

Tridimage Wins Gold Pentawards in Sustainable Packaging and People's Choice Award

Amsterdam, Netherlands – October 4, 2025 – Argentine agency Tridimage received double recognition at Pentawards 2025: a Gold award in the Sustainable Design category and the People's Choice Award by international public vote. Both accolades were granted to the BOTITO Eco Guardián project, an educational robot made 100% from recovered plastics. The awards were presented during the gala held at De Kromhouthal, Amsterdam, highlighting packaging design that combines circular economy with environmental education for future generations.

BOTITO Eco Guardián was born from the dream of José María Rodríguez and Daniela Czajkowski, environmentalists from Santa Fe, Argentina, who sought to transform tons of plastic waste into a powerful pedagogical tool. The robot, assembled with discarded caps and containers joined by elastic cords, teaches children that discarded materials can have a second life with purpose.

The design challenge consisted of creating packaging that reflected the project's essence: transforming waste into value. Tridimage - in collaboration with Pulpak - developed a trash bin-shaped container made from 100% recycled cardboard pulp. The result is a demonstration of **meta-packaging in action**: the protective packaging transforms into a vehicle for an educational message about circular economy.

"With BOTITO, we give new meaning to everyday plastic. We prevent it from being thrown away and ending up in open-air landfills. Each toy represents an opportunity to teach that discarded materials can have a second life."

BOTITO is more than a toy, it's a companion that helps children grow with values.

The Pentawards are the most prestigious recognition in packaging design worldwide. This gold in Sustainable Design and the People's Choice Award position Tridimage as a Latin American reference in packaging solutions with positive impact, adding to the eight Pentawards the agency has already obtained.

Tridimage, has established itself as a leading agency in packaging design and branding for FMCG brands with a presence in Latin America. Founded 30 years ago, it pioneered the integration of structural and graphic packaging design in the region. Its commitment to the evolution of leading brands focused on achieving a strong emotional connection between them and their consumers has been recognized on multiple occasions.

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For more information about Tridimage and the BOTITO Eco-Guardian project, visit <https://www.tridimage.com/proyecto/botito-packaging-sustentable-argentina/>

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