



# THE WINNERS OF THE 1<sup>ST</sup> INTERNATIONAL STEEL PACKAGING EFFECTIVENESS AWARD

*Awarding not the most innovative packaging  
or the most brilliant design,  
but the most effective*

#### IN CO-OPERATION WITH :



European Brands Association



International Iron  
and Steel Institute



International Packaging  
Press Organisation



Pan European  
Brand Design Association



Private Label Manufacturers  
Association



European Federation  
of Can Manufacturers

*Effectiveness*



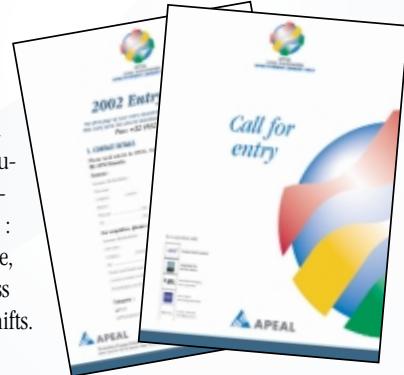
# AN ORIGINAL JUDGING PROCEDURE

## STAGE 1

### EVIDENCE OF RESULTS ACHIEVED IN THE MARKET

This was the first time that APEAL, the Association of European Producers of Steel for Packaging, has staged an International Steel Packaging Award based on effectiveness criteria. APEAL voluntarily chose not to award the latest, most innovative packaging or the most brilliant design, but those packaging solutions which indeed have proven **the most effective in**

**the market** once launched. Entrants in the 4 categories Food, Beverage, Promotional & Giftware and General Line needed to produce evidence of proven marketing results of the packaging : increased sales, market share, profitability, brand awareness and/or consumer attitude shifts.

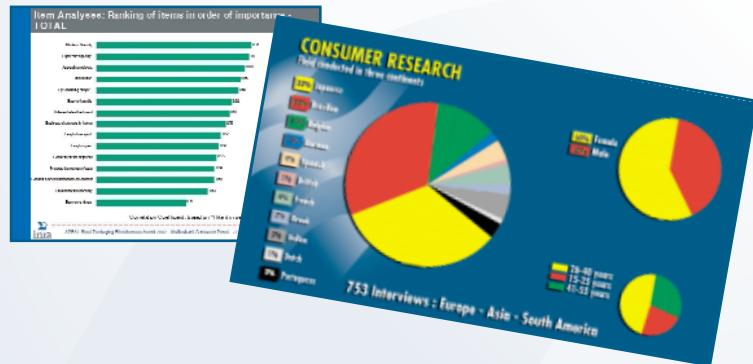


## STAGE 2

### CONSUMER EVALUATION IN BRUSSELS, TOKYO, SÃO PAULO



A qualitative survey in Brussels identified 15 criteria describing the performance of a packaging from a consumer's point of view. The packaging concepts were evaluated by 753 consumers against the top 15 decision-making factors. The average weighed performance of each packaging was compared to the average performance for the market category.



## STAGE 3

### A JURY SESSION SUPPORTED BY CONSUMER EVALUATION



The international Jury Panel met on 22<sup>nd</sup> March at the Manoir du Lac in Brussels for a full day's jury session. As tools for their appreciation, the jury members had at their disposal the evidence of results achieved in the market as submitted by the applicants, toge-

ther with the formalised results of the multicultural consumer research. The jury attributed a score to their top three entries. For the final score, expressed on a scale of 0-10, the jury's appreciation represented 50% and the consumer results represented 50%.



# Effectiveness

# MEMBERS OF THE JURY



**Lars WALLENTIN**, Nestlé, President of the Jury : As a highly sought after guest speaker and an expert in packaging, Lars Wallentin has acquired an exceptional reputation at an international level. He currently teaches branding, packaging and visual and verbal communication in the Nestlé companies throughout the world.



**John NUTTING**, The Canmaker : John Nutting has worked for 30 years as a journalist and has been Editor of The Canmaker since 1991.



**Steve ANDERSON**, Unilever : Steve Anderson is a frequent speaker at conferences on packaging and the environment. His current role at Unilever involves guiding the Business on global environmental packaging strategies.



