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New packaging design keeps flowers fresh

The new florist's packaging keeps flowers fresh for longer. The packaging acts as a greenhouse, conserving fragrance and humidity during transport.

Sponsored by the Packaging Group of the European Aluminium Association, the Nordic Aluminium Packaging Design Award is a design competition for packaging of the future, made partly or fully from aluminium. The competition is being held for the fifth year, nordic for two years. This year's winners have now been chosen. PACKLAB Partners from Finland takes the first prize of 25,000 SEK for its idea on packaging for cut flowers. The benefits of the packaging are that flowers last longer and that the packaging can be transformed into a vase and reused several times.

Chairman Tom Hedqvist, Principal of Beckmans College of Design, and presenter of the prizes, explain the jury's motivation:

"The Orchid entry offers packaging for something that is often appreciated and festive, namely a bouquet of flowers. A carefully prepared presentation allows us to experience packaging that offers added value by transforming into a vase when you most need one. The packaging means fewer spills, can be reused and stores flat. The jury believes that PACKLAB Partners is a deserving winner of The Nordic Aluminium Package Design Award 2009."

Easy-to-open tin with square lid

The second prize of 10,000 SEK goes to designer Ola Svensson who has designed a square lid. The new lid helps people who have difficulties opening normal tins with round lids.

Bowl-shaped food tin

The third prize goes to Martin Lehtonen and Irene Virtanen from Finland who win 5,000 SEK. Their contribution is a tin in the shape of a bowl. After opening the tin at the sides, a stick can be passed through the rings of the lid and it can be hung over a campfire.

Read more at www.packalu.se

For more information, contact Håkan Jalling, MD, Aluminiumriket Sverige, telephone +46 (0)70-660 64 33. A high-resolution picture of the prize-winners together with the jury's motivation for the second and third prizes can be ordered from veronica.augustin@aluminiumriket.com