

Press release – Austrian State Prize

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“Rosette” exemplary consumer packaging by MM Packaging nominated for Austrian State Prize

The development of the “Rosette packaging” by Mayr-Melnhof Packaging Austria for confectionery by Lindt & Sprüngli Austria is characterised by an innovative technical yet functional design, which has a striking image effect due to its aesthetic presentation and brand accenting. The packaging was nominated for the Austrian State Prize in December 2005.

The rosette, an emotive decoration yet an intuitive twist closure device at the same time, catches the eye because of both its elegance and its innovative functionality. Furthermore there is a surprise in store when the packaging is opened – its contents are exclusively presented on a serving dish, allowing them to be reached comfortably from all sides.

The “Rosette packaging” is made from a single component; it is stylishly fluted and folded to ensure stability and ease of use. The packaged items are gently cushioned by the overlapping of the outside surfaces. This protection and the stable construction guarantee an extremely high level of safety in transport, as a shipping test specially commissioned for this packaging was able to confirm.

The design by Lindt-Hofbauer Marketing, the colours of which are appropriate to spring or summer, and the refreshing depiction of the products give the packaging with its attractive shape an exclusive gift character.

Printing is four-colour using the offset process, with water-based inks on Invercote 220g/m². In the subsequent finishing process, raised and flat gold foil stamping is used.

The “Rosette packaging” already won the “Innovation” category at the “Emballissimo 2005” in May 2005, and this is now being followed in December 2005 with nomination for the State Prize for exemplary packaging. The jury’s justification: “elegant, product-appropriate packaging, a creative, stable solution and a good gift character”.

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