

Entry Name: Armani Gio Blue
Entry Number: 0160/HB
Company: Stölzle Masnieres, Stölzle Glass Group
Country: Austria
National Competition: United Kingdom, Starpack
Email: anke.talker@stoelzle.com
Website: www.stoelzle.com

The use of this new inkjet decoration technique allows to print photo realistic images on a variety of bottles shapes - no limits to colours. The combination of the stunning Armani Island image on the back side and the brand's name printed on the front creates, in addition, a stunning 3D effect.

By using this technique the Armani brand embarked on a strictly limited edition. The bottle shape remained in its traditional design. This clever combination of decoration techniques makes the fragrance bottle unique – and enhances its value for anybody who collects marvellous fragrance bottles.



Entry Name: Cardboard box family for Terra Naturi natural cosmetics

Entry Number: 0176/HB
Company: STI Petőfi Nyomda Kft.
Country: Hungary
National Competition: Hungary, Hungaropack
Email: marianna.csordas@sti-group.com
Website: www.sti-group.com

The carton packaging of facial creams from environmentally conscious farming, containing only vegetable raw materials are made with six-color offset printing. The main graphic element is highlighted with the glossy UV varnish used on the surface. The boxes with an extended front side can be opened and closed with tuck in flap.

An embossed gold foil was also used on one box matching its yellow graphic design. The packaging of the Euro hole in the flap ampoule cure glued in four points with a window cut, provides a unique introduction to the product it contains, the ampoules inside are fixed with an insert.



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Entry Name: ElifFine
Entry Number: 0359/HB/S
Company: Elif
Country: Turkey
National Competition: Turkey, Crescent and Stars for Packaging
Email: marketing@elifplastik.com.tr
Website: www.elifplastik.com.tr

ElifFine is an optimum solution for enviro packaging, based on natural materials . Although ElifFine feels like paper, it has some specific advantages above paper. ElifFine is light-weighted due to mineral fill, eliminates lamination used for barrier properties.

ElifFine combines good vapor and oxygen barrier of plastics with the good dead fold of paper, provides high stiffness, high maximum force and high tear resistance. Since it is non-laminated and solventless, ElifCare enables consumers a greater potential for recycling as compared to traditional laminated films.



Entry Name: Esprique Basemake Series
Entry Number: 0129/HB
Company: KOSE Corporation
Country: Japan
National Competition: Japan Good Packaging
Email: s-noritomi@kose.co.jp
Website: www.kose.co.jp

Using the technique to precisely fit the relief of transfer foil with the relief on the case, casted in one part while it generally needed two parts, expressed with luxury and three-dimensional graphics as if it's limited design. We changed the design without making a new mold by only changing it's color, also effectively reducing the cost.



Entry Name: Fair Eye - Multifunctional Security "Talking Carton"
Entry Number: 0392/HB
Company: Cadila Healthcare Ltd.
Country: India
National Competition: India, Indiastar
Email: manojteluguntla@zyduscadila.com
Website: www.zyduscadila.com

Pack featuring impregnable, covert anti-counterfeit feature by encrypting voice data into an inconspicuous 'dot' pattern which can be read by a special device. Special nozzle of the tube enables safe and precise application of the product. Extra premium look achieved through combination of vibrant colours and printing effects.

Multifunctional carton provides strength and protection to the tube. Super-rich white-coloured multilayer tube with extra long nozzle, special printing effects and colour scheme gives extra premium look to the cosmetic product for beautification of under-eyes.



Entry Name: Foaming technology – a revolution in Extrusionblowmoulding
Entry Number: 0046/S/HB
Company: ALPLA Werke Alwin Lehner GmbH & Co KG
Country: Austria
National Competition: Austria, Staatspreis Vorbildliche Verpackung/Austrian Packaging Award
Email: rene.plattner@alpla.com
Website: www.alpla.com

Because it is 15% lighter than conventional packs, shows the same performance, saves resources and is 100% recyclable! A new technology called "physical foaming" is the key to this achievement. The process is purely physical and does not require any chemical additives.

A special gas is injected into the middle layer of the bottle wall. This creates bubbles in the material, which reduces the density and the plastic consumption. The foam structure is comparable with honeycomb. Along the complete supply chain the bottles have the same good functionality as conventional EBM bottles.



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Entry Name: Innovative solutions for pasty products (tub laminate)
Entry Number: 0165/HB
Company: DANAFLEX
Country: Russia
National Competition: Russia, ProdExtraPack
Email: press@danaflex.ru
Website: www.danaflex.ru

Tube laminate Danaflex-NANO is the first Russian laminate manufactured according to European standards and featuring ultimate quality barrier properties against bacteria, water, oxygen and light.

