making it different from competitors



Entry Name: Castle Lite Cold Rush Easy Flow Beverage Can
Entry Number: 0205/B
Company: Nampak Bevcan
Country: South Africa
National Competition: South Africa, Gold Pack Awards
Email: Goldpack@ipsa.org.za
Website: www.nampak.com

This simple yet effective re-engineered wide mouth aperture creates packaging that enhances the brand's proposition of innovation and novelty. The flip-twist-and-easy-flow opening ritual adds an interaction and functionality for the consumer. This technology is the first in South Africa, and the first time used by South African Breweries internationally.



Entry Name: Cervesa de Nadal
Entry Number: 0105/B
Company: Gráficas Varias S.A.
Country: Spain
National Competition: Spain, Liderpack
Email: ventas@graficasvarias.com
Website: www.graficasvarias.com

Printed on cotton fiber paper. The design introduces a concept of laboratory annotation, a typeface that simulates handwriting. Printing combines offset printing and screen printing. The strip acts as a seal of guarantee, mechanically listed with an old numerator and black stamping. We go back in time and manage to convey an image of tradition that is never lost.



Entry Name: Champanheira Salton
Entry Number: 0047/B
Company: Ibema/FuturePack
Country: Brazil
National Competition: Brazil, Embanews
Email: fabiane@futurepack.com.br
Website: www.futurepack.com.br

This package, developed for a champagne is not a simple folding carton but also an ice bucket, it can be transformed by placing ice and letting the product achieve its desired consumption temperature. It can be reused to cool other products, maintaining the brand, Salton, from the consumers view.



Entry Name: Coconut water 100% canned in shape "Pearl Royal"
Entry Number: 0117/B
Company: Pearl Royal Co. Ltd.
Country: Thailand
National Competition: Asia, AsiaStar
Email: chalongnath@pearlroyal.com
Website: www.pearlroyal.com

An eye-catching and attractive designed package made from quality material with advanced technology to the biodegradable process - it is environmental-friendly. Exotic open, can be holding a coconut drink in one hand and easy to drink with a straw as well.



Entry Name: *combidome*
Entry Number: 0191/B
Company: SIG Combibloc
Country: Germany
National Competition: Deutscher Verpackungspreis/German Packaging Award
Email: daniela.breidenbach@sig.biz
Website: www.sig.biz

combidome combines the best features of a carton pack and a bottle. combidome offers all the advantages of an aseptic carton pack like light and air protection and security of nutrients and vitamins without preservatives. Due to its shape and smooth pouring, combidome is as easy to handle as a bottle



Entry Name: Cultural & Environmentally Friendly Packaging of “Wei”Liquor
Entry Number: 0226/B
Company: Shenzhen Cyzy Advertising Co. Ltd, Jianli Feng.
Country: China
National Competition: China, Packstar
Email: packstar@cepi-china.com
Website: www.onead.com.cn

It is not only the marketing packaging of the wine, but also the decorative lighting; so it can avoid waste and is beneficial for the protection of the environmental. Extract the natural and harmonious symbol of cracked ice, select the wood material, and adopt the hollowed-out workmanship too, from the particular structural style.



Entry Name: EFES PİLSEN 4 PCS BOTTLE PACKAGING WITH HANDLE
Entry Number: 0170/B
Company: Camiř Ambalaj Sanayi A.ř.
Country: Turkey
National Competition: Turkey, Crescent and Stars for Packaging
Email: eyapca@sisecam.com
Website: www.camisambalaj.com

This packaging is designed with the idea to expose and carry 4 beverage bottles. In order to prevent products to be taken one by one, flaps are locked on the upper part.



Entry Name: **Elegant Wine Box**
Entry Number: 0327/B
Company: Highcon Systems Ltd, Glossop Cartons (UK)
Country: Israel
National Competition: Israel, Israel Star
Email: ravit.levy@highcon.net
Website: www.highcon.net

It demonstrates clearly the creative flexibility of the digital cutting and creasing of the Highcon™ Euclid. The intricate cut-outs and design features of the box are unique to this revolutionary DART (Digital Adhesive Rule Technology) process, which eliminates the need for a die. The digital process enables speed to market, supply chain agility, design creativity and on demand corrections and changes, all of which translate into profitable short – medium run packages.



