

## PACKAGING



### Enate Merlot-Merlot label

A label which transforms the avant-garde work of Frederic Amat, combining screen-printing and flexo-printing on high quality "Fleur de Coton": art and design embracing innovation.

Company: Relieves Egara, S.L.  
(Terrassa - Barcelona)  
Designer: ABM  
Advertising brand: Enate  
Manufacturer of the project entered in the competition:  
Relieves Egara, S.L.



### Miniblack Freixenet

Freixenet showcases its most youthful, sophisticated and ground-breaking image with this sleeve (tubular thermoretractile label) uniting glass and bottle.

Company: Gia Pack, S.L. (Barcelona)  
Brand: Freixenet  
Manufacturer: Gia Pack, S.L.  
Agency: Humana

**This project has been selected to represent Spain at WorldStars for Packaging 2008.**



### Sans & Sans Herbal Collection

This contemporary line of packaging for herbal teas conveys an impression of purity, clarity and health.

Company: Sonsoles Llorens, S.L.  
(Barcelona)  
Designers: Sonsoles Llorens / Juliana Moench  
Brand: Sans & Sans Fine Tea Merchant  
Fabricante: Hälssen & Lyon

## PACKAGING



### Torre Alba

A self-adhesive label that stands out for its die-cut castle shape and use of five inks, two stampings (blue and gold) and a selective varnish that gives the product a touch of distinction. It also unites the front and back labels in one to gain space for information.

Company: IPE Innovaciones para Etiquetajes, S.L. (Terrassa - Barcelona)  
Brand: Berberana Selección  
Manufacturer of the product entered in the competition: IPE Innovaciones para Etiquetajes, S.L.



### Heinz, canned fish products

A plastic, high-barrier, hermetically heat-sealed container in white PP/EVOH/PP for fish products. The injected lid incorporates a fork and it has an additional decorative sleeve as further proof of sealing integrity. It is recyclable, very lightweight, easy to carry and unbreakable. The container guarantees the product's conservation for 18 months.

Company: Envases del Vallés, S.A.  
(Llinars del Vallès - Barcelona)  
Designer: EDV Packaging  
Advertising Brand: Heinz  
Manufacturer: EDV Packaging

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### 9.60 - Cosmetics line

A line of cosmetic products for men, distributed by Mercadona. Its positioning is linked to concepts such as fitness and sport. The design strengthens these concepts through naming, evoking a chronometer, and the muscular shape of the packaging. The ergonomic containers in flexible plastic withstand knocks and are easy to transport.

Company: Lavernia Cienfuegos y Asociados, S.L. (Valencia)  
Designer: Lavernia - Cienfuegos  
Brand: 9.60  
Manufacturer: Laboratorios RNB  
Agency: LC & A

# Winners

## PACKAGING



### Polvorones

Happy Sexuality and a Prosperous 2007  
A cheeky Christmas greeting which plays with the sexual connotations of the word “*polvorón*” (a traditional Spanish Christmas cupcake). Each pack includes three *polvorones*. The packaging is phallic in concept and decorated with original graphics combining materials, colours and witticisms about Christmas Eve, New Year's Eve and 6 January Day.

Company: Tribu-3, S.L. (Barcelona)  
Designer: Josep M<sup>a</sup> Garrofé  
Brand: JMG/Garrofé Disseny  
Manufacturer: Tribu-3, S.L.  
Agency: JMG/Garrofé Disseny

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### Isothermal transport packaging

Large capacity isothermal polyethylene-aluminium box. Ideal for the transportation, either individually or in bulk, of heat-sensitive goods at positive or negative temperatures for periods of between 48 and 72 hours. It is foldable, printable, recyclable and can be manufactured in different formats.

Company: Troquel Servis, S.A.  
(Sant Esteve de Sesrovires - Barcelona)  
Designer: Troquel Servis S.A.  
Brand: Troquel Servis S.A.  
Manufacturer of the project entered in the competition: Troquel Servis S.A.

**Special Jury commendation.**



### Seiko Sportura

Themed press kit  
Contains a brochure and CD-ROM explaining the product: a new high-end sports watch from Seiko inspired by Formula 1. It transmits the brand values and the power of the sport, combining two aggressive colours (black and red) and the use of materials associated with F1, such as rubber and metal.

Company: JMG/Garrofé Disseny, S.L.  
Designer: Josep M<sup>a</sup> Garrofé  
Brand: Seiko  
Manufacturer: Tribu-3, S.L.  
Agency: JMG/Garrofé Disseny

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### Elisava Bolsa

Merchandising bag.  
Made from EVA foam with metal spirals as a side closing mechanism. Its aesthetic simplicity and clean design were extremely popular with students at the centre and visitors to an educational fair held in Barcelona.

Company: Tribu-3, S.L. (Barcelona)  
Designer: Josep M<sup>a</sup> Garrofé  
Brand: Elisava  
Manufacturer: Tribu-3, S.L.  
Agency: JMG/Garrofé Disseny

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LIDERPACK 07 PREMIOS



### Cap-mix system

This is the only capsule dosing system in the gardening sector (phytosanitary products). Its main benefits are ease of use, safety, sustainability and economy.

