

**Entry Name:** "London-Eye" Promotion Display  
**Entry Number:** 0227/P  
**Company:** Panther Packaging GmbH & Co. KG  
**Country:** Germany  
**National Competition:** Germany, Superstar display Verlags GmbH  
**Email:** Bodo.Sittig@Panther-Packaging.de  
**Website:** www.Panther-Packaging.com

This self promoting display is a temptation in a fine English style. Designed in the form of a Ferris wheel, very similar to the "London-Eye". It fits perfectly in the communication strategy of the product and links product and country of origin in a very special way. An eye catcher at every POS, where Nestlé's „After Eight“ is presented, helps to improve the brand awareness. LED lights are placed to guarantee attention of every customer. Removable front-sticker can be placed appropriate to the seasonal promotion. This construction is easily erected and fits in every car.



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**Entry Name:** BoomBox  
**Entry Number:** 0020/P  
**Company:** Pirlo GmbH & Co KG  
**Country:** Austria  
**National Competition:** Germany, Deutscher Verpackungspreis/German Packaging Award  
**Email:** k.richter@pirlo.com  
**Website:** www.pirlo.com

The BoomBox is made for the perfect party experience. Music and mobile refrigerator is combined in one piece of packaging: The unusual form of packaging and the integrated Bluetooth speaker stand out from other products in its segment: The BoomBox is the perfect combination of functionality and lifestyle.

The main focus in the design of the BoomBox was to visually differentiate the filling product at the POS, which was achieved by the unusual design and the added value of the packaging. The bucket also serves as a resonance chamber.



## WorldStar 2016

## Point of Sale

**Entry Name: EFES LIGHT 6 PCS BOTTLE PACKAGING WITH HANDLE**

Entry Number: 0067/P  
Company: Camiř Ambalaj Sanayi A.ř.  
Country: Turkey  
National Competition: Turkey, TSE  
Email: eyapca@sisecam.com  
Website: www.camisambalaj.com

Packaging is designed to attract the customers attention by implementing a 40 digit sleeve on both wide sides which emphasizes that the product has 40% less calories.



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**Entry Name: Fishing Season Display**

Entry Number: 0249/P/M  
Company: DPN Reklam Hizmetleri ve İletifim Çözümüleri - Serdar Arkan Çinetçi/  
Country: Turkey  
National Competition: Turkey, Crescent and Stars for Packaging  
Email: arkan@dpndesign.net  
Website: www.dpndesign.net

Rakı is an aniseed flavoured Turkish alcoholic drink. In Turkey, top of mind answer (26%) to the question "what comes to your mind first when we say Rakı?", is "Fish". As a creative solution, red coloured traditional fish counter-stands were used to display Rakı brands during the fishing season.

Red coloured fish trays, fresh veggies and floor lamps reflect the warmth of the traditional fishing season and combination of these elements with product display units; the emphasis was on 'rakı-fish fit.'



## WorldStar 2016

## Point of Sale

<b>Entry Name:</b>	<b>Galaxy Little Treats</b>
Entry Number:	0151/P
Company:	Smurfit Kappa
Country:	United Kingdom
National Competition:	United Kingdom, Starpack
Email:	fiona.mcmillan@smurfitkappa.co.uk
Website:	www.smurfitkappa.co.uk

For the fast-growing, treat-size sector, this unique, divided RRP showcase makes hand-packing easy. It delivers upright, forward-facing product and branding through transit, picking, preparation and point-of-sale. To keep each of the 36 separate packs standing upright and facing-forward, in-transit and in-store required a skilled packing-line reinforced by our innovative design.

The pack design integrates dividers into the base of the pack, creating compartments to hold the individual bars. Cleverly, the dividers also act as the base closer, minimising the amount of hand assembly required. This makes the pack an economic choice for our customer as well as a practical one.



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<b>Entry Name:</b>	<b>Hexagonal windowed dispenser display</b>
Entry Number:	0414/P
Company:	Beflex Ltd.
Country:	Hungary
National Competition:	Hungary, Hungaropack
Email:	alukacsi@beflex.hu
Website:	www.beflex.hu

Hexagonal display offers rolled T-shirts: customer-friendly from 3 sides. Products are easily available due to the gravity dispenser system, refilling is easy from the top. The display is fully recyclable. Cardboard combined with transparent PET "windows" keeps the products protected, but visible. Only one sheet is needed for printed parts.

-Hexagonal prism shape-Walk around-Gravity Product dispensers on 3 sides-3 sides for brand -communication/artwork-Transparent PET "windows"-Easily available Products-Easily refillable from the top-Mantle is from one part-Economical construction.



## WorldStar 2016

## Point of Sale

**Entry Name:** Kellogg Enhanced Ready-to-Eat Cereal Carton  
**Entry Number:** 0282/P  
**Company:** Kellogg Company  
**Country:** USA  
**National Competition:** United States of America, AmeriStar  
**Email:** corey.mingerink@kellogg.com  
**Website:** www.kelloggcompany.com

The Kellogg Company introduces the Disney Frozen ready-to-eat cereal carton that is sure to catch any consumer's eye. The traditional carton was enhanced with a metalized PET holographic foil laminate to help capture the movie theme and visually enhance the appearance of the carton, making it jump off the shelf.

