

 **FachPack**

# special show

# Environmentally friendly premium packaging

An exhibition of

NÜRNBERG  MESSE

**bayern**  
**design**

## NürnbergMesse and bayern design present the special show Environmentally friendly premium packaging

Thanks to the public interests, the packaging industry is developing innovative ideas and concepts for packaging and demonstrating new opportunities and ways to accommodate the trend and the dynamics of sustainable packaging. This creates new forward-looking and creative designs.

The curated exhibition is divided into five categories, which provide an overview of different approaches to „Environmentally friendly premium packaging“. They aim to show how a successful brand identity, first-rate design and sustainable packaging can help to achieve harmony.

The presented innovations describe new trends and impulses from the packaging industry and are divided into the areas material, value, processes and idea creator.



### Recycling packaging

The recycling targets for packaging set by the EU require new approaches from producers and the recycling industry. By 2025, 55% of all municipal waste must be recycled. For this reason, numerous research projects are working in particular on whether plastic waste can be reused or reused as packaging. What applications are recyclates suitable for and what solutions do companies have to improve the recycling of packaging?



### Resource-saving materials

How can sustainability and packaging be optimally combined? For paper manufacturers the solution lies in paper-based packaging with a barrier effect. They score points with renewable raw materials. Plastics manufacturers or suppliers of aluminium packaging point to the massive material savings (i.e. less material input with increasing functionality) and the increasing recyclability of their materials. What does the market have to offer?



### Reusable packaging and systems

The German consumer is familiar with reusable packaging, especially from the drinks department – glass and PET bottles are used several times and thus conserve resources. However, reusable packaging can also fully exploit its advantages in (retail) logistics: They can be optimally integrated into a recycling concept, are usually of a higher quality than disposable packaging and thus protect the products better. They also ensure that less packaging waste is generated during the lifetime of the individual products. The reusable packaging can be made of different materials.



### (New) environmentally friendly processes

Environmentally friendly processes are part of a sustainable corporate strategy that is now firmly anchored in many companies. Possible measures include improving the energy efficiency of machines and systems, reducing waste and the use of materials (e.g. thinner films) or using materials that do not pollute the environment.



### Design as added value

Design is increasingly seen as the key to economic and sustainable success and acts as a showcase for companies. Good products benefit from well thought-through and well designed packaging design.



**Exponat:** 10 pt

**Firma:** n.a.

**Designer:** Antonina Kozlova and Dohn Kanokpon, Berlin, DE

**Awards:** n.a.

The 10 pt concept was developed as t-shirt packaging. T-shirts are rolled and then can be transported, stored, and displayed in the 10 pt paper tubes. 10 pt tubes take up less space than standard boxes and their production requires less material. They have a spiral form and when unwound each converts into a measuring tape that can be stored in the lid or the bottom of the tube. This way, virtually no waste is produced and the packaging itself becomes a product.

Graphic designer Antonina Kozlova has an eye for digital and printed design. Product designer Kanokpon Yokchoo focuses on aesthetics, materials, and production processes.

[toniakozlova.com](http://toniakozlova.com)

[facebook.com/profile.php?id=566449533](https://facebook.com/profile.php?id=566449533)





**Exponat:** Aesop Ivory Cream Artisan Set

**Firma:** n.a.

**Designer:** Kenneth Kuh, Pasadena, US

**Awards:** ADAA Semifinalist, ADC YoungOnes 2019 – Silver Cube

The objective for this project is to create a packaging set under the assumption of Aesop having their own product line for ceramics tableware. In order to match the already existing brand identity, a lot of considerations in design, user experience, and functionality were put into the process of developing this packaging. This set retains the original natural and raw feeling that is crucial to Aesop while still having a minimal look to it that is not only easy for the customers to carry around but also offers security for the ceramic's tableware.

Born in LA, growing up in Taiwan and later moving to Shanghai before coming back has granted Kenneth the unique experience of traveling through this cycle of fate: as everything always seems to go back to its origin no matter what. As for him, he has learned to immerse himself into the process and follows wherever it guides him to. As a designer, he is always willing to take risks and open himself up for any given opportunities. While his passion being one of his biggest motivations, he strives to create a future where every individual can contribute their full potential.

[behance.net/kuhk58188df7c](https://behance.net/kuhk58188df7c)





**Exponat:** AH Puur

**Firma:** n.a.

**Designer:** Laura Voet, Culemborg, NL

**Awards:** 3th price BNO Packaging Talent Award 2018

The assignment was to develop a new packaging for Albert Heijn's Puur detergent. The brand's strength is that perfumes, parabens, and colorants have been eliminated from the product – back to the basics: purity. All design elements have been inspired by the word pure. Already existing materials are used and can be reclaimed when the detergent is empty. The bottles can be refilled or reused for other household purposes.

Graphic designer Laura Voet strives to live every day consciously. To do so, she cooperates with brands that also strive for a conscious mindset and for sustainability. By creating visual identities and packaging, Voet supports these brands and helps them share their respective missions.

[lauravoet.com](http://lauravoet.com)





**Exponat:** Arekapak

**Firma:** Arekapak GmbH, Berlin, DE

**Designer:** n.a.

**Awards:** Kultur- und Kreativpiloten 2017

Arekapak packaging is genuine, ecological, and stands out due to its distinctive aesthetics. The versatile packaging is robust, heat- and cold-resistant, and has an organic water-repellent surface.