Company: Productos Flower, S.A.  
(Tàrraga - Lleida)  
Designer: Carmela Arroyo  
Advertising Brand: Flower  
Manufacturer: Productos Flower, S.A.  
Agency: Integrum



### Oral B Folder

Presentation box to launch the new electric Oral-B toothbrush. High quality finishes and a magnetic seal were used to further strengthen the image.

Company: Miralles Cartonajes, S.A.  
(Mollet del Vallès - Barcelona)  
Designer: Miralles Cartonajes, S.A.  
Advertising Brand: Procter & Gamble  
Manufacturer: Miralles Cartonajes, S.A.



### Ecopack

Intelligently resolves the problem of storing used batteries at home for subsequent delivery to dedicated recycling points.

Company: Pro Cartón España  
Designer: Matilda Ripenberg

## POINT OF SALE ADVERTISING (POS)



### Vaio modular display system

Modular display system which can adapt to any point of sale size. The chosen materials and the neon-style light with the logo milled into the methacrylate give it a high-tech, high quality appearance.

Company: Zedis, S.L.  
(Parets del Vallès - Barcelona)  
Designer: Cesar Porras  
(Zedis design team)  
Brand: SONY VAIO  
Manufacturer: Zedis, S.L.



### Sony Full HD unit

A spectacular display system featuring two large lateral communication panels which can be reused for future campaigns. The shelves, illuminated on both sides, enhance the product and counterbalance the importance of the television in operation.

Company: Zedis, S.L.  
(Parets del Vallès - Barcelona)  
Designer: Cesar Porras  
(Zedis design team)  
Brand: SONY Full HD  
Manufacturer: Zedis, S.L.



### Legrand rotating unit

A tabletop display unit containing switches, consisting of a rotating central unit which, as well as holding the switch, can be turned 360° to showcase both sides of the piece on display. Manufactured from cardboard, including a methacrylate rod.

Company: Tribu-3, S.L. (Barcelona)  
Brand: Legrand  
Manufacturer: Tribu-3, S.L.  
Agency: Domo

## POINT OF SALE ADVERTISING (POS)



### FS Sweets

Display unit for signature chocolate, getting away from the traditional floorstand format. The design guarantees optimum product visibility from every angle and strengthens the brand image using different geometric shapes.

Company: Tot Display, S.A.  
(Mollet del Vallès - Barcelona)  
Designer: Tot Display, S.A.  
Brand: Chocolates Valor  
Manufacturer: Tot Display, S.A.



### Kanebo Garden

A display unit for selected hairdressing salons, featuring great attention to detail with a fusion of shapes and materials and the inclusion of water as an emotional stimulant. The waterfall is made from enamelled porcelain paving and uses ten litres of specially treated water to prevent algae from building up. It has a hidden underwater pump and is illuminated by fluorescent 36W lights.

Company: 08 Dinamic Display  
(Vilassar de Dalt - Barcelona)  
Designer: 08 Dinamic Display  
Brand: Kanebo  
Manufacturer: 08 Dinamic Display



### ISDIN Sampler Display Unit

A sampler display unit conceived as a box/suitcase which, on opening, folds out to become a display unit featuring the complete range of products. Customers can select products from the pack to inspect them and test them out.

Company: Tribu-3, S.L. (Barcelona)  
Designer: Josep Mª Garrofé  
Brand: ISDIN  
Manufacturer: Tribu-3, S.L.  
Agency: JMG/ Garrofé Disseny



## POINT OF SALE ADVERTISING (POS)



### Rimmel "Máscara lash maxx" Floorstand

Floorstand in the shape of a fan for inserting mascaras, which achieves a perfect harmony between products and the display unit itself.

Company: Zedis, S.L.  
(Parets del Vallès - Barcelona)  
Designer: Xavier Bueno  
(Zedis Design Team)  
Brand: Coty Astor  
Manufacturer: Zedis, S.L.

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### Unno Red Display Unit

A display unit containing 12 boxes to stimulate impulse buying, made up of two pieces – a main rectangle and seven equally-sized shelves. Easy to set up and very practical as products can be taken out from both sides of the display unit.

Company: Alzamora Packaging, S.A.  
(Sant Joan Les Fonts - Girona)  
Designer: Dpto. Marketing Sans  
Branded Apparel  
Brand: Unno  
Manufacturer: Alzamora Packaging  
Agency: Morillas

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### Presentation kit

A cardboard presentation kit for various different pen models in 15 mm polyethylene which adapts very well to holding pens. Closes by magnets.

Company: Union Pack, S.L. (Barcelona)  
Designer: Miquel Pérez  
Brand: Bic  
Manufacturer: Union Pack, S.L.

## YOUNG DESIGN



### Oxygen / One Laptop per child

Oxygen is a flexible, portable, durable, low-cost computer designed for children in developing countries. The visuals depend on the intended country, and the packaging is made from smooth, rigid cardboard in a single piece which is easy to assemble and can then be reused. It also includes a carrying handle.

Company: School of Art and Design of the Regional Council of Tarragona (EADT)  
Designer: Sandra Valenzuela

*Liderpack Awards are organized every year by*

## THE BEST OF THE SHOW 2007



### PACKAGING

#### Product: Miniblack Freixenet

For its original design, practicality and use of material.



### POS ADVERTISING

#### Product: Muestrario ISDIN

For successfully addressing the challenge of designing a sampler that can be converted to a display unit that is sturdy enough to store and protect the products while still being an attractive point-of-sale feature.

