



**WORLDSTAR  
WINNER  
2013-2014**

**Household**

**13 Entries**

**7 winners**

**Entry Name:** Baking foil in box and Rollbox packaging system  
**Entry Number:** 0282/HH  
**Company:** ROLLBOX TRADE LTD  
**Country:** Hungary  
**National Competition:** Hungary, Hungaropack  
**Email:** szantokrisztina@rollbox.hu  
**Website:** www.rollbox.hu

Both pack type of our baking foil is simple, practical, easy-to handle, provides hygienic and mobile - further more - unique solution for the storage of rolled baking foil. Great advantage both of our packs is quick cutting of the foil for the required size, therefore economical.



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**Entry Name:** Clorox SmartTube® Technology  
**Entry Number:** 0070/HH  
**Company:** The Clorox Company  
**Country:** USA  
**National Competition:** United States of America, AmeriStar  
**Email:** carrie.clark@clorox.com  
**Website:** www.clorox.com

Clorox has launched the largest innovation in spray technology in the last 20 years with the introduction of Smart Tube® technology. This new package features a bottle with a blown-in dip tube that couples with a bayonet style trigger, enabling the consumer to spray every usable drop of liquid.



**Entry Name:** Kitchen Garden Box  
**Entry Number:** 0141/HH  
**Company:** Stora Enso Packaging  
**Country:** Finland  
**National Competition:** Scandinavia, Scanstar  
**Email:** aleksi.koskinen@storaenso.com  
**Website:** www.storaensopack.com

The new packaging concept provides cost-effective, easy to use and flexible packaging concept both for product protection and transport as well as for consumer sales. Top flaps of the outer box are utilized as extra inner parts for add-ons without increasing sheet size. The concept is user-friendly and logical to open, additionally all components can be easily found. The inner parts are lower-cost and more flexible compared to pulp based solution. The whole kitchen garden box is made out of the same renewable material.



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**Entry Name:** Kleenex® “Slim” pack  
**Entry Number:** 0042/HH  
**Company:** Tin Horse  
**Country:** UK  
**National Competition:** United Kingdom, Starpack  
**Email:** vicky@tinhorse.com  
**Website:** www.tinhorse.com

We uncovered a fundamental truth about tissues: to be useful, they must be to hand. Slim and discreet packs are much easier to place. Kleenex® “slim” pack is a holistic approach to innovating product, primary packaging & case packing, delivering benefits to the consumer, shopper, environment, retailer and business.

**THINKING BIG,  
ACTING SMALL.**



**33% smaller**

- Easier to shop, transport and store.
- Better for the environment.  
Packaging **reduced by 30%**, saving 642 tonnes, equivalent to one Jumbo 261. **29% fewer truck miles**, 11,36,000 miles and **28% reduction** in carbon emissions (only 255 cars off the road).
- More versatile in home.
- Increased retailer shelf efficiency, simplified opening, stock identification and disposal.



**Entry Name:** P&G Hand Dish Wash Sales Theatre  
**Entry Number:** 0299/HH  
**Company:** Procter & Gamble, DS Smith Packaging & Webb deVlam  
**Country:** Belgium  
**National Competition:** United Kingdom, Starpack  
**Email:** bayod.f@pg.com  
**Website:** www.pg.com

A Sales Theatre where brand imagery is clearly observable. Generated by dynamic, multi-coloured artwork and print that showcases the product. Uniquely sculptured Retail Ready Packaging featuring specially selected perforations, positioned for support, containment and promoting the product. Performance packaging by design engineering using the minimum of paper fibre.



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**Entry Name:** RINGO 750ml  
**Entry Number:** 0273/HH  
**Company:** ARDAGH MP WEST FRANCE SAS  
**Country:** France  
**National Competition:** Other  
**Email:** veronique.meleard@ardaghgroup.com  
**Website:** www.ardaghgroup.com

Ringo's key benefit is its ring free opening, removing material and allowing full access to the product making it easier to pour and reducing product waste. A necked in opening and base give additional strength and increase the overall material reduction to 20% versus a standard 750ml can and lid.



**Entry Name:** Savvy Green Eco-Clean Laundry Detergent  
**Entry Number:** 0220/HH  
**Company:** Ampac  
**Country:** USA  
**National Competition:** USA Flexible Packaging Achievement Award  
**Email:** mspeer@ampaconline.com  
**Website:** www.ampaconline.com

The Ampac No. 2 Pouch has been commercialized in several applications including a first in the laundry category for Savvy Green, where laminations have been used exclusively for stand-up pouches. Savvy Green is manufactured using a proprietary co-extruded HDPE blend, allowing recycling with other HDPE products. Included in the improvements in this product are the stiffness, toughness for drop and distribution, seal properties for improved packaging efficiencies, and moisture barrier for dry products. It also includes high definition flexographic printing for added shelf "pop"!

