

Winners

PACKAGING



Heineken «I-CON»

Launch Pack of the new highly functional aluminium bottle «I-con», designed by Ito Morabito. The bottle is placed in the centre of a rotating frame and lit by a system of green LEDs.

*Company: JMG. Garrofé Disseny, S.L.
Designer: Josep M^a Garrofé
Advertising brand: Pernod Ricard España
Manufacturer of the entry: Tribu-3
Advertising Agency: JMG. Garrofé Disseny, S.L.*

Winner in the category: «Beverages».
Entry selected to represent Spain in the WorldStars for Packaging 2010.



Germaine

The fuchsia container with mirror has different compartments and simulates a case which hides different jars inside. Colours and materials are carefully chosen to suit the communication line.

*Company: Cartonajes Salinas, S.L.
Advertising brand: Germaine de Capuccini
Manufacturer of the entry: Cartonajes Salinas
Advertising Agency: El Ojo Sensible*

Winner in the category: «Health & Beauty». **Entry selected to represent Spain in the WorldStars for Packaging 2010.**



Trixi Box - Catering

Recyclable and reusable carton to transport prepared food with one hand in a stable, safe and hygienic manner. Its lids prevent contents from spilling. It incorporates two trays for cold or hot, or for food and drink. Highly resistant, it can be stacked and palletised.

*Company: Grupo BdeB 2006, Servicios Empresariales, S.L.U.
Designers: Luis Pericás and Carlos Asencio
Advertising brand: Trixi Box -Catering-
Advertising Agency: Grupo BdeB 2006, Servicios Empresariales, S.L.U.*

Winner in the categories: «Food & Beverages» and «Others».
Also received the distinction «Best In Contest In packaging» and selected to represent Spain in the WorldStars for Packaging 2010



PEQUES Papiya! multicereales

Plastic container for ready-to-eat baby food. Unbreakable and easy to carry, it can be heated in the microwave or *bain marie* and is recyclable. 5-layer structure in very high-barrier PP to protect the product. The layer of EVOH guarantees the oxygen barrier and aromas and maintains the stability and flavour of the food for 12 months. It is hermetically thermo-sealed with a high-barrier transparent film which can be peeled off. It has a rigid injected lid, decorated with a printed label and preparation instructions on the back. The container is octagonal and four of its lateral walls are fluted to make it more resistant to deformation during the sterilisation process and so that it acts as insulator when the consumer holds the hot product. The interspersed round parts allow for the incorporation of children's elements or the manufacturer's brand name.

*Company: EDV Packaging
Designer: EDV Packaging
Advertising brand: Puleva
Manufacturer of the entry: EDV Packaging*

Winner in the category: «Food».
Entry selected to represent Spain in the WorldStars for Packaging 2010.

Winners

PACKAGING



Front label - Perfectcare hair conditioner and repairing mask

Matt transparent polypropylene label flexo printed, to which three screen-printed inks and silver stamping are added. As the container is also matt, it gives a uniform appearance as if the packaging had been directly screen printed.

Company: Relieves Egara, S.L.
Advertising brand: Herbal Nature
Manufacturer of the entry: Relieves Egara, S.L.

Winner in the category: «Health & Beauty».
Entry selected to represent Spain In the WorldStars for Packaging 2010.



Volkswagen

Welcome pack for the presentation of a new range of commercial vehicles to dealerships. It includes catalogues in an inside pocket and a miniature inside a hollow in the lid.

Company: JMG. Garrofé Disseny, S.L.
Designer: Josep M^a Garrofé
Advertising brand: Volkswagen
Manufacturer of the entry: Tribu-3
Advertising Agency: JMG. Garrofé Disseny S.L.

Winner In the category: «Others»
Entry selected to represent Spain In the WorldStars for Packaging 2010.



Trixi Box - Popcorn

Box designed for children. It allows you to transport drinks and popcorn with only one hand. The lids prevent spilling the content, making it safe and hygienic to carry. Made from folding wood, advertising can be incorporated in all surfaces.

Company: Grupo BdeB 2006, Servicios Companyriales, S.L.U.
Designer: Luis Pericás
Advertising brand: Trixi Box - Popcorn
Manufacturer of the entry: Artenvás
Advertising Agency: Grupo BdeB

Winner In the category: «Transport».
Entry selected to represent Spain in the WorldStars for Packaging 2010.



Canister

A practical and reusable packaging which reinvents dried fruits, keeping them tender for longer. Communication line based on the concept «healthy life» to increase the perception of the benefits of the product and increase the value of the brand. It attracts rotation at the point of purchase and can be easily identified thanks to its design.

