





WEEKLY ROUNDUP

Innovation that is pushing the industry forward through sustainable, technical and ecommerce packaging design. Featuring last year's innovation winners including Procter & Gamble - Herbal Essence & Tide, Henkel's Social Plastic and Coors Light Chill Pack.

This week we investigate Packaging

Our 2021 Innovation Judges also provide insight on what types of entries will excite them - be sure to get your entries for the 2021 awards in by the October 29 deadline!



PACKAGING INNOVATION P&G's haircare brand

ZUZU BESI OF SHO

<u>Herbal Essence</u> landed the top spot for Packaging

Innovation at the 2020

PAC Global Leadership Awards for their tactile marked shampoo and conditioner bottles. With the goal of improving accessibility, Herbal Essence shampoo and conditioner bottles are indented with stripes and circles during the laser marking process. The touch navigation system alleviates in-shower confusion and helps consumers, especially those with low vision, confidently perform daily tasks. P&G is the first mass hair care brand to introduce tactile markings.



year's ONEOF100 Summit.

With hundreds of entries to sift through, you need to make sure your

TOP TIPS TO WOW...

entry makes an impression. Strong storytelling and high-quality visuals

THE PACKAGE INNOVATION JUDGING PANEL

that capture the essence of your package are essential. Three of this year's judges share what will really excite them.



the entire life cycle of the product, and paid attention to the needs of the consumer. **NATALIA LUMBY Associate Professor** Ryerson University

It's so amazing when we come

sustainable packages is truly

a joint effort. We hope to see

solutions that have considered

together to test new sustainable

materials and processes! Creating

PAUL JENKINS Managing Director **ThePackHub**

A global leading packaging

innovation should deliver an

unmet consumer need in the

most sustainable way possible



innovation from across the globe.

IMPRESS THE JUDGES?

AWARDS CATEGORIES

The most prestigious award to

Show, one for **Brand Marketing**

and one for Package Innovation.

PAC recognizes the top brands/

organizations in each of the

following categories:

win, PAC awards two Best of

ENTER TODAY.

solution providing strong consumer engagement and functionality throughout the value chain, then you have a real winner JAMES DAVIDSON Director of Commercial Development Amcor Flexibles NA

Accomplish with an elegant

The 2021 Global Leadership Awards judging panel features 75 international industry experts chosen for their expertise and insight to select the very best in packaging brand design and



DO YOU HAVE WHAT IT TAKES TO

BRAND MARKETING **NEW BRAND**

BEST OF SHOW

BEST IN CLASS

Food, beverage, non-food BRAND MARKETING **REVITALIZED BRAND** Food, beverage, non-food **BRAND MARKETING**

PACKAGE INNOVATION **ECOMMERCE**

TECHNICAL DESIGN

and connected attributes, complex manufacturing processes. Sustainable Design

combination, graphic and

PACKAGING

INNOVATION CATEGORY

This category recognizes brands

that push their packaging to be

more. To be forward thinking about

structure, materials, applications,

Packages with technical attributes

unique structural design, material

technology and sustainability.

in any of these following areas:

printing enhancements, smart

AN IN-DEPTH LOOK

Technical Design

Packages with sustainable and circular packaging attributes including renewable, reusable or recycled content, recyclable and compostable. **Ecommerce Design** The package and/or combinations

of packages should include some

or any of these attributes; brand

excellence, product security, user

experience, material optimization,

ease of returnability, unique

PAST PACKAGE INNOVATION

structural designs.

2020 **DESIGN** FOR ECOMMERCE <u>TIDE</u>

BRAND OWNER: PROCTER & GAMBLE **ENTERING COMPANY:** PROCTER & GAMBLE The Tide Echo-Box

impressed judges with its

compressed shipping-safe

less plastic that transforms

package made from 60%

into an stand with built-in

no-drip twist tap for easy

product accessibility.

