

FACTS AND DATA

The Best Packaging 2024 winners

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TAGS: #AWARDS #PACKAGING DESIGN #SUSTAINABILITY



Held at l'Archivolto in Milan, the award ceremony for the 10 Best Packaging 2024 awards was enlivened by the presenter Natasha

Stefanenko and numerous guests, who presented interesting projects with strong elements of innovation.

The president of the Italian Institute of Packaging, Alessandra Fazio, the new director of Conai, Simona Fontana, the CEO of Ipack-Ima, Simone Castelli, and the president of the Jury, Luigi De Nardo, professor at Politecnico University of Milan, also took turns on stage to award companies and students.

The guiding theme

The 2024 edition touched for the first time on the accessibility of the packaged product, a topic then considered in its various forms. The solutions, in fact, ranged from facilitated opening to the clarity and transparency of the information reported on the package, inspired by value number 4 of the Ethical Packaging Charter – the manifesto of good packaging that defines accessibility as one of the many aspects of packaging design.



The Jury decided to award the maximum number of prizes envisaged by the regulations for the accessibility category, covering different materials and markets, with special attention on expanding ones.

Here are the winners, together with the Jury's motivations:

ACCESSIBILITY SECTION



DI MAURO GROUP

Puro Mono Film

A mono-material stand-up pouch for personal care products that allows for easy use of the content until it's completely used up, thanks to the opening/closing cap and the product's lightness and transparency.

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HAPPY Srl

Zero

Arising out of a shared need between members of the ITP team, the bag for frozen products has facilitated opening, without requiring the use of scissors. Indication about opening is communicated through an infographic on the front of the package.

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ITP - Industria Termoplastica Pavese SpA

FreezyPeel

Arising out of a shared need between members of the ITP team, the bag for frozen products has facilitated opening, without requiring the use of scissors. Indication about opening is communicated through an infographic on the front of the package.

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Nestlé Italiana SpA

Orzoro Orzo solubile

The iconic Orzoro packaging, accompanied by basic information also in braille, is ergonomic for both adults and children thanks to the oval shape and to the reclosable cover, easy to extract thanks to two side grip tabs.

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