

Pyro inspiration awards - 4th round

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Purina's Fancy Feast gourmet cat food was voted as the winner in the Promotional category at the 4th round of the Pyro Inspiration Awards, held in Cape Town on the 21st August 2012. Purina made use of Pyrotec PackMedia's Fix-a-Form leaflet-label to provide extended details for a promotional competition it was running. The judges commended Purina on its attractive design, user-friendly and interactive label. They were also impressed by the leaflet-label's inclusion of "9 Tips to Indulge your Cat", which they felt would be adored by cat-owners. The Ice Age promotional campaign came a close second for its unique, fun concept and the clear, concise information it provided. The winner in the Informational category was Caivil Hair Relaxant for its illustrated and informative Fix-a-Form leaflet-label. The Pyro Inspiration Awards are awarded five times a year for the best innovations on-pack. The finalists of the bi-monthly awards proceed into the final round which will be held at the Michaelangelo Hotel in Johannesburg on the 7th November 2012. Ravi Naidoo, founder of Interactive Africa (Design Indaba), will be attending this year's awards ceremony as keynote speaker, and will be chatting to guests about "Inspirational Packaging Design."



Judges - from left to right:

Denim Le Roux - Pyrotec

Michelle Cawood - Hansgrohe

Roxanne Leibrandt - Positive Dialogue Communications

Ashley Pollock - Nomu

Magda Strydom - Nomu

Jacques Loubser - Pyrotec

Kathleen Quillnan - Pesto Princess

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