



# 2022 connected

Connecting you to what's new & innovative in packaging



## QUICK CONNECT ON THE NEW PAC MART!

A curated, secure digital mall for the whole global packaging value chain.

### PAC MART MVPS

HP, IFS, Roboplast, TC Transcontinental Packaging and Winpak. Page 14

### CANADA PLASTICS PACT CHANGING THE FUTURE LANDSCAPE OF PLASTICS

Urging major consumer goods companies to take the next step towards plastic circularity. Page 5

### CONSUMER CENTRIC INNOVATION AND INNOVATIVE SUSTAINABLE PACKAGING SOLUTIONS FROM ABINBEV

Disruptive package design methodology yields bold new look and feel for the universally beloved Stella Artois. Page 8

### PAC GLOBAL AWARDS 2023: ENTER NOW!

Where inspiring branding, innovative structural design and holistic thinking intersect. Page 10.

PAC Global Connected is a PAC Global publication.

🇨🇦 (647)-323-4797 🇺🇸 (929)-800-4912 🌐 1 (866)-339-3407 (Toll Free)



planitpackaging.com



# Weighing | Bagging | Flow Wrapping

## BEST IN ITS CLASS

Plan IT Packaging Systems offers leading technology in weighing, bagging, and wrapping. Let us automate your packaging process economically and efficiently. From the east coast to the west coast we got you covered!

**VISIT US**

**PACK EXPO CHICAGO  
BOOTH S-2422**

to learn more about  
our in-stock machines

WEIGHING

ANTI  
HAND  
PACKING  
CLUB



### Multi-Head Weighers

Plan IT Packaging offers entry-level to high-speed weighing systems to go along with your packaging machines. 10, 14, and 20-head Multi-head weighers are available for quick delivery. It can be integrated into any packaging machinery such as VFFS, HFFS, Pre-made pouch machine, Automatic baggers, Jar line, etc.

FLOW WRAPPING

ANTI  
HAND  
PACKING  
CLUB



### Flow Wrappers

Plan IT Packaging offers the best Flow wrappers. From entry-level to fully automated flow wrapping. Designed to be employed in automatic lines. Plan IT Packaging also offers fully automated feeding and flow wrapping systems up to 1000ppm.

BAGGING

ANTI  
HAND  
PACKING  
CLUB



### Vertical Form Fill and Seal Machines

Our line of VFFS includes Compak, Intermittent, and Rapid high-speed continuous motion machines that are flexible with different bag sizes and bag types. We can offer machines that can produce pillow, quattro and stand up "DOY" with speeds up to 200ppm.

BAGGING

ANTI  
HAND  
PACKING  
CLUB



### Pre-Made Pouch Machines

The automatic packing machine Neptune series is designed for automatically opening, filling, and sealing pre-made pouches, which can operate on a variety of bag styles, including 3 or 4-side sealed, pillow pouches, stand-up DOY bags, gusseted pouches, quad sealed and box pouch bags with or without zipper.

WEIGHING

BAGGING

WRAPPING

CARTONING

CASE PACKING

PALLETIZING



PILLOW



STAND UP DOY



FLAT BOTTOM



4 SIDE SEAL



FLOW WRAP  
PILLOW



QUAD SEAL



## PRESIDENT'S MESSAGE

# PAC Global, Charting an International Course

**W**e've learned so much during the pandemic. We've learned that Plastic Pacts, Golden Design Rules, global communication, and purpose-centered enterprises are all key stepstones on the global path toward reducing plastic waste. Runaway inflation and broken supply chains are some of the obstacles on that path.

These new learnings and challenges enabled us to charter a new course post-pandemic, as **PAC Global**. We wish to bring the packaging world to our members' doorstep.

The future demands that our industry stay at the cutting edge of opportunity and will allow brands and retailers to showcase their ability to innovate and inspire through package design. The packages of today must be designed by all, for all. Sustainable, accessible, and inclusive packaging is no longer optional. It is the cost of entry.

PAC Global has endeavoured to meet the moment for our members through new initiatives and an international and diverse board of directors. We recently welcomed several global members into our family:

- **Anheuser Busch** | Belgium Innovation Center
- **Indorama**, Thailand | The world's largest PET producer
- **Kellogg's, P&G, Unilever** | Three of the U.K.'s largest brands and leaders of the accessible packaging movement
- **Pulpac and Paboco** | Scandinavia's Fibre Packaging Leaders
- **Aire Global and Pearlfisher** | U.K. brand design agencies.

In March 2021, we launched **PAC IOU (Inclusive Opportunities and Universal Design)** program—at no cost to our members—that champions inclusivity, equality and accessibility in packaging brand design and innovation. Since launch, we have seen tremendous growth and we are excited about what this group will accomplish for the future of packaging. Sign the PAC IOU charter today at [pac.global/charter](https://pac.global/charter)

In April 2022, we launched the **PAC MART**, a global packaging marketplace designed to offer members a curated, digital shopping mall experience. We recently made the decision to broaden the reach and power of this program and move the platform to our public website. We seek to offer our members an opportunity to showcase themselves to the entire PAC Global worldwide network. The **PAC MART Version 2.0** is set to launch in the coming months.