Arekapak designs sustainable product packaging made from Areca palm leaves which are agricultural byproducts accrued in large volumes in India. The leaves can be pressed into shape using only heat and pressure, no chemicals. This is why the packaging is 100% natural and can be reinserted into the natural cycle completely at the end of its lifespan.

[arekapak.de](http://arekapak.de)





**Exponat:** Avgoulakia

**Firma:** A.S. Advertising, Kifissia, Attiki, GR

**Designer:** n.a.

**Awards:** Ermis Awards, Innovation Packaging, A Design

If Avgoulakia packaging was about the chicken-or-egg dilemma, the chicken definitely would steal the show. Staging eggs, a classic product, in an unexpected way requires exceptional packaging. Exceptional packaging based on a creative concept that highlights the brand's unique qualities in a modern and playful manner.

A.S. Advertising's projects and ideas have one thing in common: the Eureka! moment. The A.S. Advertising team believes in the importance of communication. Used in harmony, strategic words and symbols are the essence of aesthetics and their synthesis leads to an empiric ode to epiphany, euphoria, and charismatic brand perception.

[antoniaskaraki.com](http://antoniaskaraki.com)





**Exponat:** Box in Box 3

**Firma:** LEONHARD KURZ Stiftung & Co. KG, Fürth, DE

**Designer:** n.a.

**Awards:** GERMAN DESIGN AWARD SPECIAL MENTION 2019

Box in Box is a sample collection of packaging designs featuring elaborate and sustainable finishing using KURZ's cutting-edge technologies. KURZ issues a series every year to inspire creative packaging design. The theme of the collection was derived from the findings of a study of trends conducted by KURZ's trend team in cooperation with a trend agency. Having been converted into a visible and tangible experience by KURZ's designers, the trends are reflected in diverse aspects of the packaging.

The KURZ Group is a global leader in heat embossing and coating technology. KURZ develops and manufactures decorative and functional coatings that are applied to carrier foils and employed in a variety of industries including packaging and printing, automotive, electronics, cards, and textiles. The company's comprehensive portfolio of products for finishing, decorating, labeling, and preventing counterfeiting is complemented by its full line of embossing machines and tools.

[kurz.de](http://kurz.de)





**Exponat:** combidome

**Firma:** SIG Combibloc GmbH, Linnich, DE

**Designer:** Drinks Cubed Ltd, Ravinder Sandhu, UK

**Awards:** 2013 Beverage Innovation Award, 2013 Deutscher Verpackungspreis, 2014 iF Design Award

combidome combines the best features of a carton pack with the best features of a bottle – guaranteeing exceptional differentiation for any beverage. Beverages filled in combidome are safely protected from light and air. Nutrients and vitamins in the beverages are retained, without preservatives. Thanks to its shape, stability and smooth pouring action, combidome is easy to handle, just like a bottle.

SIG is a leading systems and solutions provider for aseptic carton packaging. They work in partnership with their customers to bring food and beverage products to consumers around the world in a safe, sustainable and affordable way. Their unique technology and outstanding innovation capacity enable them to provide their customers with end-to-end solutions for differentiated products, smarter factories and connected packs.

At Drinks Cubed their mission statement is ‘progress in pursuit of perfection’ and in harnessing this, they have invested significant time and research in reducing single use plastic within the drinks manufacturing process and actively encourage their customers to reduce the use of single use plastic, via reusing their carton-bottles sensibly & recycling them. Their Water Cubed product packaging is innovative within the premium mineral water market, harnessing 100% responsibly sourced materials.

**sig.biz**





**Exponat:** COOLEO

**Firma:** n.a.

**Designer:** COOLEO, München, DE

**Awards:** Red Dot Design Award 2018

COOLEO is a double-layered Borosilicate glass bottle handmade by artisan glass blowers. It provides winemakers with the perfect vessel for their wines and allows designers and other creative people to showcase their talent on the inner or outer layers. COOLEO is light in weight and its clean lines emphasize the true colors of the wine it embraces. Thanks to its double layer, the bottle basically cools itself, eliminating the need for a chiller or repeated trips to the refrigerator.

[mycooleo.com](http://mycooleo.com)





**Exponat:** Denada

**Firma:** Denada Co, Stirling WA, AU

**Designer:** Jo Cutri Studio, Prahran Vic, AU

**Awards:** n.a.

The rough translation of Denada is it's nothing – the starting point or background behind the charming, minimalist design of the containers of the company's ice-cream to ensure differentiation at points of sale. Among other things, the goal was to achieve overall consistency in the representation of the various flavors in all the containers. Denada's packaging is recyclable and thus environmentally friendly.

Denada Co is an Australian manufacturer of sugar-free ice cream. The line comprises four flavors – vanilla, mint chip, double choc, and peanut butter – all made from natural ingredients with no added sugar. The Denada team strongly believes that no one needs to consume sugar, but everyone deserves dessert.

Jo Cutri is an art director in Perth, Western Australia. Located in Melbourne, his multi-disciplinary design studio specializes in brand development, packaging, and design for print and web media.