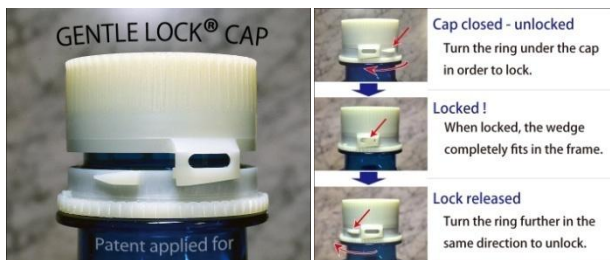
Entry Name: **Gatorade G Series Perform Sideline Carrier Promotional Pack**
Entry Number: 0090/B
Company: PepsiCo
Country: USA
National Competition: United States of America, AmeriStar
Email: toby.wingfield@pepsico.com
Website: www.pepsico.com

PepsiCo developed this package design to recreate the iconic Gatorade side line carrier in a form for the typical 'soccer mom' to purchase. A team event could use multiple packs, with each athlete having access to a Gatorade powder stick and a squeeze bottle to use and take home afterwards.



Entry Name: GENTLE LOCK® CAP
Entry Number: 0187/B
Company: Hearheart.Corp
Country: Japan
National Competition: Japan, Japan Good Packaging
Email: contact@gentlelock.net
Website: www.gentlelock.com

This is a screw cap system of a new generation which prevents leaking on impact and is highly child-resistant. The cap is locked and unlocked by turning the ring under it in the same direction as to “close” the cap. Opening the locked cap requires two actions in opposite directions. The system will largely help prevent possible seismic fires caused by overturning of plastic tanks of oil and contamination of solutions at the medical front, as well as leakage of beverage or cosmetics whilst carrying.



Entry Name: GRAND KIRIN
Entry Number: 0048/B
Company: Kirin Company Limited, Kirin Brewery Company Limited
Country: Japan
National Competition: Japan, Japan Good Packaging
Email: ksugawara@kirin.co.jp
Website: www.group.kirin.co.jp

We have developed the new container “Premium Glass Bottle.” This bottle satisfies easy handling for the customer by the lightest weight 140g/330ml in Japan, without losing the bottle strength and protection against sunlight. Furthermore, it is successful in giving customers a high brand image which fits with our brand “Grand Kirin.”



Entry Name: Grenat Coffee Pack
Entry Number: 0224/B
Company: Grenat Special Coffees, HAL9000 Comunicação e Design
Country: Brazil
National Competition: ABRE Brazilian Packaging Award
Email: adressamori@hal9000.com.br
Website: www.grenatcafes.com.br

Grenat is a high quality coffee from Brazil. A new pouch was developed in order to enhance its quality for longer shelf life and to offer convenience to consumers. High quality printing on matt effect film. QRCode for traceability is printed in the side panel to assure quality. The bag offers an opening-closing system with a tin-tie that allow consumers to keep the coffee inside this original bag, promoting daily contact with the brand. The certification stamps and EAN13 promoted its introduction on the retail market and a bigger pursuit for this product. Sales increased from 15% to 20%.



Entry Name: GSK Horlicks Gold
Entry Number: 0132/B
Company: The Paper Products Ltd.
Country: India
National Competition: Asia, AsiaStar
Email: durga.konduri@pplpack.com
Website: www.pplpack.com

GSK's mega brand Horlicks has launched a premium variant - Horlicks Gold in select. The various combinations of super metallic inks and varnishes were used to enhance the graphics, narrowing it down to use special pigment gold ink, resulting in super rich Gold cities. The final shrink sleeve is a High Shrink grade PVC with reverse print carrying special pigment inks.



Entry Name: Hansa 4x750/660ml carton board Top Clip
Entry Number: 0206/B
Company: Nampak Cartons and Labels
Country: South Africa
National Competition: South Africa, Gold Pack Awards
Email: Mmabatho.Sikhuba@za.nampak.com
Website: www.nampak.com

A carton board solution to safely carry the weight of the bottles providing merchandising and transportability benefits. Extensive R&D proved the strength and durability of this carry pack. It provides a unique multi-pack format offering convenience to the large market of "quarts" drinkers, not previously available for this pack size



Entry Name: Impression of China antique tea
Entry Number: 0237/B
Company: Guang Zhou Best Idea Packing Brand Design Studio, Jianhui Zhang, Jianwen Zhang, Jianjun Zhang
Country: China
National Competition: China, PackStar
Email: packstar@cepi-china.com

The packaging is made of 350g brown paper. The structure is unique, innovative, simple, steady and delicate. It is environmentally friendly and easy to make and the cost is low. Using the great wall as our origin, the packaging is very good for demonstration.