In May 2022, Rebecca Casey was appointed as Chair of the PAC Global Board of Directors. Rebecca is the third female chair in history and is the Senior Vice President of Marketing & Strategy at **TC Transcontinental Packaging**. Her long history of leadership, coupled with her experience in strategy makes her an ideal person for this role.

Thank you to outgoing Chair Brent Heist of **Procter & Gamble** for all his leadership and support. Brent recently stepped down but will remain on the Board of Directors after serving as our Chair for the last four years.

In this **PAC Connected** edition, you will find a round-up of **2022 PAC Global Awards** winners. This global competition features the best of brand design and packaging innovation.

We'd like to thank our members for their continued support. If you are not yet a member, we hope you'll join the growing PAC Global network. Our future growth and our ability to create valuable programs and initiatives for you like **PAC IOU** and **PAC MART** depend on your support.

Our PAC Global guiding principles remain: Champion. Collaborate. Innovate. Educate. Celebrate.

| **JAMES D. DOWNHAM**, President & CEO, PAC Global.



**Jim Downham, PAC Global President & CEO with Rebecca Casey, Senior VP Marketing & Strategy at TC Transcontinental.**

## 2022 PAC GLOBAL BOARD OF DIRECTORS

### CHAIR

**Rebecca Casey**,  
Senior VP Marketing & Strategy  
TC Transcontinental

### FIRST VICE-CHAIR

**Priya Roberts**, Global Director -  
Innovation & Technology  
Maple Leaf Foods Inc.

### SECOND VICE CHAIR

**Paul Yang**, Director - Global Innovation  
Tim Horton's

### PAST CHAIR

**Brent Heist**, Global Packaging Sustainability  
Procter & Gamble

### DIRECTORS AT LARGE

**Stephen Beauchamp**, Regional General  
Manager: Merchandising Displays,  
WestRock

**Ben Blaber**, Senior Vice President,  
Account Director, Davis

**Phillip Crowder**, Director,  
Corporate Sustainability, Winpak Ltd

**James D. Downham**, President & CEO  
PAC Global

**Emilio Filice**, Sr. Sales Manager  
National Beer & Wine Accounts  
O-I Canada Corp.

**Nicole Fischer**, Head of Sustainability  
Kraft Heinz Canada

**David Gnadt** Director -  
Packaging and Dispense R&D & Innovation,  
Molson Coors Brewing

**Louis Lemaire**,  
Director of Sales Foodservice  
Graphic Packaging International Canada

**Luc Lortie**  
Sustainability & Environment Director  
Costco Wholesale Canada

**Pete Matthews**  
Director, Brand Design & Operations  
Kelloggs

**Paul McCarthy**, Country Manager  
HP Indigo

**Rob McCarthy**, President, Marks

**Stephen Miranda**  
Vice President, Recycling - Canada  
GFL Environmental Inc.

**Richard Pileski**, Senior Vice President,  
Business Development  
Jones Healthcare Group

**Mike Richmond**, Principal, PTIS

**John Wilson**, Sustainability Director  
Amcor Flexibles North America

## INSIDE

**5 THE GOLD STANDARD**  
By John Shorthouse

**8 STELLAR STELLA**

**10 BEST OF SHOW**  
**PAC GLOBAL WINNERS**

**11 PAC IOU**  
**AWARD WINNERS**

**12 BEST IN CLASS**  
**AWARD WINNERS**

**14 THANK YOU TO**  
**PAC MART SUPPORTERS**

# Guilt Free Packaging!

## HARMONY Pack™

The Future of  
Circular Economy  
Packaging

• **Printed** in expanded gamut means less ink waste from custom colours!

• **Recycle** ready to comply with your 2025 goals and regulations!

### MATERIAL FACTS

|                         |      |
|-------------------------|------|
| Recyclable*             | 100% |
| High Stiffness          | ✓    |
| Reverse Printed         | ✓    |
| Oxygen Barrier          | ✓    |
| Moisture Barrier        | ✓    |
| Efficient Storage       | ✓    |
| Economical Transporting | ✓    |
| Light Weight            | ✓    |
| HD Graphics Ready       | ✓    |
| Reclosable Feature      | ✓    |

|      |      |
|------|------|
| MVTR | 0.15 |
| OTR  | 0.10 |

\*Although plastic can be recycled these numbers do not automatically mean they are accepted in your local recycling program. Accepted materials in recycling programs vary from city to city. Always check with your local municipality to confirm that a plastic material can be recycled in your community.



