

# Winners

## PACKAGING



**Presentation Box of Two «La Vicalanda» Bottles**  
Rhomboid-shaped presentation box for two wine bottles in hand-assembled cardboard.

Company: Grafopack, S.A.  
Designer: Grafopack, S.A.  
Advertising brand: La Vicalanda  
Manufacturer of the work in competition: Grafopack, S.A.  
Advertising agency: Codorniu, S.A.



**Beefeter 24 - Premium**  
Presentation pack to launch this exclusive gin in Spain. The packaging conveys luxury, elitism, modernity, sophistication and quality. It incorporates a LED lighting system to highlight the colours and transparency of the bottle, and various interior compartments for leaflets and other samples.

Company: JMG. Garrofé Disseny, S.L.  
Designer: Josep M. Garrofé  
Advertising Brand: Pernod Ricard España  
Manufacturer of the work in competition: Tribu-3  
Advertising agency: JMG. Garrofé Disseny, S.L.

**Work selected to represent Spain at WorldStars for Packaging 2009.**



**Pons Primum Oleum**  
Label for a high-end olive oil bottle. Various printing techniques were used: offset, screen-printing and matt varnish, as well as silver stamping. The bottle's smooth lines and the velvety box contribute to the image of exclusivity.

Company: Codintec - Codificación Integral de Etiquetado, S.L.  
Advertising brand: Euroaliment Pack, S.L.  
Manufacturer of the work in competition: Codintec - Codificación Integral de Etiquetado, S.L.

**Work selected to represent Spain at WorldStars for Packaging 2009.**



**Aerbag**  
A new tray for packaging fresh products in a modified atmosphere. It combines the utmost protection and the assurance of freshness with the practicality of a freezer bag. The tray can also be reused.

Company: Coopbox Hispania, S.L.U.  
Manufacturer of the work in competition: Coopbox Hispania, S.L.U.



**Omega Bag**  
A net bag for fruit and vegetables which uses less plastic and offers enhanced ergonomics with a carry handle. Can be manufactured from 100% recycled (PE) or biodegradable material. Includes an innovative fastening system which connects the ends of the net bag with the handle and label.

Company: Giró G.H., S.A.  
Advertising brand: Barri  
Manufacturer of the work in competition: Giró G.H., S.A.

**Work selected to represent Spain at WorldStars for Packaging 2009.**



**«Eternal Youth» presentation boxes**  
Collection of three presentation boxes for high-end cosmetics comprising a base, lid and sleeve. Top quality graphic printing techniques were used (gold polyester with varnishes and reliefs) to highlight the product's exclusivity.

Company: Alzamora Packaging, S.A.  
Designers: Jordi Pla / Helena Cuevas  
Advertising brand: Alquimia  
Manufacturer of the work in competition: Alzamora Packaging, S.A.  
Advertising agency: Departamento de diseño de Alquimia

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### «Desenredos» Look Largo

Sleeve manufactured in shiny material with great retraction capacity produced using flexographic printing with various metallic backgrounds, yet sufficiently opaque as to keep the product concealed.

Company: Plásticos Raysa, S.A. / Giapack

Advertising brand: The Colomer Group

Manufacturer of the work in competition: Plásticos Raysa, S.A.



### Cromatics

A hair treatment comprising three products (shampoo, mask and serum). The three boxes can be assembled to form a single presentation pack. The graphics highlight the brand's corporate identity.

Company: Vicenç Marco Design, S.L.

Designers: Vicenç Marco / Eva Riu

Advertising brand: Llongueras

Manufacturer of the work in competition: The Colomer Group

Advertising agency: Vicenç Marco Design



### Aerosol foam shoe cleaner

Aluminium aerosol shoe cleaner can with a practical foam applicator and sponge to spread the product quickly and cleanly. The design of the applicator also meets the requirements of the production assembly line.

Company: Menshen Iber, S.L.

Designer Estudio Zyx – Vicente Blasco

Advertising brand: Bosque Verde – Mercadona

Manufacturer of the work in competition: Menshen Iber /

Francisco Aragón

Advertising agency: Estudio Zyx

***This work won the “Best in Show” distinction for Packaging and was also selected to represent Spain at WorldStars for Packaging 2009.***



### Ajuntament de Barcelona – Gift pack

A gift pack from the Barcelona Town Council containing a book and a DVD about the city.

Company: JMG. Garrofé Disseny, S.L.

Designer: Josep M. Garrofé

Advertising brand: Ajuntament de Barcelona

Manufacturer of the work in competition: Tribu-3

Advertising agency: JMG. Garrofé Disseny.

Advertising agency: JMG. Garrofé Disseny.

Advertising agency: JMG. Garrofé Disseny.



### «Trap window» container

A container for transporting all kinds of parts. The laminated interior strengthens the areas most exposed to knocks. The flaps are left free to facilitate folding. The 'trap' window replaces the traditional fold-down window, offering greater security in handling the products it contains.

Company: Flak, S.L.

Designer: Pere Lluís Miret Cudie

Advertising branding: Flak, S.L.

Manufacturer of the work in competition: Flak, S.L.

Manufacturer of the work in competition: Flak, S.L.

***Work selected to represent Spain at WorldStars for Packaging 2009.***



### Wheel rim carrier

A cardboard wheel rim carrier with more surface for advertising.

Company: Josep Arbós, S.L.

Designers: Laia Martí y David Díez

Advertising brand: Mak

Manufacturer of the work in competition: Josep Arbós, S.L.

Manufacturer of the work in competition: Josep Arbós, S.L.

