

Press announcement – WorldStar 2005 Award

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MMP's Gift box presents chocolate bites at their best – Ritter Schokowuerfel

Mayr-Melnhof Packaging impressed the international jury of the World Packaging Organisation with a new style of "help yourself packaging" for the best presentation of a client's product in the confectionery sector and won the WorldStar 2005 Award.

Working closely with the client, MM Graphia Bielefeld developed completely new packaging for chocolate squares. This innovation was driven by the client's own market research into convenience appeal.

The aim of MM Graphia's design team was to produce a top quality gift package, which would invite you to "help yourself" when opened. The blue interior of the packaging conveys a sense of freshness and style, so that the opened gift box becomes a mouth-watering invitation to "help yourself" and presents the client's products to best advantage.

The appeal is enhanced by the use of top quality, strong cardboard and sophisticated folding, creasing and scoring techniques, which make it easy to put the lid back on.

Package size was chosen according the dimensions of CHEP and standard pallets, so the product could be displayed effectively at the point of sale.

Following the award of the German Packaging Prize at Interpack 2005, MM Graphia also carried off the international World Star prize against 300 other entrants.

Further evidence of MM Packaging's expertise in the confectionery sector.

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