



Award 2018

Special recognition

“PACKAGING & COMMUNICATION”

Packaging product award

For the communicative impact of container design, packaging and label graphics imaging

I° CLASSIFIED

3000 B. C. – Organic
THE KOTSONIS ESTATE - Greece



The elegant and functional design of this bottle recalls the ancient amphora. This is an interesting way to celebrate the ancient origins of olive oil production in Mycenae. The graphic, inspired by the Mycenaean style ornaments, is coherent and essential and defines a strong brand identity and the immediate recognition of the product.

Packaging product award

For the communicative impact of container design, packaging and label graphics imaging

2° CLASSIFIED

Organic di OPG Chiavalon – Croazia

The originality of the label characterizes the proposal of OPG Chiavalon, that presents a logotipo with a creative and incisive graphic.



Packaging product award

For the communicative impact of container design, packaging and label graphics imaging

Gran Mention

**Olibaeza - S.C.A. Del Campo "Elalcàzar",
Spain**

Functional and simple design of the bottle is matched the connotative graphic that recalls the geographical and cultural origin of this Andalusian company.



Packaging system award

for the bottle range that best defines the corporate identity

I° CLASSIFIED

Tenuta Foggiali - Italy



An essential and harmonious system, with modern and simple lines, which characterizes a strong identity. Everything matches a consistent and appropriate corporate image and a very original use of the colors.

Packaging system award

for the bottle range that best defines the corporate identity

2° CLASSIFIED

Bona Fortuna Società Agricola srl - Italy

A proposal with a great aesthetic value, characterized by functionality and a very sophisticated label that communicates elegance and simplicity.



Packaging system award

for the bottle range that best defines the corporate identity

Gran Mention

Ali Zihnioglu - Turkey

Sinuuous and sophisticated lines do not omit functionality and they are strictly linked with the simplicity of the essential and elegant label that presents a classical and efficient graphic sign.





Jurors have considered as high value-added the quantity and quality of information in the label and the respect for the principles of ergonomics and functionality.