Kellogg launched the Limited Edition Disney Frozen cereal using a "crystal" pattern MET PET holographic laminate. This was a perfect combination of the right licensed property, creative and enhancement. As a result the product has been selling online above retail price and exceeded sales projections by over 3 times estimates.



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**Entry Name:** NEWDALE SUPER MARKET DISPLAY UNIT  
**Entry Number:** 0136/P  
**Company:** CRIMSON CS PRIVATE LIMITED  
**Country:** Sri Lanka  
**National Competition:** Sri Lanka, Lanka Star  
**Email:** taniya@crimsoncs.com  
**Website:** www.crimsoncs.com

Client brief (Fonterra Brands SL) was to develop a creative display that can be placed at super markets in order to create awareness about the new product and also attract attention especially by children, given that the product is a flavoured milk in a UHT pack.



## WorldStar 2016

## Point of Sale

**Entry Name:** PepsiCo (Walkers) Mixups POS Display  
**Entry Number:** 0154/P  
**Company:** Smurfit Kappa  
**Country:** United Kingdom  
**National Competition:** United Kingdom, Starpack  
**Email:** fiona.mcmillan@smurfitkappa.co.uk  
**Website:** www.smurfitkappa.co.uk

The design created height and visibility promoting the innovative concept. The displays were designed to encourage shoppers to trial the new products through disruptive in-store theatre encouraging the inclusion of 'Mixups' in their family time gatherings.

The TRDU used five colour, pre-printed liner for economies of scale. The pre-printed liner was converted on site in one-piece using Smurfit Kappa's unique XXL capabilities, rotary die-cut, folded and glued by machine. By using the same pre-printed liner for both flat packed and prefilled TRDUs, significant origination savings are assured.



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**Entry Name:** PepsiCo Doritos 'Score and Win'  
**Entry Number:** 0153/P  
**Company:** Smurfit Kappa  
**Country:** United Kingdom  
**National Competition:** United Kingdom, Starpack  
**Email:** fiona.mcmillan@smurfitkappa.co.uk  
**Website:** www.smurfitkappa.co.uk

The display was a strategic, in-store tool, promoting on-line penalty shootout competitions. The innovative design creates a 'mirrored' half pallet TRDU unit. By utilising a single print design, the half pallet TRDU can be rotated through 180 degrees to sit alongside its identical twin creating a full pallet display.

As both flat pack and prefilled shipper units, the TRDUs were pre-printed in five colours. The pre-printed liner was converted in one piece using Smurfit Kappa's unique XXL capabilities. A flatpacked, litho printed header and accessory kit allowed the merchandising team to easily add height and additional impact to prefilled displays.



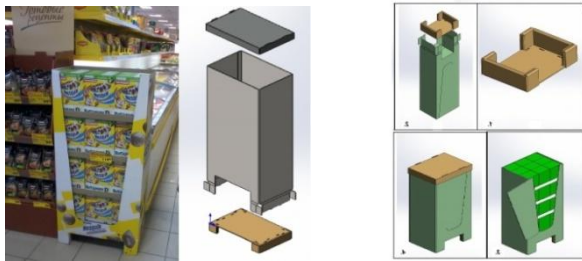
## WorldStar 2016

## Point of Sale

**Entry Name:** Pre-Pack  
**Entry Number:** 0184/P  
**Company:** Packaging Solutions Ltd.  
**Country:** Russia  
**National Competition:** Russia, ProdExtraPack  
**Email:** upakresh@gmail.com  
**Website:** www.ncpack.ru

An innovative product. Confirmed by international patent WO2015/009183A1. Integrated pallet is made from 5-layers of corrugated cardboard. Savings on plastic/wooden pallet. Pre-Pack is assembled and filled by 1 person without additional fastening means at the factory or by the co-packer and ready for POS displaying. Completely recyclable. Life cycle: storage-transport-display.

The structural parts are manufactured in large-series production lines (not item production as traditional advertising displays made). Much cheaper than advertising displays.



**Entry Name:** VALEO AUTO BULB BLISTERPACKS  
**Entry Number:** 0169/P  
**Company:** ECOBLISS INDIA PVT LTD  
**Country:** India  
**National Competition:** India, Indiastar  
**Email:** chakravarthi@ecobliss.com  
**Website:** www.ecobliss.com

1)Excellent brand identification with Offset printed radium colours to distinguish different types 2)Blister packs designed and vacuum formed to perfection to suit complex shapes and contours of various kinds of bulbs 3)Major impression when displayed as family of products 4)Material used is 100% recyclable, environmental friendly, uses 66% less plastic. Halogen bulbs used for automobiles are usually packed in small carton boxes which has less presentation on the shelves.

There was a need for self selling attractive packaging! And these blister packs exactly fitted the bill, by targeting auto centres and hyper markets.