**TEMPO**  
FLEXIBLE PACKAGING

Shipping from coast to coast throughout North America since 1970  
1-888-436-4444 • [contactus@tempoflexiblepackaging.com](mailto:contactus@tempoflexiblepackaging.com)



# THE GOLD STANDARD

Canada Plastics Pact urging major consumer goods companies to take the next step towards plastic circularity with Golden Design Rules for Plastics Packaging  
**By Paul Shorthouse**

**W**hat do a single serve coffee cup, a bag of chips, and a bread tag have in common? At the end of their life-cycle, these plastic items will either be thrown away in a landfill, incinerated, or lost to the environment—contributing to the millions of tonnes of plastic pollution generated in Canada each year.

Poor packaging design, problematic materials, and excess packaging are disrupting the plastics recycling industry, but it doesn't have to be this way.

On a global scale, we've identified design interventions and innovative approaches that are more in line with Circular Economy principles and evolving recycling systems.

The **Golden Design Rules (GDR) for Plastics Packaging**, launched by the **Consumer Goods Forum Coalition of Action on Plastic Waste**, were developed collaboratively with 41 global companies in response to the **New Plastics Economy Global Commitment** led by the **Ellen MacArthur Foundation** and the **UN Environment Programme**.

Since April 2022, the **Canada Plastics Pact (CPP)** with the support of its Redesign Working Group has been leading the consultation and implementation of these nine packaging rules in Canada.

Vlad Rebellon, Director of Strategic Initiatives at **Loblaw Companies Limited**, and Jim Downham, CEO at **PAC Global**, serve as Co-chairs on the Redesign Working Group, driving GDR review and acceptance. Dan Lantz, **PAC NEXT** Director, serves as the committee technical director.



Key actors across the plastics value chain are working collaboratively to drive innovation and scale action to create this visionary new business model, in which problematic or unnecessary plastics are eliminated by 2025.

Now those single-serve coffee cups and bag closures are among many types of plastic packaging for which CPP Partners are innovating new, closed-loop options.

**Canadian Tire Corporation**, **Club Coffee**, and **Bimbo Canada** are among 20 CPP Partners and 10 consumer goods companies that have adopted the packaging rules in Canada and committed to taking effective action for the benefit of consumers and the environment.

**Club Coffee**, one of the largest coffee roasters and sustainable packaging innovators in North America, has set new benchmarks for coffee packaging by implementing a vast majority of the GDRs. Club Coffee's revolutionary **AromaPak** system has reduced the weight of its packaging, transitioned from plastic coffee bags to recyclable, paper-based packaging, and innovated its single-serve coffee pod to become fully compostable.

These design changes to its R&G coffee packaging have reduced plastic use by 48 per cent compared to a similar foil quad seal bag, and by 83 per cent compared to a similar plastic canister,

**2022 PAC Global Awards winning package, President's Choice store brand of roast coffee, developed by Club Coffee using the recyclable and renewable AromaPak Boardio paperboard packaging developed by AR Packaging in Sweden.**

while reducing carbon emissions by 78 per cent compared to canisters.

"We're looking for solutions to customers' problems and using the Golden Design Rules as guardrails along that journey to make sure we are making the right decisions," says Claudio Gemmiti, Chief Innovation Officer, Club Coffee.

What many companies have learned from the GDRs is that a small change can have a big impact. Bimbo Canada, the nation's leading bakery, has transitioned to compostable cardboard clips on its bread bags to reduce its use of single-use plastic by approximately 200 metric tonnes annually.

Canadian Tire Corporation is also taking effective action to scale change. Last year, the giant retailer completed a pilot with its top 38 vendors to collect more accurate packaging data to measure compliance with the GDRs, and introduced new sustainable product packaging standards for its branded products.

This year, Canadian Tire is advancing process change across the enterprise, developing vendor education, scaling successful pilot programs, and gathering detailed packaging data for its new products.

"This common set of guidelines will not only reduce waste and our impact on the environment, but also make it easier for our customers to recycle and for municipalities to collect and pro-



**Claudio Gemmiti, Chief Innovation Officer at Club Coffee with John Pigott, CEO at Club Coffee, receiving their 2022 PAC Global Award in Sustainable Innovation.**

cess,” says Kim Saunders, Vice President, ESG Strategy & Community Impact, Canadian Tire Corporation.

“Working with partners like CPP to consider how our business decisions of today will impact our world tomorrow is one of the many ways we are helping to make life in Canada better.”

Choices about materials, colors, labels and adhesives, shape, and size of packaging all affect the circularity of packaging.

They impact whether packaging will be rejected and end up in a landfill, or if it will contaminate recycling systems, hindering the recyclability of even well-designed packaging.

The *Golden Design Rules* are timely—enabling businesses to take immediate action to address some of the most pressing concerns.

While we still have a long road ahead to address all challenges around packaging design, such as creating end markets that give value to recycled plastics, the GDRs serve as a tool to

enable innovation and evolution of plastic packaging, while providing common design guidelines to simplify and align the market.

As countries around the world implement policies and measures to reduce or eliminate plastic waste, the GDRs will be reviewed and iterated to incorporate learning and respond to a changing context.