Diese Flasche besteht zu 100% recyceltem Plastik, 50% davon ist sog

2020

COORS LIGHT

COORS LIGHT

ENTERING COMPANY: ATLANTIC PACKAGING **PRODUCTS** Judges rewarded the innovative design of the Coors Light Chill Pack. It is optimized to protect,

TECHNICAL DESIGN

BRAND OWNER:

PACKAGE INNOVATION SUSTAINABLE DESIGN PACKAGE INNOVATION

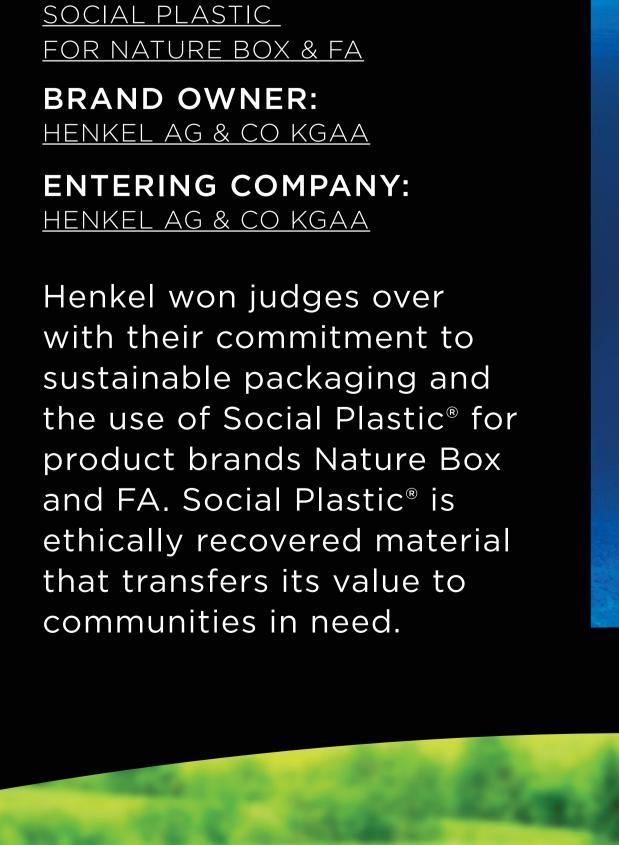
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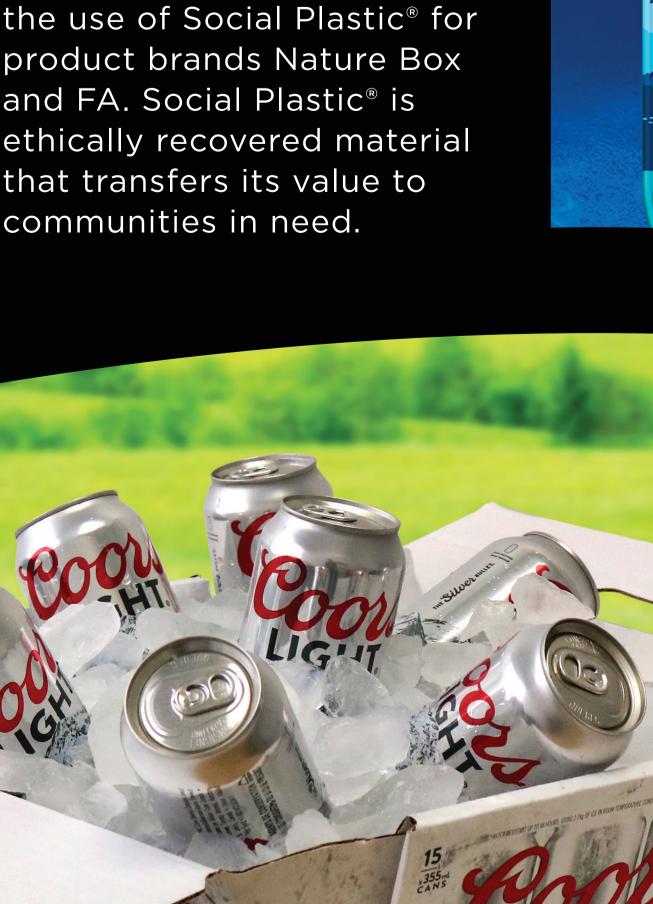
BEST IN CLASS WINNERS