**Fumi SASADA**, Bravis International : Fumi Susada is President and CEO of the Japanese design company Bravis International Limited. He is member of the Board of Directors of the Japan Package Design Association (JPDA).



**Jean-Pierre BONVALLET**, PLMA : Jean-Pierre Bonvallet has been Director General of SIAL (the bi-annual international food show in Paris) and is currently the International Business Development Representative of the International Private Label Manufacturers Association (PLMA).



**María LORETO VALDÉS ARRIETA**, Revista Del Packaging : María Loreto Valdés Arrieta is Director of VAS Packaging Magazine, the only packaging magazine in Chile. As a well known packaging specialist in South America, she is constantly trying to promote the development of the packaging industry.



**Gérard CARON**, Scopes : Gérard Caron was founder of the renowned French design agency Carré Noir and has become one of the most respected international authorities on design. In 1998 he set up his own trend forecasting agency 'Scopes'.



**Rob VERMEULEN**, Vermeulen/Co Corporate and Packaging Design : Rob Vermeulen is currently director of two design companies in Holland and Germany specializing in packaging design, especially for food and beverage cans. He is the executive member of the PDA, the Pan European Brand Design Association.



**Gerard MOLENAAR**, IPPO : Gerard Molenaar is currently Editor in Chief of packaging magazines VerpakkingsManagement and Verpakken. Since 1999 he has been Secretary General of IPPO, the International Packaging Press Organisation.



**Ute VON BUCH**, Creativ Verpacken : Ute von Buch is Publisher and Editor-in-Chief of Creativ Verpacken, the German trade publication with focus on packaging as the key marketing tool in brand management.

## AWARD CEREMONY

Winners and runners up in each of the 4 Award Categories were announced during the Steel Packaging Effectiveness Award ceremony, which took place at the evening dinner of the **3rd International Steel Packaging Congress**, on **25<sup>th</sup> April 2002**, during Interpack/Düsseldorf.





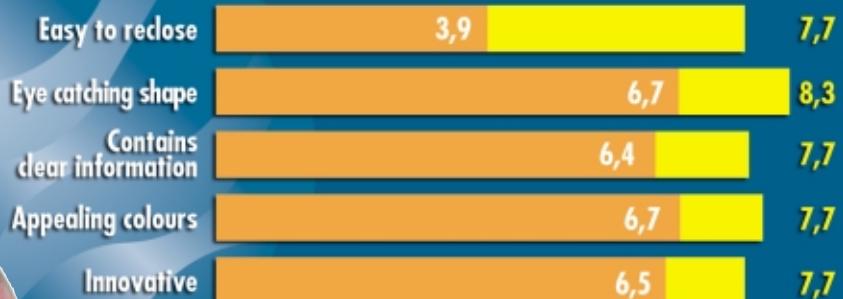
# FIRST PRIZE

## 3-PIECE BLOW-FORMED SHAPED CAN (TEISSEIRE)

*"In the business of selling taste...I don't think you can do it better : the combination here between the visual, the material and the easy opening, its uniqueness, is absolutely remarkable."*



### CONSUMER TOP DIFFERENTIATING CRITERIA



FINAL SCORE: 7,85

### MARKETING CHALLENGE :

Reinforce sales, increase brand awareness and market share and achieve effective brand repositioning.

### PARTNERS :

#### BRAND OWNER :

- Teisseire

#### CAN MANUFACTURER :

- Crown Cork & Seal - Speciality Packaging

#### STEEL PRODUCER :

- Arcelor Packaging International

### DEVELOPMENT :

The packaging is an evolution of the blow-formed can concept first introduced in 1993 and has a plastic hinged lid for convenient closure.