Entry Name: KeyKeg 30 Slimline
Entry Number: 0278/B
Company: Lightweight Containers
Country: Netherlands
National Competition: United States of America, AmeriStar
Email: robbert-jan@keykeg.com
Website: www.keykeg.com

The KeyKeg 30 Slimline, the first example of a third-generation one-way keg. It combines two unique technologies: The new Double Wall technology makes it even safer and more suitable for beverages with a higher CO2 percentage. The Bag-in-Ball technology keeps the beverage fresh for weeks after opening. Using KeyKeg bars can offer more beverages on tap. Bars waste and spill much less beverage. The consumer has more choice.



Entry Name: Laithwaites 12 & 15 Bottle Wine Case with Self-Forming Divisions
Entry Number: 0035/B
Company: DS Smith Speciality Packaging
Country: UK
National Competition: United Kingdom, Starpack
Email: BatesFlanders@aol.com
Website: www.dssmith.uk.com

The ingenious way these wine fitments 'self erect' from the flat, using self forming divisions with bottle stabilisers, allows fast packing with substantial cost reductions (30% labour hours). The fitments are glued, delivered flat and enable 'corner push' erection and filling. The design eliminates the need for assembling separate dividers.



Entry Name: Lang Liquor
Entry Number: 0236/B
Company: Shenzhen Bene Packaging Design Co. Ltd, Chonghui Tang
Country: China
National Competition: China, PackStar
Email: packstar@cepi-china.com
Website: www.benewit.com

Our design is a perfect integration of innovative structure and classic oriental culture. Our design maximises traditional colours into modern liquor concepts. By adopting high-end painting on the box, it will greatly strengthen the result on counter displays.



Entry Name: Lao Tzu Liquor
Entry Number: 0232/B
Company: Shenzhen Bene Packaging Design Co. Ltd, Chonghui Tang
Country: China
National Competition: China, PackStar
Email: packstar@cepi-china.com
Website: www.benewit.com

Our Lao Tzu Liquor packaging integrated Taoism with 5000 years old Chinese liquor culture perfectly. The box and bottles were shaped from Taoism culture with a high-end finish. . We not only designed this package, but also integrated our understanding of modern Taoism into this innovation.



Entry Name: Luxury gift packaging for "Champagne"
Entry Number: 0114/B
Company: Grafobal a.s.
Country: Slovakia
National Competition: Czech Republic, Obal roku
Email: hanzalik@grafobal.sk
Website: www.grafobal.sk

The uniqueness of cardboard packaging is embodied in a singular, innovative construction that provides a huge space for the presentation of a great product being sold (wine), and at the same time it provides a surprisingly high level of safety and stable protection, thanks to cleverly and sensibly built-in inserts.



Entry Name: Mi primera Font Vella
Entry Number: 0081/B
Company: Agencia Comunicación Aguas Font Vella y Lanjarón
Country: Spain
National Competition: Spain, Liderpack
Email: mjegea@inforpress.es
Website: www.inforpress.es

A new format of 25 cl. for babies from 6 months. Its shape and low weight allow the bottle to grip better and drink more easily. It incorporates a sterilizable mouthpiece and a design to prevent injury, and a cover to prevent contact with dirt. The nozzles are commercially protected. The label is made of plastic so won't be ruptured by manipulation of the baby.



Entry Name: Promo pack for two cans Pardal, Budweiser Budvar
Entry Number: 0068/B
Company: THIMM Packaging
Country: Czech Republic
National Competition: Czech Republic, Obal roku
Email: simona.havlinova@thimm.cz
Website: www.thimm.de/eu/cz/home.html

A small but very effective promotional wrapper is based on a simple design that shows off the graphics on the can. It is ideal for promotional offers, such as this “May Packing” of the Pardál flavoured beer. The cans are fixed in the wrapper using internal flaps and do not need to be glued.



