

Lutus Marzipan - Gold Award winner in BillerudKorsnäs international packaging design competition PIDA UK 2018

The theme for this year's edition of PIDA, unboxing, was as usual responded to by the participating students with great creative height. Of the three British contributions by students from Sheffield Hallam University, Lotus Marzipan was awarded Gold as winner of all categories.

BillerudKorsnäs Packaging Impact Design Award (PIDA), this year celebrates its fourteenth year as an international competition. This year's challenge, unboxing, is based on the moment a package is opened for the first time, and is about the consumer's first meeting with a product, but also a brand's ability to make a global impression through the unboxing phenomenon in social media. However, the brief to the contestants was more far-reaching than that. The contributions should also reflect a sustainable, innovative and functional packaging concept that differs from the conventional solutions we see in stores and e-commerce today.

PIDA Gold Award. Winner of all categories: "Lotus Marzipan"

The PIDA Gold Award is this year awarded the marzipan packaging concept "Lotus Marzipan" developed by Jessica Salt and Emma Ramshaw from Sheffield Hallam University. The jury's motivation: *This could live side by side with the Rubric's cube. It almost takes the used to a meditative state of mind. We can go on and turn it forever. The construction in itself could be the next big thing - in the area of stress reduction tool. Extra scores for being small, thinking environmental friendly but also highly feasible! Still, we believe it still has a lot of unused graphical potential – and we cant wait to see that explored.*



In addition to the PIDA Gold Award, a winner was also appointed in the People's Choice Award (the contribution with the most likes and shares on PIDA's Facebook page).

People's Choice Award. Winner: "Lotus Marzipan"

Winner of this year's PIDA People's Choice Award, with the most (66) likes and shares on PIDA's Facebook page, was the above mentioned concept "Lotus Marzipan".

Renowned jury

This year's jury for the combined Swedish and British PIDA has consisted of a collection of renowned industry specialists: *Cornelia Greko* (Senior Global Design Manager Oriflame Cosmetics), *Elin Häggberg* (Digital Designer and editor of the blog Teknikfik), *Jambai Stina Møller Kassama* (Product Designer Moltzau Plasttrykk AS), *Isabelle Dahlborg Lidström* (Head of Experiences/Creative Director brand development consultancy Grow), *Lasse Svärd* (Partner/Development Gafs Kartong AB), *Vincent Villeger* (Creative Director VV Luxury Packaging, formerly Burberry) and also *Christophe Delrive* (Business Development Director EUM Cartonboard BillerudKorsnäs) and *Anna Falkensjö* (Packaging Engineer Carton Solutions BillerudKorsnäs).

PIDA now continues to France and Germany

PIDA now continues with an event in Paris for French students on June 21st and in Stuttgart for German students on November 8th. A novelty this year is the addition of an international award, the *Peoples Choice Grand Final Award*, where the public is invited to designate a total winner via





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Facebook. The nomination of the respective winners from England, France, Sweden and Germany starts after all regional competitions have been settled, and the entry that receives the most likes and shares is then named as the total winner of Peoples Choice Grand Final Award.

For press pictures, movies and more information about the contributions, visit:

<http://pida.billerudkorsnas.com/en/PIDA/Gallery/2018>

About PIDA

BillerudKorsnäs Packaging Impact Design Award (PIDA), has been organized annually since 2005 in collaboration with leading colleges and universities in France, Germany and Sweden. The goal with the competition is to put the packaging at the center and show how significant packaging is for both the product and the environment. Every year, approximately 200 design students participate in the competition, which is an integral part of the education. Read more about PIDA at <http://pida.billerudkorsnas.com/> and <https://www.facebook.com/PIDAcommunity/>

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BillerudKorsnäs provides packaging materials and solutions that challenge conventional packaging for a sustainable future. We are a world-leading provider of primary fibre based packaging materials and have customers in over 100 countries. The company has 8 production units in Sweden, Finland and the UK and about 4300 employees in over 13 countries. BillerudKorsnäs has an annual turnover of about SEK 22 billion and is listed on Nasdaq Stockholm. www.billerudkorsnas.com