



## Press Release

18<sup>th</sup> November 2015, Solna, Sweden

### Smart packaging for food-on-the-go wins PIDA Germany

This year's winner of the BillerudKorsnäs PIDA Germany design competition is a team from Stuttgart Media University. The winning students succeeded in creating a smart and attractive packaging solution for food on the go, called Ladhid.

BillerudKorsnäs' Packaging Impact Design Award (PIDA) has been running for more than 10 years and is organised in cooperation with leading universities and colleges in France, Germany, and Sweden. The competition highlights innovative packaging solutions and takes place three times per year, once in each of the participating countries. This year's theme was Style & Smart on the Go, focused on developing smart packaging solutions for meals consumed on the go.

Earlier this year, the Swedish and French PIDA competitions were conducted in Stockholm and Paris, respectively. Last week saw the winner of PIDA Germany crowned. In awarding the prize, the jury said:

"Ladhid demonstrates how packaging can be innovative, user-friendly and feasible at the same time. Ladhid is made for carrying a falafel in pita bread and the fan-like portable carton bag fulfills all the demands of a modern and mobile lifestyle. An optional lid avoids spillage and a carrier allows easy handling. Overall the package turned out to be a clever solution for uncomplicated and grease-free snacking on the go. Thanks to a very clever and functional turning mechanism, the fan option allows the consumer to change the size of the packaging. Tricky but perfect.

The winning team from Stuttgart Media University consisted of Hanna Vayhinger, Edda Seemann, Johannes Wilhelm, and Valentina Lehmann.

By running the PIDA international design competition, BillerudKorsnäs aims to strengthen relationships between universities and business. The contest is also an investment in innovation and knowledge development within the packaging industry. Several hundreds of future designers and packaging developers have participated in the competition since it was launched in 2004.

#### Facts about PIDA

PIDA is a prestigious packaging design competition run in partnerships with well-known universities in France, Germany and Sweden.

PIDA is integrated into educational programmes and gives design students an opportunity to display their work to a larger audience and to demonstrate their skills to potential employers.

For more information about PIDA photos of the contributions, please see:

<http://pida.billerudkorsnas.com/>

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