

# Packaging Council of Australia



## 2007 packaging awards

**Australian Packaging Awards - For Industry**  
**Southern Cross Package Design Awards – For Tertiary Students**  
**Inaugural QLD Primary and Secondary Schools Design Challenge**



2007 Southern Cross Package Design Awards



2007 QLD Schools Packaging Design Challenge

Through their packaging design Awards programs for industry, tertiary and secondary & primary schools, the Packaging Council of Australia provides the opportunity to showcase the best in Australian packaging design.

The Packaging Council of Australia would like to congratulate all winners of their packaging Awards programs in 2007.

Selected Gold winners have been highlighted below. To view all winners, visit [www.pca.org.au/awards07](http://www.pca.org.au/awards07)

### Australian Packaging Awards

**Entry Submitted By**  
Dulux

**Pack Title**  
Easy Roll

**Website**  
[www.dulux.com.au](http://www.dulux.com.au)

**Gold**

**Categories**  
Best of Show, Amcor Design Innovation Award and Packaging for the People Award – Sponsored by The Packaging Shop



The completeness of this package demonstrates a level of thinking and innovation far above the competition. The package becomes the product - a paint tub with a built-in roller tray - redefining expectations and creating a new benchmark. The lateral thinking employed in combining the roller tray into the lid is worthy enough of recognition, but further embellishments simply make it a better and better solution - things like pressure sensitive pads to secure the lid in place, use of a plastic handle to eliminate secondary materials and aids recycling, on-shelf appeal and marketability.

### Australian Packaging Awards

**Entry Submitted By**  
Energi Design

**Pack Title**  
Knapstein Reserve Lager

**Website**  
[www.energidesign.com.au](http://www.energidesign.com.au)

**Gold**

**Category**  
Label Link Excellence in Labelling Award



This label shows the very highest level of expertise and graphic sensibility. Design elements normally associated with fine wine labels are exquisitely transferred to a beer product. A clear, self-adhesive label carries the crisp white and gold of the brand. A slim neck seal retains product integrity, and all other information is confined to a narrow paper label at the base. Print production of the highest calibre reveals a highly professional attention to detail.