

# PRESIDENT'S AWARD

Entries are reviewed by all judges and their favourites are put forward for the President's Award. It is the President who makes the final decision.



## ▲ GOLD AWARD - INERT BARRIER TECHNOLOGY (IBT)

**Company:** Greiner Packaging AG  
**Country:** Switzerland  
**Email:** s.riethmueller@greiner-gpi.com  
**Web:** www.greiner-gpi.com

"inert barrier technology (ibt)", enhances food shelf life in the plastic containers. The SiOx coating is applied in a high vacuum chamber. It brings significant benefits not only for barriers, but also for migration, aroma and enhances the protective function. Excellent live cycle assessment completes the functionality of the ibt.



"I selected "ibt" as the winner of the President's Award because this is where technology meets the real world. While the use of SiOx is not new to packaging films, I was impressed by the unique and highly effective application of silicone oxide to address several basic packaging issues, including barrier enhancement, package clarity, organoleptic properties, shelf life enhancement, and likely recyclability as well. "

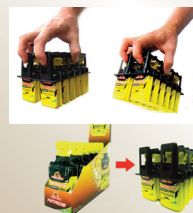
**Thomas L Schneider, President, World Packaging Organisation**



## ▲ SILVER AWARD - DRINKFINITY

**Company:** PepsiCo  
**Country:** USA  
**Email:** jorge.maquita@pepsico.com  
**Web:** www.pepsico.com

Drinkfinity™ gives consumers the choice of different flavoured beverages while 'on the go'. Rather than carry and fill beverage containers throughout the day, consumers simply fill the Drinkfinity™ vessel with water and place a flavour pod in the top chamber of the vessel. Upon closing the vessel, the water and concentrate are mixed together, creating a fresh, functional and flavourful beverage.



## ◀ BRONZE AWARD - NITROS TRAY: SOLUTION SECONDARY PACKAGING FOR NITROS

**Company:** PT Bintang Toedjoe  
**Country:** Indonesia  
**Email:** hadi@bintang7.com  
**Web:** www.bintang7.com

Recycled paper plates, a paper molding, simple operation, low cost, environmentally friendly, all of the information printed on the tape, saving production costs stickers and consumption. Avoids the existing high-cost ceramic package causing huge waste and use of social inconvenience.



## ◀ BRONZE AWARD - CORKY CUP

**Company:** HAI PLASTIC (BRAML) LTD  
**Country:** Israel  
**Email:** ranc@pretapaquet.com  
**Web:** www.lifestoryfrance.com

The product was designed specifically to keep hot beverages at serving temperature on the go. Coated with real cork, the high-quality plastic cup will remain cool to the touch, thanks to the natural thermal insulation ability cork. This anti-bacterial, eco-friendly cup includes a screw-on lid with spill-proof silicone seal for leak resistance. The isolation and anti-slip properties of cork make it the ideal coffee-to-go cup!