[denadaco.com](http://denadaco.com)





**Exponat:** Refill Deo

**Firma:** n.a.

**Designer:** Erik Ebberstein, Stockholm, SE

**Awards:** Green Product Award Selection 2016

Refill Deo was inspired by the increasing desire of people around the world to eliminate the use of everyday plastic products and disposable containers. Refill Deo is a refillable container for a natural deodorant stick based on the principle of circularity: The wooden exterior wraps around a vessel made of aluminum which can be filled with liquified deodorant as needed.

Erik Ebberstein is an industrial designer who lives and works in Stockholm, Sweden. Despite being a work in progress, Refill Deo has received many awards and has drawn attention world-wide.

[erik.ebberstein.com](http://erik.ebberstein.com)





**Exponat:** Breakable Glass Packaging, Duralex Redesign

**Firma:** n.a.

**Designer:** Kha Han Le (Kelly), San Francisco, Kalifornien, US

**Awards:** n.a.

This packaging takes into consideration the cost of producing the glass product it protects. The focus clearly is on the safety of the product inside the package which is facilitated by the two lock tabs. The packaging is designed to involve the consumers transporting the product into the design process, as can be deduced from the two die-cuts on the top which offer a better grip. The minimalist graphics enlighten consumers in a simple yet precise manner without providing any superfluous information about the product.

Kha Han Kelly Le grew up in Ho Chi Minh City, Vietnam and currently studies graphic design at the Academy of Art University. She grew up in a multi-cultural environment where she was encouraged to develop one-of-a-kind ideas for extremely simplified designs based on complex concepts. Kha Han Kelly Le mainly focuses on minimalistic designs that convey maximum expression.

[khahanle.com](http://khahanle.com)





**Exponat:** Ecovaganza Box

**Firma:** Seismografics Jk GmbH, Unterschleißheim, DE

**Designer:** inuit Marketing Agency OHG, Laura Westerheider, Hamburg, DE

**Awards:** n.a.

The Ecovaganza Box is the result of an innovative symbiosis of sustainable materials, unique design, and ingenious ecological finishing. To ensure the sustainable appearance of a product, its packaging must be made from appropriate materials that do not compromise high-end standards. The Ecovaganza Box impressively illustrates how finishing can be designed with sustainability in mind. The interplay of sustainable grass paper and watercolors with organic glitter results in high-class and eye-catching designs.

Seismografics is the first choice of companies and agencies in Germany using premium, refined print products and packaging to increase their brands' impact and their revenue in a targeted manner. The company's uniquely versatile technical options, its capacity, and its knowledge of brands make the difference that ensures successful communication for their customers.

[seismografics.de](http://seismografics.de)





**Exponat:** effy cosmetics

**Firma:** n.a.

**Designer:** Kazuha Otake, Brooklyn, US

**Awards:** Indigo Award 2019 Non-professional Category Packaging Design: Gold

effy is a brand of cosmetics made exclusively from natural ingredients. The new packaging system facilitates a large number of product combinations. The aim is to produce natural and safe cosmetics for everybody and to promote new ways to use, store, present, and apply cosmetics. This can solve the problem of the excessive cosmetics container sizes and contents that result in vast amounts of waste.

Kazuha Otake attained a BFA in interior design in Japan and a master's degree in packaging design at the Graduate Design/Packaging Design Department of Pratt Institute in spring of 2018. Otake loves developing creative design solutions, two- and three-dimensional designs, product designs, graphic designs including typography, and packaging designs. She also enjoys developing structural and visual branding solutions resulting in strong concepts and effective outcomes.

[behance.net/10051005k4d47](https://behance.net/10051005k4d47)





**Exponat:** Desintegra.me – Ephemeral Plastic

**Firma:** n.a.

**Designer:** Margarita Talep, Santiago, CL

**Awards:** n.a.

Desintegra.me is a perishable plastic made from algae polymers. Because it is water-soluble, Desintegra.me is a sustainable alternative to plastic packaging for dry or fresh foodstuffs and other goods. Also, Desintegra. me is versatile enough to be fashioned into rigid or flexible forms. Depending on its thickness, the material degrades after two to four months.

Margarita is a designer and materials researcher from Chile. She develops sustainable processes that help improve the bond between humans and nature and make people more aware of that bond. Margarita is currently working on the second stage of her organic algae plastic project. Her areas of interest include innovation, multidisciplinary work, humanity-nature relationships, and sustainability.

[margaritatalep.com](http://margaritatalep.com)





**Exponat:** EXTREM Deluxe

**Firma:** Lavernia & Cienfuegos, Valencia, ES

**Designer:** Raúl Edo, Valencia, ES

**Awards:** PENTAWARDS 2014: Platinum. Best of Luxury, THE DIELINE AWARDS 2014: 1st. Place. Prepared food, ADCV 2015: Gold. Product packaging

EXTREM is a premium-quality ham brand which has a long tradition in Iberia. The assignment was to create a concept for prestigious packaging made from cellulose with gold finishing that allows the high-quality meat product to come into its own. The packaging has to reflect the high quality of the product to draw level with premium delicacies such as caviar and foie gras.