# BEVERAGE

## SECOND PRIZE

## SELF-HEATING BEVERAGE CAN (NESCAFE)

*"It's a totally new, fantastic packaging still in its infancy, with promising potential for the future."*



### MARKETING CHALLENGE :

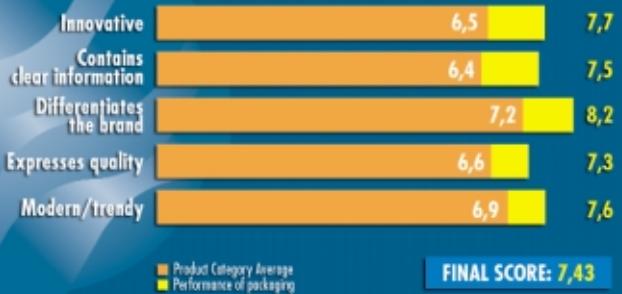
Exploit the market for convenience drinks with a fully functional, safe, innovative and attractive form of metal packaging. Suitable for heating many other beverages, including tea, hot chocolate, soup and alcoholic drinks.

### DEVELOPMENT :

Based on the patented process from Thermotic Developments Ltd, it took nearly four years to develop a manufacturing process for the can, its easy open end and the special insert for the self-heating system.

The self-heating technology increases the temperature of the coffee by 40°C.

### CONSUMER TOP DIFFERENTIATING CRITERIA



### PARTNERS :

#### BRAND OWNER :

- Nestlé UK

#### CAN MANUFACTURER :

- Crown Cork & Seal Food Europe

#### ENGINEERING COMPANY :

- Thermotic Developments Limited

#### STEEL PRODUCER :

- Corus Packaging Plus

## THIRD PRIZE

## 3-PIECE KEG SHAPED LAMINATED CAN (DYDO BLEND COFFEE)

*"It's aesthetically very attractive, technically interesting, has good marketing – to do all that and get a stunning sales increase is some achievement."*

### MARKETING CHALLENGE :

Product and brand differentiation through shaping and improved aesthetics (full decoration of the can body with a photo like image is possible). Compatibility with vending machine handling conventional cans was important, being the most widespread channel of distribution in Japan.

### DEVELOPMENT :

Advantages of a laminated can have been combined with shaping technology.

### CONSUMER TOP DIFFERENTIATING CRITERIA



### PARTNERS :

#### CAN MANUFACTURER :

- Daiwa Can Company

#### STEEL PRODUCER :

- Nippon Steel Corporation



# FIRST PRIZE



## 3-PIECE CAN WITH TWIST-OFF LID & EASY OPEN END (ILLYCAFFÈ)

*"It dares to do the 'minimalist', but by doing the 'minimalist', it also communicates high quality. It's doing what the Effectiveness Award is all about, it's standing out, it's saying, here I am, I am easy to handle."*

### CONSUMER TOP DIFFERENTIATING CRITERIA



FINAL SCORE: 7,58

### MARKETING CHALLENGE :

Creation of an easily recognisable product range that highlights the uniqueness of the product through the linearity of shape and the shininess of the metal. Simple, 'minimalist' design to communicate high quality.

### DEVELOPMENT :

Air within the can is replaced with an inert gas, effectively preserving the coffee at optimum quality. Twist-off lid offers a tight closure, also contributing to the preservation of the coffee aroma.

### PARTNERS :

#### BRAND OWNER :

- illycaffè s.p.a.

#### CAN MANUFACTURER :

- OCM SRL

#### STEEL PRODUCER :

- Arcelor Packaging International

# FOOD

## SECOND PRIZE

# GHERKIN IN SLIMLINE CAN WITH RINGPULL ("GET ONE")

*"Get One ! is a call to action.....It's an absolutely remarkable example of how to reach the younger generation."*



#### MARKETING CHALLENGE :

To increase market share by gaining new markets and distribution.

Destined for snacking and 'on the go' consumption, the aim was to make younger targets aware of the Spreewaldhof brand, so giving it a younger brand image.

#### DEVELOPMENT :

Slimline 25 cl beverage can based on 3 components, with reclosable plastic lid, ringpull and gherkin jack inside to facilitate handling.