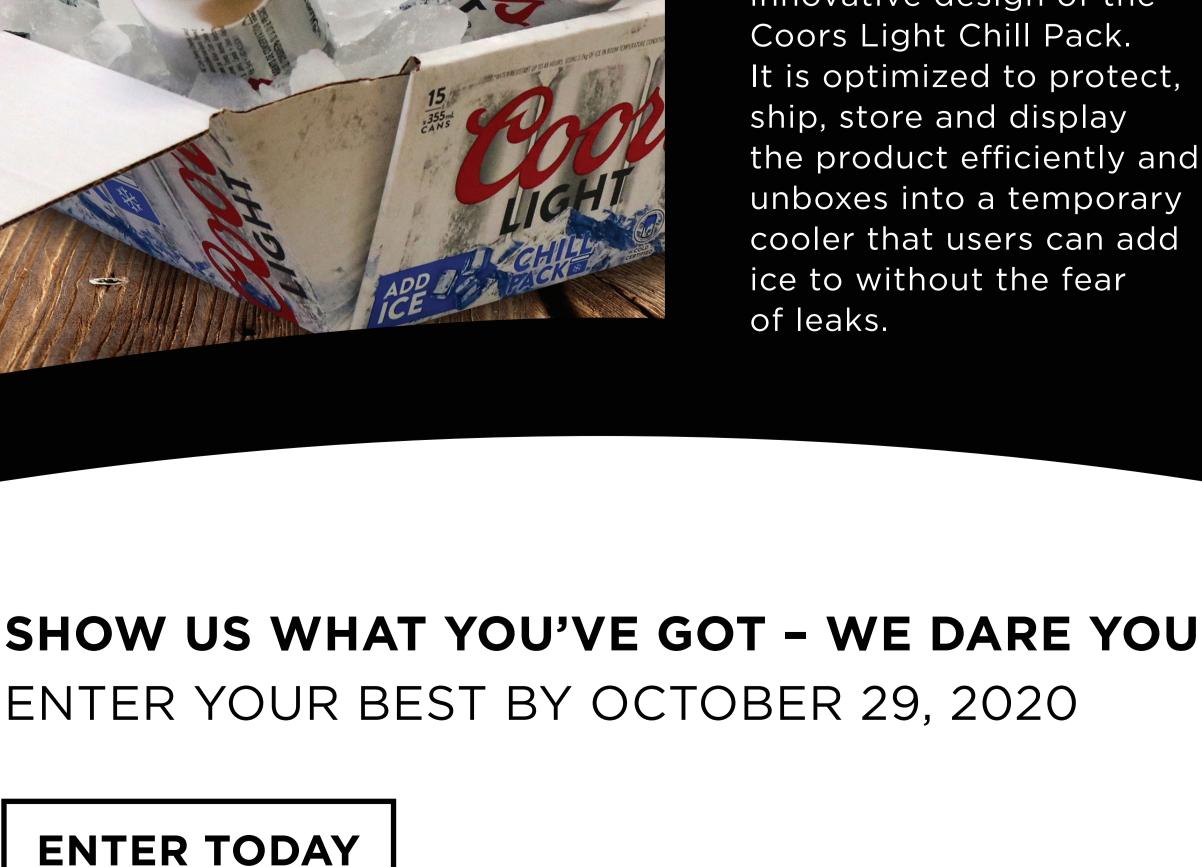
eco-box

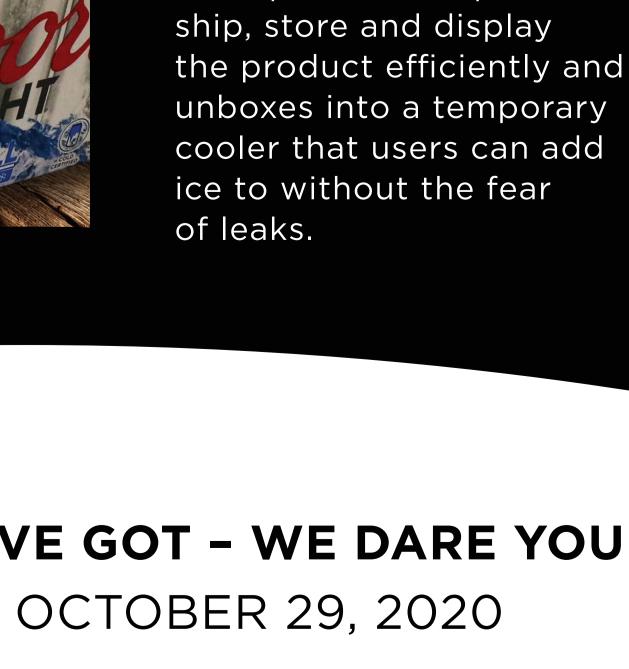
2020 **SUSTAINABLE**

DESIGN









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