There is no doubt that plastics serve many practical purposes in our daily lives, but with an unprecedented amount of plastic pollution flowing into our natural environment, the scale of the challenge to ensure plastics are re-used, recycled or composted will not only require new ways of thinking, but also require businesses to unite and take bold risks to transform a broken system into one that is able to scale impact.

The Canada Plastics Pact supports member and non-member companies to address and/or amplify their progress in tackling any number of the GDRs.

The CPP encourages companies

#### **GOLDEN DESIGN RULES**

- ☒ 1. Increase Value in PET Recycling
- ☐ 2. Remove Problematic Elements from Packaging
- ☐ 3. Eliminate Excess Headspace
- ☐ 4. Reduce Plastic Overwraps
- ☐ 5. Increase Recycling Value for PET Thermoformed Trays and Other PET Thermoformed Packaging
- ☐ 6. Increase Recycling Value in Flexible Consumer Packaging
- ☐ 7. Increase Recycling Value in Rigid HDPE and PP
- ☐ 8. Reduce Virgin Plastic Use in Business-to-Business Plastic Packaging
- ☐ 9. Use On-Pack Recycling Instructions

looking to adjust their packaging design to learn more or sign on to the Golden Design Rules at any point in time by reaching out to [info@plasticspact.ca](mailto:info@plasticspact.ca)



**PAUL SHORTHOUSE** is the Interim Managing Director at **Canada Plastics Pact**.

# SAME GREAT COFFEE, NEW RECYCLABLE<sup>†</sup> PACKAGING!

WINNER  
BEST IN CLASS

2022  
GLOBAL  
AWARDS

**pac**

**The same President's Choice<sup>®</sup> coffee you know and love, in new recyclable<sup>†</sup> packaging. Brew, enjoy, repeat!**



To learn more about our recyclable packaging, contact Club Coffee L.P.  
1-800-387-4367

<sup>†</sup> Winner, Best In Class for Packaging Innovation and Sustainable Design.

<sup>†</sup> This paper based recyclable packaging is made of a minimum 80% paperboard content - freshness seal is not recyclable.

# STELLAR STELLA

Disruptive package design methodology yields bold new look and feel for the universally beloved global beer brand

**F**irst brewed in 1926 by **Brouwerij Artois** in Leuven, Belgium, the *Stella Artois* pilsner is a well-traveled and much beloved global beer brand that never seems out of place at any social occasion.

Leveraging illustrious history and a classy, universally recognized brand logo design framed in an oblong cartouche shape, the *Stella Artois* brand is a key strategic asset in the broad product portfolio of **AB InBev**.

Available in 90 countries around the world and generating annual revenues of over US\$1.7 billion, the iconic brand enjoys exceptional popularity in North America, U.K., Australia and many other international markets.

"We have a rich history of brewing that goes back 600 years," says Brad Weaver, Global Vice-President Of Commercial Innovation for the supply side of Anheuser-Busch InBev business.

As part of his job responsibilities, Weaver serves as the Line Manager, bridging innovations with the needs and requirements of the business through the Commercial Marketing team working at the company's **AB InBev Global Innovation & Technology Center** in Leuven, Belgium.

Their latest commercialized collaboration involved a comprehensive package design project for the multipack cartons of the new *Stella Artois Unfiltered* beer for the U.K. market.

As a first major *Stella Artois* brand expansion in 15 years, the new beer required highly effective packaging to mark its arrival to British markets, resulting in a highly creative and unorthodox package design process unfolding at the Leuven facility.

Earlier this year, key members of that design team shared their experience of



**AB InBev**  
To a Future With More Cheers

developing the new packaging during the highly informative virtual **PAC Global Packaging Disruptors Summit**, a one-day event broadcast to a worldwide audience from Toronto, where **PAC Global** is headquartered.

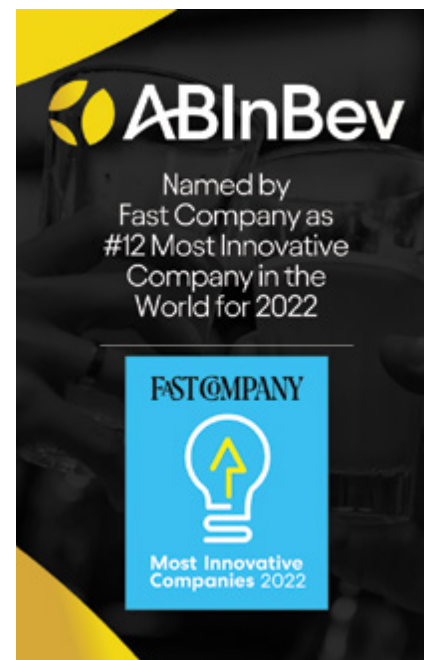
"Instead of classic design thinking, where we try to identify a new need or a new pain-point in the market, we were doing exactly the opposite," said Benedikt Pröll, Managing Director of **IC3 GmbH**, a creative collective of "innovation instigators" and practitioners of the company's ADT (accelerated design thinking) methodology that played a critical part in the successful development of new *Stella Artois* packaging.