Company: Puigfalcó Associats, S.L.
Designer: Puigfalcó Associats, S.L.
Advertising brand: Borges
Advertising Agency: Puigfalcó Associats, S.L.

Winner In the category: «Food».
Entry selected to represent Spain In the WorldStars for Packaging 2010.



Tecnibox – Transport of dangerous goods

Set of packaging for the transportation of 120 automobile airbags. It is composed of a container-pallet for 20 special boxes manufactured from an innovative compound of corrugated cardboard and metal which make it fireproof, shatter proof, compression proof and stackable. This packaging is an authentic revolution in the transport of airbags since it replaces the traditional metal packaging with much lighter-weight and competitive corrugated cardboard.

Company: Tecnicartón, S.L.
Designer: Tecnicartón, S.L.
Advertising brand: Tecnicartón, S.L.
Manufacturer of the entry: Tecnicartón, S.L.

Winner in the category:«Transport».
Entry selected to represent Spain In the WorldStars for Packaging 2010.

Winners

POINT OF PURCHASE ADVERTISING



Repavar Display

Display stand which, without taking up much space, presents a large quantity of product. Great visual impact integrating dermo cosmetic products vertically in the display and delivering symmetry on both sides.

Company: Union Pack, S.L.

Designer: Disseny Tres Dimensions

Advertising brand: OTC Ibérica (Grupo Ferrer)

Manufacturer of the entry: Union Pack, S.L.

Advertising Agency: Ramón Carrión

Entry awarded the distinction «Best In Contest In POPA»



Nintendo DSI Display

Display to present a new easy-to-use console. It transmits simplicity, minimalism, cool concept, quality and high-tech feel. It complies with electrical installation standards, has passed stability tests for furniture in shopping centres and has been made from recyclable fire-proof materials.

Company: Zedis, S.L.

Designer: Zedis Design Team

Advertising brand: Nintendo Europe

Manufacturer of the entry: Zedis, S.L.



FS - AXE

Floor display stand with large central communication space and structure which leaves the product totally visible.

Company: Tot Display, S.A.

Designer: Tot Display, S.A.

Advertising brand: Unilever

Manufacturer of the entry: Tot Display, S.A.



4x1 Sony Make Believe Island

Modular display system which is collapsible and adaptable to the space available at the point of purchase. It transmits the brand's style, quality and high technology. It consists of central bodies, cable containers and height-adjustable tables to change the display of the TVs. Curved methacrylate tables with LEDs at the base give the effect of light transmission.

Company: Zedis, S.L.

Designer: Zedis Design Team

Advertising brand: Sony España

Manufacturer of the entry: Zedis, S.L.

Winners

YOUNG DESIGN



Cuines del món

A low-cost packaging ideal for small and medium-size restaurants and take-away food firms. Thanks to its easily foldable design, the packaging can be transformed into a paper place mat, allowing the user to enjoy the food without making a mess.

Company: Escola d'Art i Disseny de Tarragona

Designer and manufacturer of entry: Xavier Oliach Fabregas



Moritz Premium

Design of a Moritz Premium beer. The packaging design draws inspiration from Barcelona, using two graphic elements which are very representative of the, such as the *Eixample* wrought iron.

Company: Instituto Europeo di Design, S.L.

Designer: Ana Maurizot and Lander Soriano

*Advertising brand: Moritz
Manufacturer of the entry: Ana Maurizot and Lander Soriano
Advertising Agency: IED*



Piknic del Raval

Graphics and packaging design for pre-cooked meals from the Barcelona quarter of Raval. The graphics reflect interculturalism and gastronomic mix. The recycled, laminated cardboard packaging consists of a base and 4 lateral pieces which are tied together with a Kanem cord, like a basket.

Company: Escola d'Art i Disseny de Tarragona

Designer and manufacturer of entry: Oriol Panades Magriña

The panel of Judges

President:

Carlos Aguilar, Luciano Aguilar, S.A.

Members:

Jordi Bernabeu, Markem-Imaje Spain, S.A.

Jordi Cuatrecases, AECOC

Xavier Cuxart, Morillas Brand Design

Albert Isern, *Guia Creativity*

Juan Jané, STE Pharma Systems, S.L.

Luis Ignacio Marchesi, ASPACK

Jordi Quera, Esko

Eduard Requesens, Sun Chemical, S.A.

Luis Martínez Ribes, ESADE

Joan Ricart, Carré Noir

Isabel Roig, Fundació BCD

Carme Vila, Fira de Barcelona

Juan Vila, Stora Enso Barcelona, S.A.

Alberto Zaragoza, Krones Ibérica, S.A.

Secretary:

Ignasi Cusi, secretary general of Graphispac Association