Laminate combines the benefit of aluminum tube properties with the look and feel of plastic. The "New Generation" of laminate tubes uses the most modern technology to produce a tube with the industry's most aesthetic minimal seam, providing maximum space for graphics and brand decoration. **ADVANTAGES** - • The material features good barrier properties. • Emission of active components is suppressed. • High-quality print and attractive appearance. • Limited elasticity of the laminate prevents air suction when using the product.



Entry Name: it'sa10
Entry Number: 0171/HB
Company: Viva Healthcare Packaging/Berlin Packaging
Country: Canada
National Competition: United States of America, AmeriStar
Email: bruno.lebeault@vivacan.com
Website: www.viva-healthcare.com

This injection molded tube with in mold label presented the following benefits :

- metallic effect on 100 % of the surface with no seam
- all components manufactured and printed under the same roof
- all components in PP and an LCA showing this tube uses 35 % less energy to produce

This project was supplied to distributor Berlin Packaging who sold it to "it'sa10", a leading premium salon haircare brand



Entry Name: JILL STUART Lip blossom
Entry Number: 0127/HB
Company: KOSE Corporation
Country: Japan
National Competition: Japan Good Packaging
Email: s-noritomi@kose.co.jp
Website: www.kose.co.jp

A proposal for an innovative cosmetic method for the lipstick container :Open a part of the flower motif designed with brilliant cut stones decorating the top of the cap, and you will find a small secret mirror to touch up your makeup !

The flower petals are slightly protruding from the cap to camouflage the hinge.



Entry Name: nordictan packaged in a SprayPET Aerosol
Entry Number: 0274/HB/S
Company: Plastipak Packaging
Country: United Kingdom
National Competition: United Kingdom, Starpack
Email: kinza.sutton@plastipak.eu
Website: www.plastipakeurope.com

• PET (patent pending) aerosol container, replaces tinfoil or aluminium. • 29% lower carbon footprint than aluminium, 36% lower total environmental footprint (assessed by climatop). 100% recyclable • Technically excellent, complies with exacting FEA (European Federation of Aerosols) technical specification which forms forthcoming legislation • Reflects brand environmental values, looks great, easy to use • Air used as a propellant • For users, warm, soft touch, does not dent or rust. Window in product sleeve allows view of remaining contents • Advanced and attractive design, waisted container is comfortable to grip. Advanced design plastic container expected to take significant market share in all aerosol applications.



Entry Name: PINTURA EN POLVO SOBRE ENVASES DE VIDRIO
Entry Number: 0330/HB
Company: PIME Industrial Painting
Country: Spain
National Competition: Spain, Liderpack
Email: mguerra@pimesl.cat
Website: www.pymesl.cat

We are powder paint applicators . We have developed a coating process for glass containers dedicated to the perfume and cosmetics sector. The powder can provide sensory shiny finishes as soft -touch effect , textured , rough , smooth, matte, glossy.

It also offers special finishes such as metallic , colored transparent , mirror effect.



Entry Name: Royal Golden Bee Venom Cream
Entry Number: 0361/HB
Company: Celltrion Skincare Co., Ltd.
Country: Korea, Republic of
National Competition: Korea, Korea Star Award
Email: yhl@celltrionskincare.com
Website: www.hanskin.com

The design concept is based on the Korean bee venom. The container adopts an octagon shape to remind you of a bee hive. Each edge of the container has a diamond shape cut to make a beautiful and luxurious image by the light reflections from multi-direction. It helps understanding about ingredients to the consumers.

The container was coated in red to express elastic as an effect and the intense image of venom. Luxurious texture of the cream was expressed in gold color. The package is motivated by the patterns of doors from Korean traditional houses which help to express the premium beauty of Korea.



Entry Name: SensatioNail® Glitter Box
Entry Number: 0178/HB
Company: STI Petőfi Nyomda Kft.
Country: Hungary
National Competition: Czech Republic, Design Touch
Email: marianna.csordas@sti-group.com
Website: www.sti-group.com

Sensationail gel nail polishes dress the nails in glittering colour that really gets the wearer noticed. Screen-printed UV glitter spot varnish brings the same sensational impact to the packaging. As the print matches the nail polish colours exactly, shoppers can see the effect of the product without opening the box.

The UV varnish really stands out from the carton's overall matt finish and means shoppers can not only see the difference, they can also feel it. An insert flap integrated into the box design allows the nail polish to be held securely inside the box without any additional parts.



