

Climate-smart packaging concept won BillerudKorsnäs' design competition PIDA

The winners of the first semi-final of BillerudKorsnäs design competition PIDA – Packaging Impact Design Award – have been selected. In a UK vs USA challenge, this year's "Highest Level of Sustainability Award" was won by Chi Chung Chan from Ravensbourne University in London for his entry "Iwasaka Matcha", designed for a complete Japanese tea concept. "The concept is perfect for the tea lovers, the health conscious enthusiast and also people interested with Japanese culture. And that's what I wanted to communicate with my project," says Chi Chung Chan.

The jury's motivation for the sustainability distinction reads: "The entry makes excellent use of the physical properties of the BK Craft board by featuring the Craft side of the board on the outside of the carton, visually reinforcing the strength and sustainability of the material. Reuse, secondary, and long-term use of this package are artfully incorporated into the design."

A creative arena for the packaging community

BillerudKorsnäs, the company behind PIDA, arranges the competition in cooperation with leading universities and design colleges in the USA, the UK, France, Germany, and Sweden. The competition gives the students an opportunity to work on a real packaging design project under the same conditions as an authentic assignment. What's more, it is also an opportunity for the students to showcase their ideas and creativity to established professionals who attend the events every year to be inspired and meet the packaging designers of tomorrow.

"With PIDA, we want to drive the development of packaging design forward while also establishing a meeting place for the industry and the schools. This year marks the 16th anniversary of the competition and interest for PIDA grows steadily for every year – at the schools as well as in the packaging business." says **Lena Dahlberg**, Manager Application Development Paperboard at BillerudKorsnäs.

More students awarded



The winners were selected by a jury of prominent industry professionals, who were very impressed by this year's contestants.

"The jurors were so impressed with the thoughtful and exciting concepts presented by the teams in this competition. We discussed and debated the entries at length before determining the winning team in each category. Each participant should be so very proud of the work accomplished under extraordinary circumstances," says **Joey Schmisrauter**, chairman of the PIDA USA/UK jury.

At yesterday's PIDA event, another three prizes were presented. "The Golden Bee Skincare" was awarded both the *Highest Level of Innovation Award* and the *PIDA Gold Award* – the finest prize of the competition. The jury's motivation reads: "The Golden Bee Skincare package delivers on innovation being delightfully inventive and original, while also achieving high marks for sustainability, and excellent user friendliness and functionality. The entry offers an extremely innovative structure that is not only highly functional, but also offers novel on-shelf, unboxing, storing, and sharing attributes. The team invested time in design thinking and exploration, marketing strategy, sustainability life-cycle, supply-chain, and materials analyses that helped their entry shine."

The *Highest Level of User Friendliness Award* went to "The Agrumes Florilège", created by Julia Nathanson, Sophia Thai och Justin Davidovicz from Rutgers University in New Jersey, USA. A packaging concept for a luxury citrus liqueur. The motivation read: "The package gives a witty and exciting approach to user-friendliness, functionality, and the user experience. The entry features excellent properties designed to awaken the senses."

The design students who won the PIDA Gold Award at the first PIDA event of the year automatically qualify for the Grand Finale. At the final – that takes place at the Luxe Pack trade show in Monaco on September 27 – an international winner will be decided. It means that the American design students will be up against the winners of the three other semi-finals; students from France, Germany and Sweden.

For more imagery, please see: <https://www.billerudkorsnas.com/pida/gallery>

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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 16th 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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