# Winners

## POS ADVERTISING



### Trixi-box

Packaging that improves product distribution and presentation. It also provides advertising support for companies and institutions. Its design adapts to the content. It is quick and easy to assemble and store, convenient to transport, very resistant, and can be reused and recycled. It is sold through Aldeasa and in hotels to promote the sales of typical tourist products and souvenirs.

Company: Grupo BDEB 2006 Servicios Empresariales, S.L.U.  
 Designer: Beatriz Borrás, Oriol Farré and Miquel Pérez  
 Advertising brand: Tipic-Nic  
 Manufacturer of the work in competition: Amadip Esmet  
 Advertising agency: Grupo BDEB 2006 Serv. Emp., S.L.U.



### Expositor Balisto

A tabletop display unit that is quick and easy to assemble. It is delivered flat-

packed, which translates to low transport costs.

Company: Tot Display, S.A.  
 Designer Tot Display, s.A.  
 Advertising brand: Balisto  
 Manufacturer of the work in competition: Tot Display  
 Advertising agency: Display Emballage



### Display Braun

Self-assembling product advertising and display unit.

Occupies minimum space for

ease of transport. Based on a single element, it unfolds to produce four panels with two angles for perfect visibility at the point of sale.

Company: Tot Display, S.A.  
 Designer: Tot Display, S.A.  
 Advertising brand: Procter & Gamble  
 Manufacturer of the work in competition: Tot Display, S.A.  
 Advertising agency: Dialogue



### Hydrastreet / Torre expositora

A display unit to present a new 2-in-1 moisturising treatment for skin and lips. The upper part has a lid for affixing the products and the lower part has a bar format to ensure the product

is held securely.

Company: Dermofarm. S.A.  
 Designer: Enric Noguer  
 Advertising brand: Comodines  
 Advertising agency: La Sal



### Btcino - Display Apilable

Display unit for the individual storage and presentation of a new series of products. Comprises two parts (lid and receptacle), so various units can be stacked to create different shapes depending on display requirements and the available space.

Company: Tribu-3  
 Designer: Josep M. Garrofé  
 Advertising brand: Btcino  
 Manufacturer of the work in competition: Tribu-3  
 Advertising agency: Tribu-3



### Self-assembly, Collapsible Display Unit A

lightweight, self-assembly, collapsible cardboard display unit. Designed to reduce transport costs and save on storage space. It is delivered flat-packed in a single piece. The client simply has to stand it up and it is fully assembled. Two to five shelves can be included which each support up to 15 kg and can be transported with the product.

Company: Grafopack, S.A.  
 Designer: Grafopack, S.A.  
 Advertising brand: Cheetos  
 Manufacturer of the work in competition: Grafopack, S.A.

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### Edesa display system

For new collections of domestic electrical appliances presented in a modular PoS system made from sheet iron with an extruded plastic trim which can be adapted to the available space of the point of sale. It is easy to assemble and dismantle. The walls and nodes of the tops fit snugly together. It includes a cardboard 'door' with a flexible hinge that explains the characteristics of the model being displayed.

Company: Zedis, S.L.  
Designer: Demen  
Advertising brand: Edesa  
Manufacturer of the work in competition: Zedis, S.L.



### Isdin - Texturas Pack

A pack created based around a basic container which can be converted into a display unit by means of hinges, leaving the products it contains on display. To facilitate transport it also includes a translucent plastic sash and a handle on the top.

Company: Tribu-3  
Designer: Josep M. Garrofé  
Advertising brand: Isdin  
Manufacturer of the work in competition: Tribu-3  
Advertising agency: Tribu-3

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### Figures (boy-girl)

PoS figures for window displays made from the actual advertising elements of the brand (shoe boxes, shoe polish, shoe brush and shoehorn).

Company: Unión Pack, S.L.  
Designer: Estudio Carrio Sánchez Lacasta  
Advertising brand: Camper  
Manufacturer of the work in competition: Unión Pack, S.L.  
Advertising agency: Estudio Carrio Sánchez Lacasta

**This work won the "Best in Show" distinction for PoS and was also selected to represent Spain at WorldStars for Packaging 2009.**



### Green Te Display Unit

Shop window display unit in a columned structure with sinuous curves that recall the stalks and leaves of the tea plant.

Company: Tot Display, S.A.  
Designer: Tot Display, S.A.  
Advertising brand: Puig  
Manufacturer of the work in competition: Tot Display

## The jury

### President:

Carlos Aguilar, from Luciano Aguilar, S.A.

### Members:

Jordi Amat, from Embamat EU, S.A.  
Jordi Quatrecases, from AECOC  
Jordi Bernabeu, from Imaje Tecnologías de Codificación, S.A.  
Valentín Cuscó, from Euromadi Ibérica  
Ángel Osma, from ANAIP  
Pau Herrera, de Fundació BCD  
Albert Isern, de Guia Creativity  
Juan Jané, from STE Pharma Systems, S.L.  
Ignacio Marchesi, from ASPACK  
Luis Martínez Ribes, from ESADE  
Jordi Alavedra, from Bassat Ogilvy & Mather Barcelona  
José M<sup>a</sup> Morera, from Morera Design  
Xavier Cuxart, from Morillas Brand Design  
Jordi Quera, from ESKO ARTWORK  
Joan Ricart, from Carré Noir  
Carne Vila, from Fira de Barcelona  
Juan Vila, from Stora Enso Barcelona, S.A.  
Alberto Zaragoza, from Kronos Ibérica, S.A.

### Secretary

Pere Serrat, from Graphispac Asociación