Lavernia & Cienfuegos is a global, multi-disciplinary design studio in Valencia, Spain, which specializes in graphic as well as product and packaging design. While the team members know how brands work and how they are built, they do not market products. They do not consider themselves marketing experts, but they employ strategy as an important project component without acting as strategic consultants. The team members focus on their core business – creativity without distraction. They are designers.

Product designer Raúl Edo is a member of the Lavernia & Cienfuegos team. He completed his studies in industrial design at Ceu San Pablo University in Valencia in 2006, freelanced for diverse agencies in Italy, France and Spain, and worked at the Paul Cockledge Studio in London before joining Lavernia & Cienfuegos in 2010. Edo has received numerous national and international design awards.

[lavernia-cienfuegos.com](http://lavernia-cienfuegos.com)





**Exponat:** EXTREM Premium

**Firma:** Lavernia & Cienfuegos, Valencia, ES

**Designer:** Raúl Edo, Valencia, ES

**Awards:** n.a.

EXTREM is a brand of Iberian ham. To highlight the high quality of the product without increasing its price, Lavernia & Cienfuegos set out to find an adequate material. The result is cellulose paper which typically is processed to make egg cartons. The use of cellulose paper ensures a low cost per unit and a variety of environment-related advantages. The packaging is made in one piece and features a window to make the content visible and a form matrix similar to brand engraving which eliminates the need for printing. The packaging is closed with a string which is typical in the production and display of ham.

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[lavernia-cienfuegos.com](http://lavernia-cienfuegos.com)





**Exponat:** FEEDitBAG

**Firma:** Cheil Germany GmbH, Schwalbach am Taunus, DE

**Designer:** n.a.

**Awards:** Red Dot Design Award, D&AD, ADC Deutschland, ADC Europe, Eurobest, Epica

The first plastic bag to create life instead of destroying it: FEEDitBAG was designed for supermarket chains as an investment in sustainability. Made of cornstarch, a renewable raw material, FEEDitBAG is imprinted with water-soluble colors and comes with a biodegradable sticker containing seeds. FEEDitBAG decomposes completely within ten weeks thus reducing plastic waste. It also helps to protect the environment by producing new plants.

The members of the Cheil Germany team refer to themselves as creative technologists. As digital natives they see technology as an industry and as something that comprises everything, anytime and anywhere, and as a raw material that engenders networks and forms the core of creative action – branded interactions that move products, brands, and most important, people.

[cheil.de](http://cheil.de)





**Exponat:** Fiber-Based Packaging for Cherry Tomatoes

**Firma:** Metsä Board Deutschland GmbH, Frankfurt am Main, DE

**Designer:** n.a.

**Awards:** n.a.

In cooperation with Närpes Grönsaker, a produce cooperative in Finland, Metsä Board commissioned a study to compare paperboard cherry tomato containers with the plastic containers currently used. The results of the study show that consumers deem paperboard containers to be a more responsible choice than plastic and they are willing to pay more for paperboard containers. It also became apparent that paperboard preserves cherry tomatoes at least as well as plastic.

Metsä Board is a leading European producer of premium paperboards including folding box-boards and food service boards. The lightweight paperboards made from fresh fibers are a perfect fit for consumer goods, retailing, and food service packaging. Metsä Board focuses on creating lighter and better paperboard solutions for future-minded brands. Together with its customers, the company develops innovative solutions that are better for consumers and for the world.

[metsaboard.com](http://metsaboard.com)





**Exponat:** eco-barrier paperboard

**Firma:** Metsä Board Deutschland GmbH, Frankfurt am Main, DE

**Designer:** n.a.

**Awards:** n.a.

New MetsäBoard Prime FBB EB has a medium barrier against moisture and grease, which makes it especially suitable for food and food service packaging. Furthermore, since the eco-barrier board is plastic-free, it does not require a plastic separation process making it easy and cost-efficient to recycle. MetsäBoard Prime FBB EB is made of pure fresh fibres sourced from sustainably managed Northern European forests. It is safe for direct food contact and is free from optical brighteners (OBA free) and fluorochemicals. It is available both with PEFC™ or with FSC® certification. As well as being easy to recycle, MetsäBoard Prime FBB EB is lightweight, contributing to the reduction of carbon footprint throughout the whole chain.

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[metsaboard.com](https://metsaboard.com)





**Exponat:** GOLBORNE by ARUP x Goldfinger Factory

**Firma:** Goldfinger Factory, London, GB

**Designer:** Arup, Stephen Philips, London, GB

**Awards:** n.a.

The cooperative development of design agency ARUP and social enterprise Goldfinger Factory has resulted in a line of attractive and renewable storage and desk organization containers. The reclaimed milk containers come with lids made of recycled wood. All containers are ideal for storing spices, nuts, cereals and dry goods as well as paper clips, pens, drawing and painting utensils, or even toys.

Founded in 2013, Goldfinger Factory is an award-winning social enterprise for sustainable design. It combines a bespoke furniture and interiors business with a Teaching Academy for less-advantaged youth, conveying craftsmanship, artistic skills and the processing of reclaimed materials. Everything Goldfinger Factory does is guided by the team's passion for circular economy principles and an inclusive community.

The designers, planners, engineers, consultants, and technicians of the independent firm Arup are active in all segments of the economy and society.