Entry Name: Protea White and Red Wine
Entry Number: 0302/B
Company: GLASS DECORATIONS
Country: South Africa
National Competition: South Africa, Gold Pack Awards
Email: info@glassdeco.co.za

Conceptualized by Mark Eisen, world renowned fashion designer. Durable, heavy metal free ink and 100% recyclable. Protea is featured in the most coveted magazines and packaging design web sites. The bottles are praised internationally due to their’ “upcycling” potential, emphasizing the fact that recycling is fantastic, but reusing is also incredible.



Entry Name: Pure Leaf Tea - Square Hot Fill PET Container
Entry Number: 0026/B
Company: PepsiCo
Country: USA
National Competition: United States of America, AmeriStar
Email: pat.finlay@pepsico.com
Website: www.pepsico.com

The new Pure Leaf bottle represents the first known launch of a square hot fill PET container outside Japan. The new bottle enhances premium imagery, stands out on-shelf vs. competitive packaging, and has driven mid-double digit growth for the Pure Leaf brand since launching in 2012.



Entry Name: Returnable Crate for 10 Beer Bottles
Entry Number: 0072/B.
Company: Pivovarna Laško d.d.
Country: Slovenia
National Competition: Croatia, Regpak
Email: lpeklar@pivo-lasko.si
Website: www.pivo-lasko.si

We emphasize: ecological/sustainability characteristics - the promotion of returnable packaging - reducing environmental impact - our goal is to increase the sale of returnable packaging with better return rates and a smaller carbon footprint, and innovative industrial design -ergonomics, user friendly design - lightweight crate with a central handle and outer soft touch grips



Entry Name: Ronipal for SodaStream caps

Entry Number: 0067/B
Company: Ronipal
Country: Israel
National Competition: Israel, Israel Star
Email: irisg@ronipal.com
Website: www.ronipal.com

We have provided an innovative solution for a transport package. Our inflatable air cushions are designed to perfectly fit each product. The customer receives the package flat, and inflates it on demand. It helps to reduce the transportation and storage costs. Ronipal materials are easily disposed of and are recyclable.



Entry Name: SAB URQUELL 1000 ml

Entry Number: 0096/B
Company: VETROPACK MORAVIA GLASS a.s., Plzeňský Prazdroj a.s.
Country: Czech Republic
National Competition: Czech Republic, Obal roku
Email: ladislav.darmovzal@vetropack.cz
Website: www.vetropack.cz

Plzensky Prazdroj company is an important producer of Czech beer, has prepared a limited edition of unique 1l bottles for the 170th birthday of the original Pilsner lager beer - Pilsner Urquell. The unique bottle has been inspired by the shape of the historical bottle of Pilsner Urquell. The design was done by renowned designer Lars Kemper. Construction of the bottle and its production has been made by the glass factory VETROPACK MORAVIA GLASS, akciová společnost based in Kyjov (Czech Republic), member of the Swiss group Vetropack Holding.



Entry Name: SILKROAD Farm Grape Wine
Entry Number: 0085/B
Company: Sommesedesign Consultancy Co. Ltd, Yongfang Yu
Country: China
National Competition: China, PackStar
Email: packstar@cepi-china.com
Website: www.sommesedesign.com

The design breaks the traditional way of bottle packaging, which sticks the label before the packaging process. This proposal simplifies the inner and outer package into one unit. The opening of this package is divided into two steps: remove the label section, and the bottleneck can be taken away. Then use a normal bottle opener to open it .



Entry Name: Taylors - Wine in Tube
Entry Number: 0267/B
Company: Taylors Wines
Country: Australia
National Competition: Australia, Australian Packaging Design Awards
Email: pieter.klein@taylorswines.com.au
Website: www.taylorswines.com.au

The Wine in Tube is a truly unique Australian first that has helped Taylors to reach over 68,500 new samples in 2012 - 2013. The first trial of the product sold out immediately and was made exclusively available to the luxury Duty Free channel in Australia via Nuance. Manufactured and produced by WIT France, the Taylors WIT is a unique 100ml patented glass tube, sealed with screw-caps and finished with high quality applied ceramic labelling. Its elegant design creates unmatched on shelf disruption and provides a functional platform with which to increase consumer sampling.