#### CONSUMER TOP DIFFERENTIATING CRITERIA



#### PARTNERS :

##### BRAND OWNER :

- Spreewaldkonserven Golßen GmbH

##### CAN MANUFACTURER :

- Züchner Verpackungen GmbH

##### DESIGNER :

- MO&O Advertising Agency

##### STEEL PRODUCER :

- Rasselstein Hoesch GmbH

## THIRD PRIZE

# CHOCOLATES IN 33CL BEVCAN (OVIDIAS)

*"This is a brilliant idea, there is no better way to protect good quality chocolates such as these."*



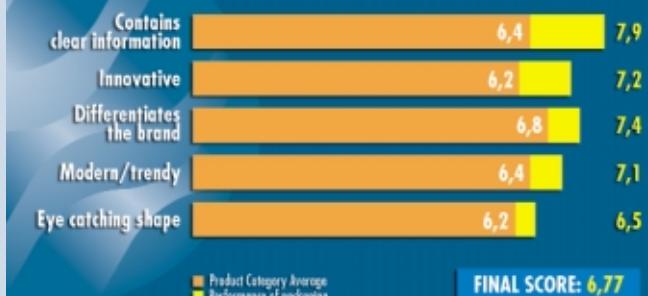
#### MARKETING CHALLENGE :

To gain new export markets and new distribution channels by protection and transportation of the fresh chocolates at optimum temperatures.

#### DEVELOPMENT :

Beverage-style hermetically sealed DWI can to preserve product from damage during transport and storage, allowing distribution anywhere where a temperature of +/- 7 °C is maintained. Full aperture easy-open lid with safety edges.

#### CONSUMER TOP DIFFERENTIATING CRITERIA



#### PARTNERS :

##### BRAND OWNER :

- C.V.O. International N.V.

##### CAN MANUFACTURER :

- Continental Can Europe

##### DESIGNER :

- Media



# FIRST PRIZE

## HALF-MOON SHAPED CONTAINER WITH WINDOW (SAVEURS DES CAVES, ROQUEFORT SOCIETE)

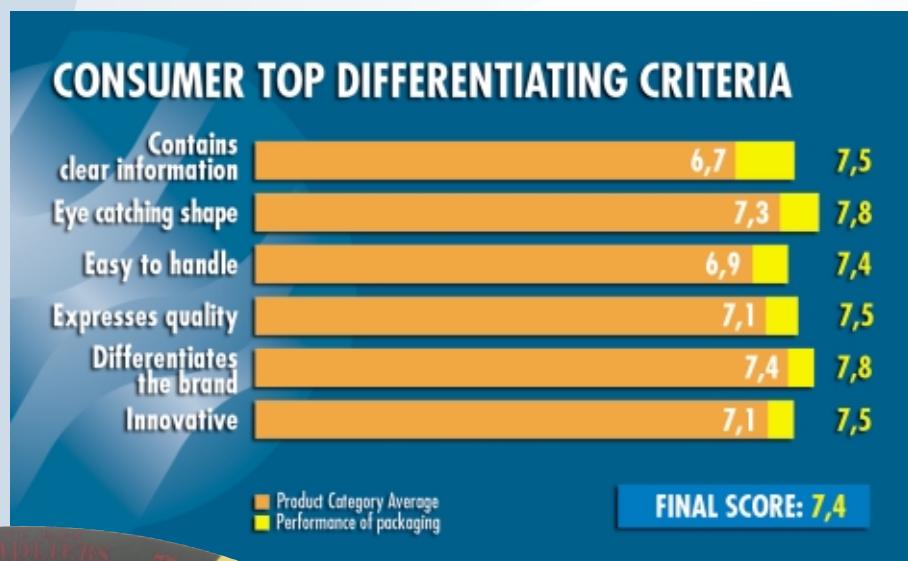
*"The effectiveness is in the use of the two materials. People want to see what they are buying and this will be an even stronger trend in the future."*

### MARKETING CHALLENGE :

To achieve an innovative product positioning and change Roquefort Société's brand image. This one-off promotional packaging was launched for a special Christmas offer of a premium range of Roquefort cheese in self-service stores.

### DEVELOPMENT :

Half-moon shaped steel container with plastic transparent window, demonstrating effective use of a combination of materials. Plastic hinged lid for convenient closure.



### PARTNERS :

#### BRAND OWNER :

- Société des Caves

#### CAN MANUFACTURER :

- Corepe

#### DESIGNER :

- Dragon Rouge

# PROMOTIONAL & GIFTWARE

## SECOND PRIZE

# FULLY EMBOSSED OCTAGONAL CAN (ORCHARD FRUITS)

*"This is a remarkable piece of touch-communication.....as an example of highlighting fruit, it's difficult to do better."*

#### MARKETING CHALLENGE :

Differentiation of the brand through extreme 3-dimensionality of the product, bringing the 'Orchard fruits' theme to life. Achievement of prime display positioning in travel retail outlets.



