

## **Tomorrow's packaging designers compete in BillerudKorsnäs' international design challenge PIDA**

**At a digital event on Wednesday May 19, we will get to know who wins the British and American PIDA. Packaging Impact Design Award is an international design competition that engages hundreds of students every year in designing creative packaging that challenges conventions. "This year's contestants have submitted really impressive entries and at the live final we can promise you a lot of inspiration, new trends, and fresh thinking," says Lena Dahlberg at BillerudKorsnäs; the company behind PIDA, an initiative that highlights young talent and aims at driving the development of packaging design forward.**

*Both media and the public are welcome to attend the digital event. Register here:*

<https://www.billerudkorsnas.com/pida/guest-registration>

**When:** Thursday, May 19 at 10 a.m. EST. (Prize ceremony and presentation of all winners and interviews start at 11.20 a.m).

"PIDA – Packaging Impact Design Award – is a prestigious design competition arranged by BillerudKorsnäs in partnership with leading universities and colleges since 2005. Until now, the competition has been open to European students only, but this year PIDA is extended to include American design students who will compete with the English students in a first semi-final," says **Anders Gathu**, Marketing Manager at BillerudKorsnäs.

The contestants are design students from Ravensbourne University in the UK; and Rutgers University in New Jersey and Clemson University in South Carolina in the USA. In total, 19 students competing with seven packaging concepts have qualified for the final. The competition, a BillerudKorsnäs initiative, runs for the 16<sup>th</sup> time and the theme of the year is "Packaging that awakens our senses". The challenge for the students is to create a packaging concept that communicates not only by sight, but also sound, smell, taste, and touch. This is a growing trend in packaging design

"The quality level of the entries is incredibly high. In the finals, the students will present packaging concepts that both challenge conventional packaging and hint at what we are likely to see more of in the future. That is, packaging that is not only visually appealing but also speaks to our senses," says **Lena Dahlberg**, Manager Application Development Paperboard at BillerudKorsnäs.

The winners of PIDA USA/UK will be decided by a jury of industry professionals who present awards in four categories: sustainability, innovation, user friendliness, and the PIDA Gold Award – the finest prize of the competition.



“The winners of PIDA Gold Award automatically qualify for the Grand Finale in Monaco, where an international winner will be selected. In this final, held at the trade show Luxe Pack in September, Gold Award winners from France, Germany, Sweden, USA/UK will compete for the title,” says **Anders Gathu**, Marketing Manager at BillerudKorsnäs.

**For more information about PIDA, please contact:**

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See all nominated entries here: [https://www.billerudkorsnas.com/pida/gallery#0\\_72059\\_3677](https://www.billerudkorsnas.com/pida/gallery#0_72059_3677)

The members of the PIDA jury:

Joey Schmissrauter, President and Owner TPC Printing & Packaging, USA (*Chairman of the USA/UK jury*)

Kate Stites, Senior Graphic Designer, Brown-Forman Corporation, USA

Kaitlyn Schneider, Manager | Innovations & Package Engineering, Tata Harper Skincare, USA

Elias Elgueta, Director, Merchandising, doTerra, USA

John Taylor, Creative Director, Better, UK

David Peters, Global Marketing and Communications Manager, LFFlex, UK

Brian McDonald, Technical Sales Manager, BillerudKorsnäs, USA

Daniella Kohler, Brand Owner Manager, BillerudKorsnäs, USA

Gareth Fisher, Brand Owner Management Director, BillerudKorsnäs, UK

**Program**

Start at 10 a.m. EST

- Welcome to PIDA, introduction to the competition and event agenda
- Interviews with previous PIDA participants
- Presentation of this year's brief and the jury

- The students present their entries to the competition
- Short break
- Prize ceremony, presentation of all winners and interviews at 11.20 a.m.

Event closed at 11:45 a.m.

### **About BillerudKorsnäs**

BillerudKorsnäs provides packaging materials and solutions that challenge conventional packaging for a sustainable future. We are a world leading provider of primary fiber-based packaging materials and have customers in over 100 countries. The company has 8 production sites in Sweden, Finland and the UK and about 4 500 employees in over 13 countries. BillerudKorsnäs has an annual turnover of about SEK 24 billion and is listed on Nasdaq Stockholm. <http://www.billerudkorsnas.com/>

### **About PIDA**

For the 16<sup>th</sup> consecutive year the international packaging design competition PIDA (Packaging Impact Design Award) is arranged by BillerudKorsnäs. Around 200 design students from France, Germany, Sweden, the UK, and the USA participate. At each national event winners are selected in the following categories: Highest Level of Sustainability, Highest Level of Innovation, Highest Level of User Friendliness, and PIDA Gold Award. The competition aims to demonstrate the importance of packaging to products, brands and the environment.

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