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PACKAGED DESIGN

2013 AWARDS ISSUE



PACKAGING Awards 2013 • ISSUE



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Glass Packaging Institute | Clear Choice Awards 2013

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The Glass Packaging Institute's Clear Choice Awards recognizes the contribution glass packaging makes to the image and success of everyday products. All entries are judged on innovation, package design and shelf impact by a distinguished panel of judges.

CLEAR CHOICE AWARDS



Nonalcoholic Beverage
Starbucks Iced Coffee
By: O-I

For: Starbucks
Starbucks' new coffee blend is leading the Starbucks product line up by supporting a healthier lifestyle. The bottle's simple, iconic shape was designed to reinforce some of the cues customers experience in a Starbucks' store, bridging the gap between the on-premise and off-premise experience.



Food
Tostitos Salsa
By: O-I

For: Frito-Lay North America Inc.
Frito-Lay wanted an exciting product for its Tostitos salsa for the football season. O-I used decoration and embossing to create excitement by incorporating the texture and of a football into the jar itself. This enabled Frito-Lay to introduce a new look without changing the size, shape and closure of Tostitos existing container.



President's Choice Award: Sustainability
Nantucket Nectar
By: Ardagh North America

For: Juice Guys
Nantucket Nectar redesigned its package to reduce its glass weight and convey the origin of the brand—the island of Nantucket with a new shape and smart embossments. The new design features the "we're the Juice guys" tagline on the back, a sailboat and the Nantucket Nectar lettering. The new container, while refreshing the offering, reduced the container weight by 6%.



President's Choice Award: Conversion Recognition
Hidden Valley Sandwich Spread & Dip
By: Vitro

For: The Hidden Valley Food Products Company
Hidden Valley urges consumers to spice up their ordinary sandwich with Hidden Valley Sandwich Spread & Dip in Spicy Chipotle Pepper. A glass jar helps the product brand as premium.



Beer
Kona Longboard Island Lager
 By: D-I
 For: Kona Brewing Company/Craft Brew Alliance
 Kona Brewing Company launched its beer in a totally redesigned container that celebrates Hawaii and the welcoming lifestyle of Aloha. The bottle features the company's slogan "liquid aloha" and an image of the Hawaiian Islands on the bottle, which has a slightly compact size and nostalgic feel.

Conversion Recognition
McCormick Vodka
 By: Antagh North America
 For: McCormick Distilling Company
 McCormick Vodka's previous plastic packaging wasn't branding the premium spirit well. Product sales were not as expected. So the distiller turned to glass to create a standout package. The "alice" off the front shoulder creates a flat panel, where the consumer can see the McCormick "M" and the brand's Crown embossment on the back of the bottle.



NOT PICTURED
 Cosmetics/Fragrance/Other
Jafra Garden Fairy EDT
 By: Vitro
 For: Jafra
 Jafra Garden Fairy fragrance was created to tell a story about fantasy and fairies. The beautifully shaped glass bottle with a vibrant green spray at the bottom, combined with a petal-shaped cap, takes you to a place of fantasy that is full of color and magical scents when you hold it in the palm of your hand.



Distilled Spirits
Jack Daniel's Uraged Tennessee Rye
 By: D-I
 For: Brown-Forman Corporation
 The product and container work together to create a pure, clean, honest offering. The bottle design folds in elements from the classic Old No. 7 square shape and from the Jack Daniel's Single Barrel bottle.

President's Choice Award:
 Sustainability
Green Flash
 By: Verallia North America
 For: Green Flash Brewing Company
 The Green Flash design differentiates the brand and product from crowded and competitive retail shelves. The bottles are now significantly lighter, with more than 3 oz. of material removed per package. This reduced distribution costs and yielded a smaller carbon footprint. The bottle's structural design is sexy and unusual, yet it's easy to automate and fill at the brewery.

Wine
Anew Riesling
 By: Verallia North America
 For: Ste. Michelle Wine Estates
 Made from a custom glass mold, Anew's package stands out on a store shelf. An applied ceramic label provides a faux-etch look that conveys the brand essence of Anew—"for those seeking balance in their life."