**arup.com**





**Exponat:** Gone

**Firma:** n.a.

**Designer:** Lizzie Wright, San Francisco, Kalifornien, US

**Awards:** n.a.

Gone is an easily disposable environment-friendly food wrapper designed to allow athletes to enjoy snacks while participating in sports activities. While many products come in plastic-coated foil wraps, Gone is an edible wrapper made of biodegradable organic plastic. This allows athletes to dispose of the packaging without harming the environment, for example, by the side of the road, where it is consumed in a few days by animals and disintegrates after exposure to the elements.

Industrial designer Lizzie Wright focuses on improving ecological sustainability at every level – from materials procurement to behavioral systems. Independently of one another, convenience and environmental awareness have become prerequisites for good design because design must empathize with the user as well as the environment to bring about drastic change. Wright's work is dedicated to the space in between: intuitive sustainability.

[iamlizziewright.com](http://iamlizziewright.com)





**Exponat:** Hands on Veggies

**Firma:** No Planet B GmbH, Paldau, AT

**Designer:** DECASA Kreativstudio, Sabrina Deutsch, Graz, AT

**Awards:** n.a.

Hands on Veggies produces sustainable, vegan, organic cosmetics with the nutritional power of a vegetable garden. The packaging material is made from an innovative solution of plant origin: tubes and bottles made of organic, climate-friendly, sugarcane-based plastic – plastics made by nature! Another benefit is, that the production of the recyclable packaging material is CO2 neutral.

The recipe for success of the organic cosmetics start-up No Planet B GmbH in the Steiermark region of Austria includes the courage to stray from the beaten track, to bring visionary solutions to life, and to stay true to the concept of consistent sustainability. The founders, Dr. Nicole Pircher and Lisa Dobler, specialize in the development of trendsetting natural cosmetics and make no compromises when it comes to health and the environment.

DECASA sees itself as a modern artistic collective of sisters – Sabrina Deutsch, graphic designer and organizational acrobat, and her sister Carola, exceptional creative talent and artist. Besides their last name, the sisters share their instinct for individuality and aesthetics. DECASA's repertoire covers elaborate product designs, large-format street-art projects, and works of art on canvas and in the form of expressive body tattoos.

[handsonveggies.com](http://handsonveggies.com)





**Exponat:** Environmentally-Friendly Jute Insulating Packaging

**Firma:** kompakt61 GmbH, Nürnberg, DE

**Designer:** n.a.

**Awards:** Winner of the Business Plan Wettbewerb Nordbayern presented by BayStartUP

kompakt61 developed a sustainable insulated packaging made from jute for mail-order businesses to use as an ecologically responsible alternative to Styrofoam. Jute has excellent shock-absorbing and insulating properties, ensuring the safe transportation of sensitive foodstuffs and other goods. Also, jute is a natural fiber which makes the entire product, including the wrapping, 100% compostable. Consumers can dispose of it in their organic-waste bins or otherwise compost the material.

**kompakt61.de**





**Exponat:** Kritsa Extra Virgin Olive Oil

**Firma:** Manos Siganos Design Studio, Tripolis, GR

**Designer:** n.a.

**Awards:** Silver A<sup>1</sup> Design Award, Finalist EBGE Greek Graphic Design and Illustration Awards

The agricultural cooperative of the traditional village of Kritsa on the island of Crete is one of the oldest cooperatives in the country. The design of the oil bottle highlights the harmonious co-existence of the modernity demanded by the market with the time-honored character of Crete. Manos Siganos Design Studio decided to communicate this symbiosis simply and clearly with a modern take on the classic olive harvest.

Manos Siganos Design Studio creates visual communication. The team explores, devises, and implements ideas and offers bespoke solutions that meet customers' requirements in full. Specializing in logo, corporate identity, packaging, illustration, and poster design, the studio has created and published numerous award-winning works.

Manos Siganos is a graphic designer and a fan of typography. He studied graphic design at AKTO College in Athens and has been working in advertising as a creative director for many years. He recently opened his own creative studio and does what he likes best.

[manossiganos.com](http://manossiganos.com)





**Exponat:** LastSwab

**Firma:** LastSwab ApS, Kopenhagen, DK

**Designer:** Kåre Frandsen, Kopenhagen, DK

**Awards:** SDG Tech Award nominee

LastSwab's case is made of bio-degradable plastic, the rod is made of nylon, and the tip is made of silicone. Because LastSwab can be cleaned easily and thoroughly, it can be used over and over again, thus saving resources and protecting the environment.

The LastSwab team – Kåre Frandsen, Isabel Aagaard, and Nicolas Aagaard – is committed to creating sustainable alternatives for items used daily. Approximately 18 months ago, the team decided to tackle the problem of 550 billion cotton swabs being produced every year, a large percentage of which pollute oceans and beaches. The solution is LastSwab.

Kåre Frandsen is a carpenter by trade and an expert in prototype building and photo production. Isabel Aagaard has a background in the construction of medical technology devices, and in design. Industrial designer Nicolas Aagaard is in charge of driving the LastSwab business.

[lastswab.com](http://lastswab.com)





**Exponat:** LEAN CAP™

**Firma:** WSM bvba, Sint-Denijs-Westrem, BE

**Designer:** n.a.

**Awards:** n.a.

LEAN CAP™ has been designed to reduce the amount of material used and the weight of regular bottle caps by up to 40%. Less material means lower production and transportation costs, resulting in fewer CO2 emissions and less waste. In addition, the recesses in the product facilitate ventilation for the bottles and the conveyance of a message. LEAN CAP™ is the epitome of less is more – a small, simple alteration that goes a long way towards making our world more sustainable.

