

Tetra Pak takes five print excellence awards

Tetra Pak Southern Africa recently won five awards in the FTASA Flexographic Print Excellence Awards 2015, including two Gold, two Silver, and one Bronze.



In the Laminated Cartons (Line/Tone) category, Tetra Pak won Gold for its Clover Full Cream Long Life Milk 500ml with the judges naming first-class register and well-managed impression as winning features of the pack. Tetra Pak also won Silver in the same category for Clover Ultramel Full Cream Long Life Milk 500ml.

In the Laminated Cartons (Process) category Tetra Pak won Gold for LiquiFruit Cranberry Cooler, Breakfast Punch, Orange and Clear Apple 1,5L, with judges remarking on the clear, clean and sharp printing, vibrant colours achieved using CMYK, and good ink densities. Tetra Pak also won Silver for LiquiFruit Fruitree, Red Grape, Mango & Orange 1,5L, and Bronze for LiquiFruit Clear Apple, Mango & Orange, Breakfast Punch and Red Grape 250ml.

Part of our lifestyle

Penny Ntuli, Communications Director of Tetra Pak South Africa, said: "We are proud to receive five awards at the prestigious FTASA Flexographic Print Excellence Awards 2015. Generally speaking, we are seeing packaging designed to become part of our lifestyle and to fulfil our emotional needs - hence they suit our home interior style, they are the perfect gift, there are limited editions and co-creations. Some brands create extremely clean and white simplistic designs, others very bold and unique patterns or typography, therefore shelf stand-out is difficult amongst the clutter of different brands. It is key to find the balance between popping out from the generic design cues on that specific shelf, and still being intuitive and relevant."

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