#### DEVELOPMENT :

The body and lid of the tin are both manufactured with technically difficult inside curls. Particularly challenging is the perfect registration of print to embossing and the depth of embossing without creating folds.

#### CONSUMER TOP DIFFERENTIATING CRITERIA



#### PARTNERS :

##### BRAND OWNER :

- Churchill's Confectionery

##### CAN MANUFACTURER :

- Klann Verpackungen GmbH & Co KG

## THIRD PRIZE

# SPIRAL SHAPED CANISTER (SCOTCH WHISKY J&B RARE)

*"It's outstanding as a promotional idea. It's visually absolutely superb and a unique example of thinking outside the box, of doing things differently....."*

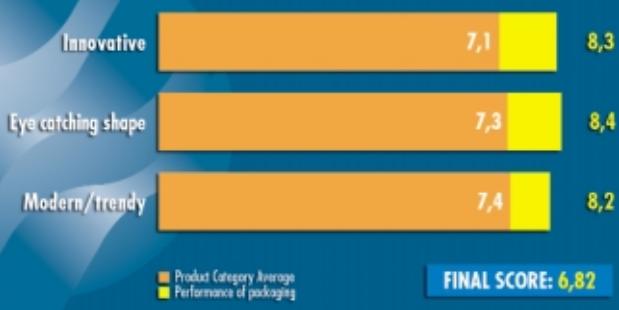
#### MARKETING CHALLENGE :

To increase brand awareness, market share and maximise shelf space efficiency. Launched as a one-off promotional campaign on Father's Day 2001.

#### DEVELOPMENT :

Spiral steel frame container with embossed lid.

#### CONSUMER TOP DIFFERENTIATING CRITERIA



#### PARTNERS :

##### BRAND OWNER :

- Scotch Whisky J&B Rare

##### CAN MANUFACTURER :

- Virojanglor

##### DESIGNER :

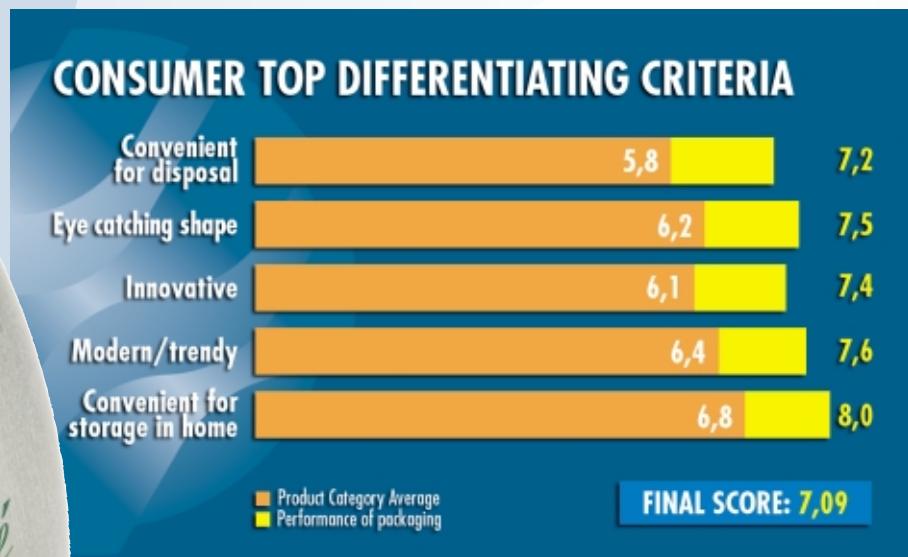
- CBA



# FIRST PRIZE

## 3-PIECE SHAPED AEROSOL (L'ARBRE VERT, PARFUM D'INTÉRIEUR)

*"We have all fallen in love with this nice little thing, which has such a good design, such a good shape, and is so handy, so easy to open and reclose..."*



### MARKETING CHALLENGE :

Repositioning of the "Arbre Vert" brand on the highly competitive air freshener market through differentiation and positioning at the top of the interior perfume range.