WSM is a research and development company headquartered in Gent, Belgium. Its motto is: The future is not a place where we can go; it is a place we have to build. WSM strives to assume technological leadership and deliver effective solutions to complex problems. Performance and simplicity are the keys to these solutions. Perfection is achieved when there is nothing left to eliminate.

**wsm.gent**





**Exponat:** Macamilk

**Firma:** Macamilk, Byron Bay, AU

**Designer:** The Colour Club, Sydney, New South Wales, AU

**Awards:** n.a.

Macamilk is a tasty milk made from macadamia nuts. The assignment was to develop a packaging that can be displayed at cafés like works of art. The illustration on the packaging is a visual expression of the feeling evoked by the first swim of summer – full of energy and excitement – against the backdrop of the distinctive landscape of Byron Bay. The various geometric lines centered on the lighthouse allow the drawing to flow across several containers into one cohesive illustration.

The Colour Club is a creative studio in Sydney, Australia, that helps brands across disciplines create desire and differentiation through design. Strategic thinking, a cooperative approach, and the love of craftsmanship result in bespoke solutions for a myriad of brands.

[thecolourclub.com.au](http://thecolourclub.com.au)





**Exponat:** Native

**Firma:** Paula Crayon, Berlin, DE

**Designer:** Paula Cano Gutierrez, Berlin, DE

**Awards:** n.a.

Created by Paula Crayon, Native is a line of organic shower gels. Its sober, refracted colors and scents – Deep Sea, Red Clay, Wet Jungle, Warm Savanna – are reminiscent of our origins. The glass bottles encasing these gels are hand-made in Berlin. Products in the Native line are unobtrusive and elicit loyalty among their users. Their minimalist nature is both an exercise in restraint and a statement of good taste.

Born in Madrid, Paula Cano Gutierrez attained a bachelor's degree in graphic design from the University of Arts and Design in Madrid. For the past eight years she has supported leading global brands and has established trust and ensured customer retention by developing effective concepts and designing creative packaging. She is known for using consistent, logical language that fits each individual brand perfectly. Over the past few years Cano Gutierrez has focused on designing personal grooming and healthcare products.

[paulacrayon.com](http://paulacrayon.com)





**Exponat:** Omdesign 2016

**Firma:** Omdesign, Matosinhos, PT

**Designer:** n.a.

**Awards:** Red Dot, iF Design Awards, Pentawards, Graphis Design Annual, A' Design Award & Competition, Creativity, The Drinks Business Awards, Muse, Wine Design Challenge

Omdesign has created a packaging made of natural cork from cork oak trees to merge two Portuguese icons: port wine and cork. The cork oak is a protected species because it plays a significant role in the ecosystem. Cork oak forests are referred to as the lungs of the Mediterranean since they contribute to preserving biological diversity, help prevent desertification, and absorb 14 million tons of CO<sub>2</sub> per year.

The packaging is a promotional item and serves both as protection for the port wine inside and as a planter for the acorn that is part of the package.

Founded in 1998, Omdesign is a 100% Portuguese design and advertising agency. The team cooperates with leading global companies across industries including producers of beverages, wine and food, and with businesses in the consumer goods and tourism sectors. Omdesign's creations have received awards beyond national borders.

**omdesign.pt**





**Exponat:** Omdesign 2017

**Firma:** Omdesign, Matosinhos, PT

**Designer:** n.a.

**Awards:** Pentawards, iF Design Award, Graphis Design Annual, Muse Awards, A' Design Award & Competition, Creativity and DNA Paris

The 2017 destruction of forests in Portugal by fires and extreme droughts led Omdesign to develop a statement packaging concept with the goal of reforestation. Trunks of stone pine trees were flamescarfed or singed and then brushed slightly. The front of the package features a high-quality embossed information panel; inside there is a water fountain and a pine tree ready for planting.

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**omdesign.pt**





**Exponat:** OMO Tag

**Firma:** TBWA\RAAD, Dubai, AE

**Designer:** n.a.

**Awards:** Dubai Lynx 2019, Grand Prix, Gold, 2 Silver, 2 Bronze

A new twist to handing out samples and a new medium: OMO Tag resembles any other tag on a piece of clothing but this tag is made of OMO detergent and thus is 100% water-soluble. To promote awareness of an active lifestyle, TBWA\RAAD joined forces with the largest sporting goods retailer in Lebanon and placed the tags on garments which typically become very soiled. The user simply removes the tag and adds it to the load of soiled clothing in the washing machine.

TBWA\RAAD was founded in the United Arab Emirates in 2000 with the goal of extending the presence of TBWA Worldwide in the Middle East and in Africa. The network has more than 1,000 members responsible for four main divisions: advertising, digital, shopper marketing, and public relations. The team, known as The Disruption® Company, is the cultural driver for the 21st century business of developing trailblazing ideas for integrating brands into the area's culture and extending brands' shares in the future.