"We're using existing expert knowledge to help those experts avoid those patterns of thought that can prevent us from getting to new ideas and solutions," Pröll said, describing the team's approach to the task as creative "deconstruction."

"As a first step, this team made a huge effort trying to deconstruct the entire world of packaging—literally look at each element available for solution development in order to create a really new and innovative solution," Pröll related.

"The second step was take all the

(Above)  
The new 12-bottle pack of *Stella Artois Unfiltered* beer developed for the U.K. market.



knowledge that we gathered during the deconstruction phase, and then look at each individual element of a pack and relate that knowledge to specific elements and components of the package," he said.

By focusing on each function of the package, such as carrying the product or opening the case, the team proceeded to develop the required packaging element best-suited for the specific function, such as a built-in carrying handle and wraparound perforated tear strip around the box for opening the carton to reveal the glass bottles inside the pack.

"We are basically using a function transfer approach to develop new packaging ideas, which eventually really helped to add more value for our consumer at the other end," said Pröll.

"We would look at an external function like a carrying strap on a woman's handbag and try to translate that into the world of packaging," Pröll elaborated.

"We systematically looked at the capabilities of a pack and then transferred new or external functions into that product or into that pack."

For Marina Buzaglo, Global Packaging Innovation Specialist at the Leuven innovation center, the disruptive approach to packaging design brought to the table by **IC3** clearly paid off with stellar execution of the final package boasting innovative features thoughtfully incorporated throughout the entire carton structure.

As Buzaglo told the summit audience,

“The role of packaging in the beverage industry is sometimes more important than in other industries.

“The packaging is not only about looking good on the shelf,” she said. “It is also about how we grab the pack from the shelf, how we take it home, how we store it, and how we access the bottles from the packs,” Buzaglo said, stressing the need to consider all the key “interaction points along the consumer journey” when developing new packaging concepts.

For *Stella Artois*, those interaction points include:

- Being easy to navigate and memorable during the shopping stage;
- Communicating value to the consumers;
- Being easy to carry/transport;
- Being easy to open and to carry after opening;
- Being easy to dispose of and to recycle.

“In the case of *Stella Artois*, it very important to make sure that we’re delivering premiumness when handling, opening and storing the product,” said Buzaglo, drawing attention to innovative features such as rounded and smooth corners of the box; a super sturdy built-in carrying handle on top of the box; and a 360-degree tear-off strip that allows the user to simply lift the top of the box to reveal 12 branded glass bottles of *Stella Artois Unfiltered* perfectly positioned inside to project the iconic brand label right into the line of sight in all

directions.

“This level of differentiation wouldn’t be possible with a little bit of disruption to the supply chain and the way we pack the product,” Buzaglo concluded, crediting the AB InBev engineering team for bringing the designers’ wish-list to life in the production environment.

For AB InBev’s global Director of Supply Transformation Wim Dekocker, meeting all of the design team’s requests with the brewery’s existing three continuous lines would also turn out to be a highly disruptive experience that prompted him to look far and wide for the right equipment solutions—not just for this particular 12-pack but for 30 different pack styles to accommodate an expansive new packaging range.

With help from technology partners **Schubert Consulting** and leading German equipment beverage line manufacturer **Krones AG**, AB InBev’s engineering team was able to develop a flexible medium-throughput solution to meet the challenge.

“One big element in the disruptive engineering solution is the fact that we developed a modular machine with five big modules that allowed us to produce all pack styles we were briefed for,” Dekocker recalled.

“The other big element is robotics, which provide the flexibility we needed,” he said. “We have a total of 19 robots inside that machine doing all kinds of things,” he said, including



Entrance to the AB InBev Global Innovation Technology Center in Leuven, Belgium.

applying the aforementioned carrying handle.

“The machine enables very precise forming of the box around the bottles,” Dekocker noted, “as well as orientation of the bottles inside the box in whatever position we choose.

“We have an amazing platform that we developed together with Krones, which gives us infinite possibilities for developing brands with distinctive looks that can really differentiate them on the shelf for consumers,” Dekocker concluded.

“In the end, it’s all about the consumers.”

**unstoppable**  
**IMPACT**

Taking your brand where no other brand can follow.

DAVIS | Bridgemark

Visit us at [davis.agency](https://davis.agency) & [bridgemark.agency](https://bridgemark.agency) & see where we can take your brand.

# 2022 BEST OF SHOW

## BRAND MARKETING

Brand: *Consider Pastures*  
Owner: *Consider Pastures*  
Entering Company Name: *Pearlfisher*  
Brand Agency/Graphic Designer: *Pearlfisher*



A revival of the classic egg carton, and a great example of breakthrough disruptive design that is wonderful looking, simple and soothing. This design raises the bar in a historically conservative category. The stunning navy blue boxes are unlike any other egg cartons you'll find in stores, and the box itself allows each egg to sit in its own flawlessly imperfect little pocket. With packaging that creates a wallpaper impression when stacked on the shelves and the mindset of giving the product outstanding value on the farms and in the kitchen, this brand brings a whole new meaning to *golden egg*.