Entry Name: Tetra Brik® Aseptic 1000 Edge
Entry Number: 0233/B
Company: Tetra Pak
Country: Italy
National Competition: Other
Email: uzothile.ngobeni@tetrapak.com
Website: www.tetrapak.com

The use of the unique Direct Injection Molding Concept to form the closure neck, maximising the size of the opening whilst minimising raw materials. Tetra Brik® Aseptic 1000 Edge offers high renewable material with recyclability. The distinctive sloping top, 30mm wide LightCap™ opening provides package functionality and superior pouring.



Entry Name: The Flat Grid
Entry Number: 0270/B
Company: SERVISBAL OBALY s.r.o.
Country: Czech Republic
National Competition: Czech Republic, Obal roku
Email: sekula@servisbal.cz
Website: www.servisbal.cz

The new unique and patented principle of construction of a grid for separating the products of cylindrical shape, for example bottles. Compared to the principle of construction, technology and holding of the usual grid, this new model makes the producing and using easier, for it is made of one piece of corrugated board. The new construction avoids all of the crosswise parts and assembling that means reducing the final costs. There is the possibility to save from 50% to 58% of material comparing to standard grid construction, depending on the quantity of packed items. The grid guarantees easier manipulation and better protection of the goods.



Entry Name: The paper based packages for "Nyusankin Soy α"
Entry Number: 0029/B
Company: Yakult Honsha Co.,Ltd, Nippon Paper Industries Co., Ltd.,
Shikoku Kakoki Co., Ltd.
Country: Japan
National Competition: Japan, Japan Good Packaging
Email: tatsuyuki-hayashi@yakult.co.jp
Website: www.yakult.co.jp

The paper based packages for "Nyusankin Soy α" eliminates aluminium whilst keeping barrier characteristics and improving a recycling aptitude. It also reduces approximately 15% of CO2 emissions compared to conventional aluminum packages. This new type of package is good for the ecology.



Entry Name: UniAKROS(Environmentally conscious metal cap)
Entry Number: 0140/B
Company: Universal Can Corporation
Country: Japan
National Competition: Japan, Japan Good Packaging
Email: kanakoi@uncan.co.jp
Website: www.uncan.co.jp

An innovative manufacturing process that has been successfully developed for screw caps with a molded liner for sealing and a sheet liner for easy opening. A 20% light-weighting in the liner has been achieved without sacrificing sealability, compared to conventional caps with a two-layer-sheet liner, hence, environment conscious.



Entry Name: Vino Don Simon 0,75L Pet
Entry Number: 0082/B
Company: APPE
Country: Spain
National Competition: Spain, Liderpack
Email: alberto.chiscano@appe.com
Website: www.appe.com

The new Don Simon bottle is 100% recyclable PET, functional, 10 times lighter and with an attractive design, and ideal for use at home or in hotels. It retains the physical, chemical and organoleptic characteristics of the wine through the use of a multilayer preform. The use of anti UV dye additive prevents degradation by the action of light. The shelf life is 2 years.



Entry Name: Wine box for wedding feast
Entry Number: 0230/B
Company: Zhejiang Salfopack Co. Ltd, Yong Cheng
Country: China
National Competition: China, PackStar
Email: packstar@cepi-china.com
Website: www.salfopack.com

Beautiful and elegant appearance. Ideal for the circulation and display of internal products. Protects products inside well. Interior design of products is conducive to fixing and protecting products inside. The Chinese red and gold wine box match the typical features of a Chinese wedding feast. Simple shaping and opening structure and hollowing design with happiness are conducive to the circulation and display of internal products, which will not damage the box body easily and can be opened and reused.



Entry Name: Wu Liquor
Entry Number: 0228/B
Company: Shenzhen Bai Xinglong Creative Packing Design Co. Ltd, Mercury Creative Group
Country: China
National Competition: China, PackStar
Email: packstar@cepi-china.com
Website: www.szbxl.com

The design aims to present the new image of Wu liquor, a name card of Gansu. It originates from the territory of Wuwei on the Silk Road, which expresses the new image of Gansu, and combines the culture of Western Xia, Dunhuang culture and the Silk Road. The essence is zen with innovative design.