[tbwaraad.com](http://tbwaraad.com)





**Exponat:** Qué Verde

**Firma:** Dawn till Dusk Design Studio, Barcelona, ES

**Designer:** Lissete Bahamonde and Marina Orvañanos, Barcelona, ES

**Awards:** Featured on Packaging of the World in the 2018 Top Packaging Projects

Qué Verde is the name of packaging for Ecuadorian plantain snacks. The packs take on the shape of the fruit and thus facilitate transportation. Just as a plantain would be peeled before being eaten, the lid of the container can be pulled to expose the snack. Offering an alternative to one-way plastic containers, Qué Verde is made exclusively of cardboard, except for the plastic lid. The colorful graphic symbols represent diverse regions of Ecuador.

The Dawn till Dusk Design Studio was founded by packaging and branding experts Lissete Bahamonde and Marina Orvañanos. Both attained masters' titles in packaging design from the School of Design in Barcelona, Spain, in 2019. Their master's project became a reality when they decided to join forces and establish their own studio. The Dawn till Dusk Design Studio focuses on strong and clear concepts, intelligent designs, small details, and great ambitions.

[behance.net/dawntilldusk](https://behance.net/dawntilldusk)





**Exponat:** RAW Paints Farbpulver / Brainy Pack

**Firma:** RAW Paints BV, Heemstede, NL

**Designer:** n.a.

**Awards:** NL packaging Awards, Accenture Innovation Awards, Green Product Award

Developed by Kleiner AG, Brainy Pack packaging is a trailblazing innovation for the paint industry: Selling paints in powder form rather than in liquid form makes conventional paint buckets superfluous. Brainy Packs bring numerous benefits: Producing them uses fewer raw materials and consumes less energy and water, they can be emptied completely, transporting them is much more efficient and greatly reduces CO2 emissions, they are convenient to handle, offer precision pouring, reduce waste disposal costs, and have UN chemical approval.

Over two years, RAW Paints developed a formula for powdered paint that turns into premium wall paint with the addition of water. The high quality of the paint is reflected on the walls it covers; it does not have to prove its worth in a can. RAW Paints has perfected a series of formulas for all types of indoor and outdoor walls. These paints have multiple outstanding and unique characteristics in terms of adhesion and UV resistance, including category-1 lacquer.

[rawpaints.com](http://rawpaints.com)





**Exponat:** reinpapier®

**Firma:** DE-PACK GmbH & Co. KG, Villingen-Schwenningen, DE

**Designer:** n.a.

**Awards:** n.a.

The reinpapier® brand offers a new form of packaging that meets the highest standards and is environmentally friendly. The renewable raw materials include industrial starch (from industrial quality potatoes), long and short paper fibers, and water with a special additive. The mix of raw materials is “baked” into the final packaging at a specific temperature in an aluminum device.

DE-PACK delivers optimal packaging and transportation-safe, volume-optimized and cost-efficient individualized solutions for more than 40 years. DE-PACK develops innovative solutions and packages customers’ products in a cost-efficient manner while ensuring a positive appearance.

**de-pack.de**





**Exponat:** SIGNATURE PACK

**Firma:** SIG Combibloc GmbH, Linnich, DE

**Designer:** n.a.

**Awards:** 2017 – World Beverage Innovation Awards, 2018 – German Packaging Award – Sustainability Winner, 2019 – WPO – World Star Winner

The SIGNATURE PACK is made from up to 82% FSCTM-certified wood sourced paperboard (FSCTM trademark license code: FSCTM C020428), providing packaging stability. The polymers used for laminating the paperboard and making the closure originate from renewable European wood sources and are certified according to ISCC PLUS (International Sustainability & Carbon Certification) or CMS 71 (TÜV SÜD certification standard), respectively, via a mass balance system.

SIG is a leading systems and solutions provider for aseptic carton packaging. They work in partnership with their customers to bring food and beverage products to consumers around the world in a safe, sustainable and affordable way. Their unique technology and outstanding innovation capacity enable them to provide their customers with end-to-end solutions for differentiated products, smarter factories and connected packs.

**sig.biz**





**Exponat:** SOAPBOTTLE

**Firma:** n.a.

**Designer:** Jonna Breitenhuber, Berlin, DE

**Awards:** n.a.

SOAPBOTTLE is packaging made of soap. As the liquid content of the container is being used, the soap exterior slowly dissolves. Empty containers can be used as hand soap or processed into detergent. Because it is made of natural ingredients, the soap is bio-degradable and does not add to landfills. The concept plays with the process of dissolving, the transformation of objects, and the individuality resulting from these elements.

Jonna Breitenhuber completed a one-year preliminary study program in design at Werkbund Werkstatt in Nuremberg and then studied industrial design at Ostbayerische Technische Hochschule in Regensburg. She attained a master's degree in product design in 2019 from Universität der Künste in Berlin. SOAPBOTTLE was a component of Breitenhuber's final project.

[jonnabreitenhuber.de](http://jonnabreitenhuber.de)





**Exponat:** Soaper Duper Body Wash Bubble Bottle

**Firma:** Soaper Duper, London, UK

**Designer:** n.a.

**Awards:** Womens Health Beauty Awards

Fifty percent of the Soaper Duper Bubble bottle for shower gels is made of recycled plastic and the bottle is 100% recyclable. The pump also is made of plastic, also is 100% recyclable, and does not feature a metal spring which would have to be removed before recycling.