## PACKAGE INNOVATION

Brand: *Tim Hortons*  
Owner: *Tim Hortons*  
Entering Company Name: *Tim Hortons*  
Package Converter/Printer/Raw Materials: *Circular&Co (cup) + Tupperware (Food Container)*



Sustainability without compromise. The iconic red cup has been transformed, maintaining a premium package and product experience, with much less waste than the traditional single use solution. The integration of technology with materials that are both reusable and recyclable, along with the reverse supply chain to support collection is impressive. This design blends sustainability and creativity in harmony – from consumer appeal and consideration, to smart technology infrastructure.

FOR ADDITIONAL DETAILS ON EACH ENTRY, PLEASE VISIT [WWW.PAC-AWARDS.COM](http://WWW.PAC-AWARDS.COM)

# 2022 IOU WINNERS

In 2022 we introduced a new category, PAC IOU, focusing on Inclusive Opportunities for Universal Design. This category champions inclusivity, equality and accessibility in packaging brand design and innovation. For more information on the PAC IOU initiative, visit [www.pac.global/iou](http://www.pac.global/iou)

Congratulations to the four winners in this new category!



## INCLUSIVE DESIGN

Brand: **Bud Light Pride**  
 Owner: **Bud Light**  
 Entering Company Name: **Marks**  
 Brand Agency/Graphic Designer: **Marks**  
 Pre-press/Structural Designer: **SGS&Co**  
 Package Converter/Printer/Raw Materials: **Westrock Ajax (boxboard cartons), CCS and MCC (aluminum cans), and Bemis (shrink-wrap)**



## UNIVERSAL DESIGN

Brand: **Victorialand Beauty**  
 Owner: **Victorialand Beauty LLC**  
 Entering Company Name: **Victorialand Beauty LLC**  
 Brand Agency/Graphic Designer: **Victoria Watts – Symbol Design, Base Beauty Creative Agency – Packaging Design**  
 Package Converter/Printer/Raw Materials: **Toly, USA**



## INCLUSIVE DESIGN

Brand: **Shot of Gold**  
 Owner: **Shot of Gold Turmeric**  
 Entering Company Name: **Jump Branding & Design Inc.**  
 Brand Agency/Graphic Designer: **Jump Branding & Design Inc.**



## UNIVERSAL DESIGN

Brand: **Olay**  
 Owner: **Procter & Gamble**  
 Entering Company Name: **Procter & Gamble**  
 Brand Agency/Graphic Designer: **Alexis Schrimpf & Kate Patterson, Olay, Procter & Gamble**  
 Pre-press/Structural Designer: **Andrew Dapore, Olay, Procter & Gamble**

FOR ADDITIONAL DETAILS ON EACH ENTRY, PLEASE VISIT [WWW.PAC-AWARDS.COM](http://WWW.PAC-AWARDS.COM)

# 2022 BEST IN CLASS

A  
LIMITED EDITION



F  
PREMIUM/LUXURY



H  
NEW BRAND - FOOD



K  
NEW BRAND - NON FOOD



B  
LIMITED EDITION



T  
NEW BRAND - BEVERAGE



I  
NEW BRAND - FOOD



L  
NEW BRAND - NON FOOD



C  
PREMIUM/LUXURY



G  
NEW BRAND - FOOD



J  
NEW BRAND - FOOD



M  
REVITALIZED - BEVERAGE



D  
PREMIUM/LUXURY



A Brand: *Starbucks Coffee Asia Pacific Limited*  
Owner: *Starbucks*  
Entrant: *Marks*

B Brand & Owner: *Campbell's*  
Entrant: *Invok Brands*

C Brand: *Blanton's*  
Owner: *Age International, Inc.*  
Entrant: *COHO Creative*

D Brand: *Pompadour*  
Owner & Entrant: *Ivie*

E Brand: *Ungava Gin*  
Owner: *Corby Spirit and Wine Limited*  
Entrant: *PIGEON*

F Brand: *Distillerie 3 Lacs / RDT Gin Pink Lemonade*  
Owner: *Distillerie 3 Lacs*  
Entrant: *PIGEON*

G Brand: *Côte d'Or*  
Owner: *Mondelez*  
Entrant: *Marks*

H Brand: *Abundance*  
Owner: *McCain Foods (Australia) Pty Ltd*  
Entrant: *BrandOpus (Australia)*

I Brand: *BerryWorld® Blueberry Snack Pack*  
Owner: *Mastronardi Berry World America*  
Entrant: *Mastronardi Produce*