Entry Name: Sensodyne Mouthwash Structural Packaging ReDesign
Entry Number: 0062/HB
Company: GSK/GSK
Country: UK
National Competition: United Kingdom, Starpack
Email: nicki.faulks@dca-design.com
Website: www.dca-design.com

The new structural packaging design for Sensodyne mouthwash improves impact at shelf through its distinctive bottle shape; conveys the brand values of expertise, understated confidence and trust and delivers improved usability with an 'easy to see' measuring cap that helps ALL users dose the correct amount, whilst incorporating child resistance.



Entry Name: SHOUSHUGEN FUWAREA
Entry Number: 0106/HB
Company: Kobayashi Pharmaceutical Co., Ltd.
Country: Japan
National Competition: Japan, Japan Good Packaging
Email: m.fukutani@kobayashi.co.jp
Website: www.kobayashi.co.jp/english/index.html

Filling air-freshener gel into the cup, then seal it airtight by tack label. When used, peel off the front tack label. By using newly developed tack label which can make water and fragrance airtight, we made it easier to open with lighter force compared with conventional heat sealing film.

Even the customers with weak power can open it easily, and use it with reasonable price. We put design on the tack label for airtightness with wide area, so we achieved both of “reduction of materials” and “products with design” at the same time, and with reasonable price.



Entry Name: Soap Cartridges L'Occitane au Brésil
Entry Number: 0267/HB
Company: Antilhas Embalagens Editora e Gráfica S.A.
Country: Brazil
National Competition: Brazil, Premio Abre Design e Embalagem / ABRE
Email: cintia.tech@antilhas.com.br
Website: www.antilhas.com.br

High printing technology to achieve the artisanal aspect for the product made in automatic process, obtaining technological and cost differentiation. Highlight to special texture finishes in mini-frames and matte silver hot stamping. High consumer acceptance, exceeding sales forecast in more than 50% on the initial order.

Through art and printing technology, the brand could bring the Brazilian touch and celebrate the joy of the Brazilian summer in a unique product. The packages added valued to the product, premium hand soap with unique design referring to Brazilian beaches. The soaps have hand-packed aspects although they are industrialized.



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Entry Name: SprayPET Reveal Transparent BOV Aerosol Solution

Entry Number: 0280/HB
Company: Plastipak Packaging
Country: United Kingdom
National Competition: United Kingdom, Starpack
Email: kinza.sutton@plastipak.eu
Website: www.plastipakeurope.com

- World's first fully-transparent bag-on-valve aerosol system
- Designed to replace aluminium or tinplate aerosol containers with multi-material pouches
- Opens up new potential for eye-catching aerosols, maximum shelf-impact
- 100% recyclable• Container made from proprietary material formulation, patent pending
- Container has 29% lower carbon footprint and 36% lower environmental footprint than aluminium

Consumer benefits:- • Different, new, exciting• Can judge remaining volume, aiding repurchase• Warm, soft touch• Rust and dent free• Bulk is completely evacuated, no waste
Filler benefits - • Minimal changes to BOV aerosol filling line needed. It's an easy conversion from filling metal containers• Compatible with all propellants, standard valves and actuators



Entry Name: "Protect Yourself" Tubes

Entry Number: 0017/HB
Company: Pirlo GmbH & Co KG
Country: Austria
National Competition: Austria, Staatspreis Vorbildliche Verpackung/Austrian Packaging Award
Email: k.richter@pirlo.com
Website: www.pirlo.com

The sun cream edition offers best conditions for a high level of recognition at the POS and for a successful identification with the sport/target group. The client identifies itself first on the design with the sport/target group and only in a second step, with the filling product. Although it is not mentioned at all, even individual requirements for a sun cream are expressed by the design of the sports tubes, such as suitability for extreme situations. This product packaging has a signal effect and attracts the attention of the customer at the POS.



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Entry Name: Victorinox eLLa
Entry Number: 0224/HB/L/M
Company: Victorinox Swiss Army Fragrance AG
Country: Switzerland
National Competition: Switzerland, Swiss Packaging Award
Email: angela.steiner@victorinox.com
Website: www.victorinox.com

Incorporating the values of the Victorinox brand – design, innovation, quality, functionality – Victori-nox eLLa embodies it all. The ON/OFF closure replaces the cap, the rubber protects the glass, the feminine strap can be used as a key ring and the integrated mirror is the absolute highlight which makes this packaging unique.

With this product every women can "embrace the world". It opens up a world of new cultures, new encounters and new adventures.