### DEVELOPMENT :

3-piece steel aerosol container shaped using hydro-forming technology. Specially developed steel permits the expansion used in the shaping process.

### PARTNERS :

#### BRAND OWNER :

- Quadrime

#### CAN MANUFACTURER :

- USC Europe

#### DESIGNER :

- Studio Regard

#### STEEL PRODUCER :

- Arcelor Packaging International

# GENERAL LINE

## SECOND PRIZE

# CYLINDRICAL SHAPED CAN WITH RECLOSEABLE LID (XYLOPHENE)

*"Of squarish shape, with a handle and demonstrating an innovative advantage in the cap..."*



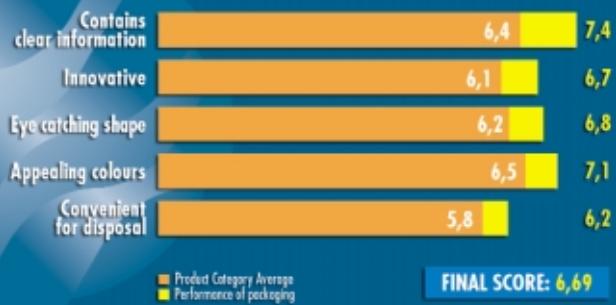
#### MARKETING CHALLENGE :

Generation of a homogenous brand identity through colour and innovative shaping, so increasing brand awareness and making the product family more visually 'recognisable' to the consumer. Cylindrical shape to maximise shelf space.

#### DEVELOPMENT :

Specific tight opening with special features to facilitate use including plastic incorporated handles, tearable cap, integrated scraper and brushrest.

#### CONSUMER TOP DIFFERENTIATING CRITERIA



#### PARTNERS :

##### BRAND OWNER :

- Dyrup

##### CAN MANUFACTURER :

- Corepe

## THIRD PRIZE

# MINI POT WITH SCREW LID (50 ML ENAMEL PAINT AND 100 ML ALL PURPOSE ACRYLIC PVA)

*"A new twist off closure with very easy opening...not traditionally used for paint cans..... A new application for steel."*

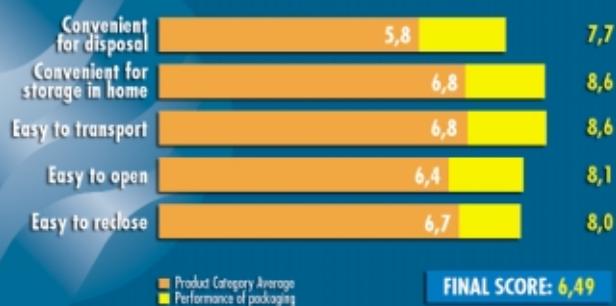
#### MARKETING CHALLENGE :

Identify each product as part of a range.

#### DEVELOPMENT :

Brand differentiation and increased shelf appeal through high quality printing and improved stackability. Twist-off cap ensures efficient sealing, so guaranteeing an interesting shelf-life.

#### CONSUMER TOP DIFFERENTIATING CRITERIA



#### PARTNERS :

##### CAN MANUFACTURER :

- Crown Nampak

##### DESIGNER :

- A&G Spraymate



*“This is a result driven Award.  
That is what business is all about !”  
Lars WALLENTIN, President of the Jury*

*“As a magazine editor in the packaging sector,  
I see many new ideas that rarely reach commercialisation.  
The International Steel Packaging Effectiveness Award is  
a rare opportunity to recognise innovations that have made  
a real contribution to advancing the popularity of steel packaging.”*

*John NUTTING, Editor of the ‘The Canmaker’*

*“Now here’s a contest we’ve really been waiting for !  
The use of consumer panels is a groundbreaking approach  
which should give this contest genuine leverage in the marketplace.”*

*Ute VON BUCH, Publisher and Editor-in-Chief of ‘Creativ Verpacken’*

*“Having the possibility to compare my own appreciations  
with the international consumer opinions is  
a really new approach for distinguishing effective products.”*

*Gérard CARON, Managing Director, Scopes*



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