J Brand: *Olivieri Italia*  
Owner: *Riviana Foods*  
Entrant: *Bridgemark*

K Brand: *CO. By Colgate*  
Owner & Entrant: *Colgate Palmolive*

L Brand: *EarthRight*  
Owner: *McCormick & Company Inc.*  
Entrant: *Davis*

M Brand: *Estrella Damm Rounded Corner Beer Packs*  
Owner: *SA Damm*  
Entrant: *Graphic Packaging International*

FOR ADDITIONAL DETAILS ON EACH ENTRY, PLEASE VISIT [WWW.PAC-AWARDS.COM](http://WWW.PAC-AWARDS.COM)

# 2022 BEST IN CLASS



**N** REVITALIZED - BEVERAGE



**Q** REVITALIZED - FOOD



**T** PACKAGE INNOVATION eCOMMERCE



**W** PACKAGE INNOVATION SUSTAINABLE DESIGN



**O** REVITALIZED - FOOD



**R** REVITALIZED - NON FOOD



**U** PACKAGE INNOVATION SUSTAINABLE DESIGN



**X** PACKAGE INNOVATION SUSTAINABLE DESIGN



**P** REVITALIZED - FOOD



**S** DESIGN FOR BRAND eCOMMERCE



**V** PACKAGE INNOVATION SUSTAINABLE DESIGN



**Y** PACKAGE INNOVATION TECHNICAL DESIGN

**N** Brand: *Wise By Nature – Smoothie Mix*  
Owner: *Wise By Nature*  
Entrant: *PIGEON*

**O** Brand & Owner: *McDonald's*  
Entrant: *Pearlfisher*

**P** Brand: *Danone - Oikos*  
Owner: *Oikos*  
Entrant: *Danone North America*

**Q** Brand: *Nestle Tapered Hinged-Lid Confectionery Cartons*  
Owner: *Nestle*  
Entrant: *Graphic Packaging International*

**R** Brand & Owner: *E-Cloth*  
Entrant: *Pearlfisher*

**S** Brand: *ChapStick*  
Owner: *GSK Consumer Health*  
Entrant: *Marks*

**T** Brand & Owner: *HEX Performance*  
Entrant: *Liquibox*

**U** Brand: *President's Choice*  
Owner: *CLUB COFFEE LP (AromaPak™ featuring Boardio™ Technology)* - Various Brands  
Entrant: *CLUB COFFEE LP*

**V** Brand: *Friendlier*  
Owner & Entrant: *Friendlier*

**W** Brand & Owner: *Recipe Unlimited / Swiss Chalet*  
Entrant: *Westrock*

**X** Brand: *kp Zapora®*  
Owner & Entrant: *Klockner Pentaplast (kp)*

**Y** Brand: *Bubble Tree*  
Owner: *American Bubble Company*  
Entrant: *Trivium Packaging*

**Z** Brand: *Pampers*  
Owner & Entrant: *Procter & Gamble Technology (Beijing) Co., Ltd.*



**Z** PACKAGE INNOVATION TECHNICAL DESIGN

FOR ADDITIONAL DETAILS ON EACH ENTRY, PLEASE VISIT [WWW.PAC-AWARDS.COM](http://WWW.PAC-AWARDS.COM)

# A bespoke shopping experience for the packaging community

**pac**  
global



Get Inspired - See how we bring brand purpose to life through sustainable and personalized packaging and other digital print solutions.

[www.reinventing-creativity.com](http://www.reinventing-creativity.com)



With the expertise of retailers, manufacturers, and other experts, IFS develops globally recognised product quality and safety standards and development programs.

[www.ifs-certification.com](http://www.ifs-certification.com)



TC Transcontinental Packaging blends art, science and technology to create the perfect flexible packaging that accentuates our customers' brand, protects their products, inspires consumers, and is sustainable.

[tctranscontinental.com](http://tctranscontinental.com)



Sustainable plastic packaging manufacturer. PET film extrusion and PET or PP trays thermoforming. Recycled and recyclable sustainable food-grade packaging. Customized products; tailor made production.

[www.roboplast.com](http://www.roboplast.com)



Winpak manufactures and distributes high-quality packaging materials and innovative packaging machines, primarily used for the protection of perishable foods, beverages, pharmaceuticals, medical and personal care.

[www.winpak.com](http://www.winpak.com)

The PAC MART is currently available through a secure portal to PAC Global members exclusively. In Fall 2022, the PAC MART will launch to the public at [www.pac.global](http://www.pac.global). If you are looking to showcase your available products and innovation to the PAC Global audience, please contact Jim Downham at [jdd@leaderlinx.com](mailto:jdd@leaderlinx.com) for details on the opportunity.



## Keep your products fresh and appetizing with **Ross MAP packaging.**

- Fully automatic Ross IN inline tray sealer
- High-speed production of lid-only and modified atmosphere packages.
- Reliable, high-quality seals virtually eliminate leakers, extending product freshness and shelf life.
- Uses preformed trays of almost any size or shape.
- Fast, highly flexible, and extremely easy to operate.
- Contact us for sample packages.