Soaper Duper is an environmentally-friendly brand of natural bath and body products. All products are 100% vegan and made only from natural ingredients. The line includes shower and bath products, body lotions and scrubs, and hand creams. Soaper Duper supports WaterAid by bringing soap and water to communities that need them.

[soaperduper.com](http://soaperduper.com)





**Exponat:** SoulSpice

**Firma:** Meris GmbH – SoulSpice, Wolpertshausen, DE

**Designer:** Studio Grau, Chris Knigge, Berlin, DE

**Awards:** Golden Design Award A'Design Award 2017, European Product Design Award 2017

Studio Grau set out to design packaging that reflects the strong connection between SoulSpice's seasonings and the regions where they originate as well as the fact that they include rediscovered varieties. The patterns on the packaging are all hand-drawn individually and are associated with the respective spice's country of origin, the plant it is derived from, or its taste. The bold colors of the designs highlight the joys of good meals, sharing, and deliberately indulging and stay true to SoulSpice's motto – taste that matters.

SoulSpice's premium-quality, hand-selected organic spices catch the eye in every kitchen thanks to their individually designed, environmentally-friendly packaging. The spices originate in small farmer cooperatives in the regions of the world which best suit their cultivation. SoulSpice supports these regions by paying fair prices and sponsoring local community projects.

Everything Studio Grau does, it does wholeheartedly. It considers design to be both a responsibility and a mission. Studio Grau's experience and skills lie in developing holistic and sustainable design concepts. Whether for print or for the web, Studio Grau always keeps its eye on the big picture. The team knows that strong visual concepts are paramount if companies are to assert themselves and prevail.

[soul-spice.com](http://soul-spice.com)





**Exponat:** Unicorn® Soap Box

**Firma:** Spa Vivent Vertriebs GmbH, Hollenstedt, DE

**Designer:** n.a.

**Awards:** Green Brand Award 2018/2019, Healthy Living Award 2018, Ethical Style Guide

The plastic-free Unicorn® soap box made from liquid wood is 100% biodegradable and its renewable raw materials – the biopolymer lignin, wood fibers, and a small amount of cornstarch – are produced GMO-free. Among other things, lignin forms the structure of the cell walls of plants. Approximately 50 million tons of lignin is produced every year around the world as a byproduct of paper production and until now this lignin has remained unused. The Unicorn® soap box is available in two sizes, each in three colors.

The buzzwords characterizing Spa Vivent, provider of certified natural traditional cosmetics products, include genuine and in touch with nature. As an exclusive partner of the Pure Africa® (Nigeria) and Tanamera® (Malaysia) natural cosmetics lines, Spa Vivent enriches the cosmetics market by offering unique fair-trade products including the natural soap Dudu-Osun®. Spa Vivent's own brand, Unicorn®, comprises a line of apple-based haircare products and plastic-free soapboxes.

[spavivent.de](http://spavivent.de)





**Exponat:** UPCYCLED

**Firma:** VERESCENCE, Puteaux, FR

**Designer:** n.a.

**Awards:** n.a.

UPCYCLED was the result of a concept developed to reduce the amount of material required to make glass bottles and lids. Reducing the weight of the glass from 180 g to 130 g has resulted in a 21% reduction in carbon emissions. The aroma Givaudan produced from apple residue has been upcycled, ensuring an excellent eco balance. It is the result of a cross-industry initiative which was presented to the jury of Luxe Pack Monaco.

With more than 120 years of experience, Verescence is the leading global manufacturer of glass bottles for the perfumes and cosmetics industries and can produce up to 500 million bottles per year. Verescence delivers high-quality glass products that excel through environmental-friendliness and innovation.

[verescence.com](http://verescence.com)





**Exponat:** Wiha PicoFinish® Sets

**Firma:** Wiha Werkzeuge GmbH, Schonach, DE

**Designer:** n.a.

**Awards:** n.a.

The appeal of the PicoFinish® Set packaging is its special combination of materials. In addition to an environment-friendly cardboard inlay, Wiha selected a sustainably produced transparent slipcase. Renewable raw materials such as sugarcane make up 30% of the slipcase and the remaining 70% is made of recycled organically based PET. This significantly reduces the carbon footprint of the production process.

Wiha is one of the world's leading manufacturers of hand tools for professional use in industrial and crafts environments. Founded more than 80 years ago as a small family-run business, Wiha has developed into a global company, still owned and operated by the Hahn family. Wiha seeks to make daily life easier for consumers with an assortment of innovative hand-tool solutions geared towards users' needs to increase efficiency, reduce costs, and ensure users' wellbeing.

[wiha.com](http://wiha.com)



## Contact

bayern design GmbH  
Luitpoldstr. 3  
90402 Nuremberg / Germany

Fon +49 911 24022-30

Fax +49 911 24022-39

[kontakt@bayern-design.de](mailto:kontakt@bayern-design.de)  
[bayern-design.de](http://bayern-design.de)

 [facebook.de/bayerndesigngmbh](https://www.facebook.com/bayerndesigngmbh)

 [bayern-design.de/newsletter](http://bayern-design.de/newsletter)

Date: September 2019  
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