**[www.reiserexperts.com](http://www.reiserexperts.com)**

**Reiser Canada** • Burlington, ON • (905) 631-6611

**Reiser** • Canton, MA • (781) 821-1290

**Reiser UK** • Milton Keynes, Bucks • (01908) 585300

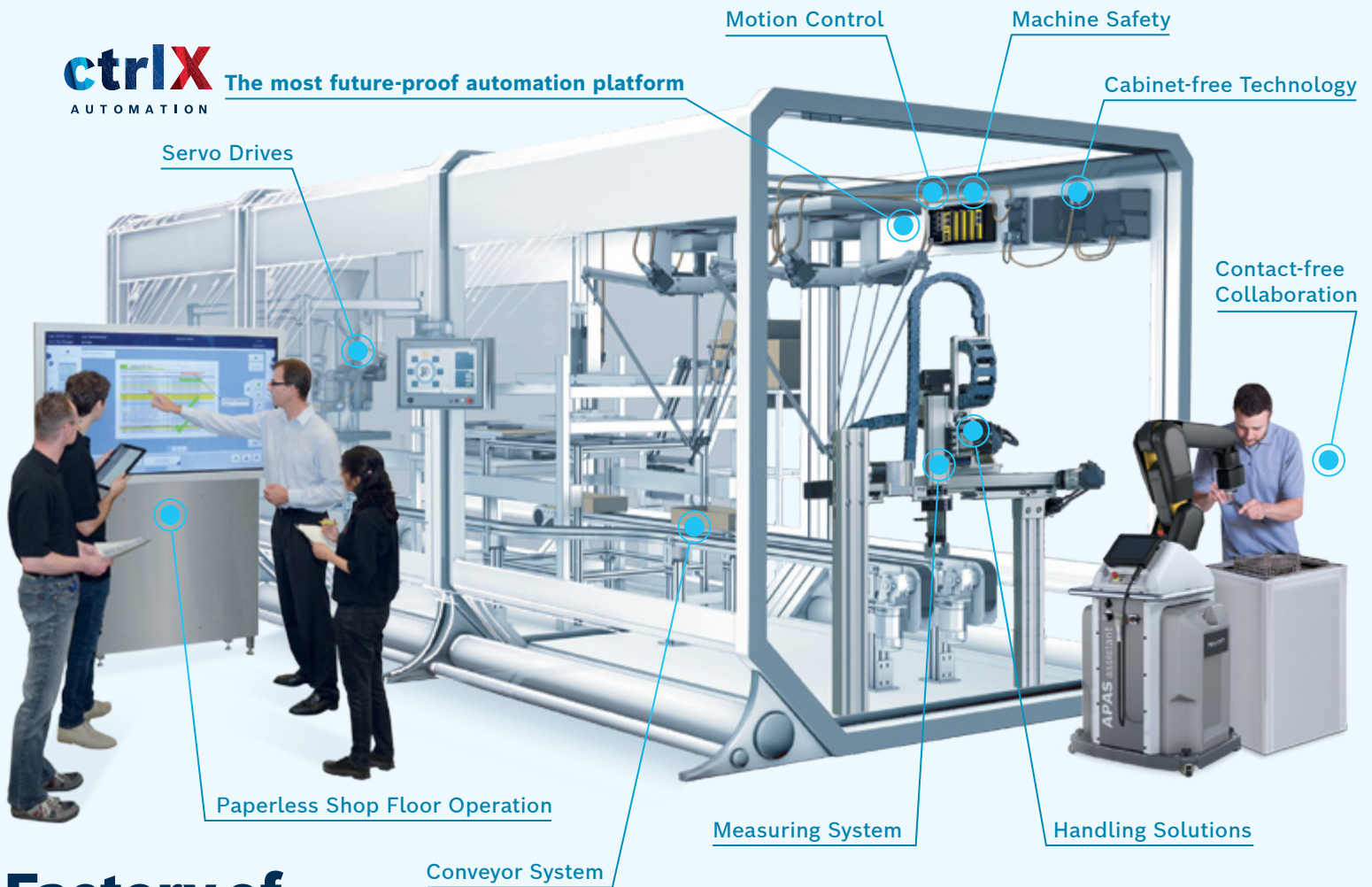
**REISER**



# Automation Solutions for Packaging



The most future-proof automation platform



## Factory of the Future

Now. Next. Beyond.



Electric Drives & Controls



Interactive Communication Platform



Digital Assistant System



Mechatronics



Conveyance



Linear Motion

**Bosch Rexroth can help you create your Packaging Factory of the Future Today!**

Our flexible automation solutions drive your packaging & handling performance with fast throughput, precision, repeatable efficient motion control for maximum uptime. With the knowledge gained from 280 Bosch Group plants globally, we're set to help you achieve smarter, more productive automation solutions.

Because the Factory of the Future begins **Now.** develops **Next.** and goes **Beyond.**



Scan the QR code to learn more

[www.boschrexroth.ca](http://www.boschrexroth.ca)

**rexroth**  
A Bosch Company