

UNDER EMBARGO until Friday 23 September 23:00 BST

PENTAWARDS 2022 WINNERS ANNOUNCED

Winners of the prestigious packaging design awards revealed at Pentawards Gala Ceremony held at London's Royal Opera House

- Pocket Neck Pillow by Urban Forest Lifestyle Ltd wins the top Diamond – Best of Show award for innovative use of packaging.
- Auge Design (Italy), Backbone Branding (Armenia), Denomination (Australia), SeriesNemo (Spain) and Pond Design (Sweden) take home the most awards.
- SeriesNemo (Spain), is crowned Design Agency of the Year.

London, 23 September 2022: The winners of this year's prestigious Pentawards were revealed during a live Gala Ceremony at London's Royal Opera House on Friday 23 September. Top winning agencies include Backbone Branding with 10 awards, Auge Design, Denomination, Pond Design and SeriesNemo with 5 awards each.

This year, the jury highlighted several notable trends among the Pentawards 2022 winners, from sustainable design that communicated a collective environmental responsibility, to creativity and innovation in the packaging of everyday products.

This year's Diamond award, the organisation's highest accolade, went to Pocket Neck Pillow by Urban Forest Lifestyle Ltd, who used cutting edge aesthetics and innovative materials to create an eco-conscious solution for comfort while travelling. The Platinum award winners include: innovative canned cocktails by Offff, sustainable re-brand wine bottle by Ruska Martín Associates, finely crafted vintage-styled food packaging by big fish, UK, caffeine-inspired sustainable pack by BangBang, a symbolic anti-pollution theme by Grand Design, witty canine-inspired conceptual work by CBA and a traditionally inspired contemporary bodega brand concept by Vault49. **More detail about the diamond and platinum winners can be found in the 'notes to editors section' below.**

This year's Special Awards, which recognise remarkable achievements in packaging design by individuals and agencies, were also handed out:

- **Design Agency of the Year** – SeriesNemo, Spain
- **Industry Disruptor** – Auge Design, Italy
- **First-ever Core Award (10+ wins)**, Backbone Branding, Armenia

- **NXT-GEN, Best Student Work** – Martí Garcés Muntalt, Lesley Melissa Batista Viquez and Trinidad Mosso Tupper, ELISAVA, Spain

Now in its 16th year, the 2022 competition received over 2,000 entries from more than 60 countries across five continents, with China, the United Kingdom, Spain, USA, Japan and Italy receiving the highest number of awards. Out of all the entries, over 600 were [shortlisted](#) by the competition's [international jury](#) and revealed earlier this year.

The full line-up of the 2022 winners will be available to view [here](#) at the Winners Gallery on the Pentawards website on Monday 26th September.

Adam Ryan, Head of Pentawards commented: *“From addressing today’s social agenda to carving out sustainable packaging alternatives, this year’s Pentawards entrants embody the future of the industry. I am always blown away by the calibre of our winners, and this year is no exception, particularly inspiring given the challenges we have all faced over the past couple of years. The Pentawards pipeline continues to prove the unquestionable power of design and set the barometer for the next generation of creative thinkers.”*

Founded in 2007, Pentawards is committed to recognising excellence in design, providing a source of inspiration and connecting the global packaging community through its competition and events.

This year’s winners will also be featured alongside last year’s winners in The Package Design Book 7 by Taschen, which will be released in 2023. The 2023 competition will open for entries in February.

-- ENDS --

NOTES TO EDITORS

More information on the top winners this year:

DIAMOND – BEST OF SHOW, Pocket Neck Pillow by Urban Forest Lifestyle Ltd, China

Using cutting-edge aesthetics whilst prioritising sustainability and eco-consciousness, Shenzhen Urban Forest designed a compact and portable travel neck pillow where the outer silicon packaging doubles as an air pump.

Standing out for its innovation and functionality, the tree-shaped shell-like outer packaging works both as a storage bag and a functioning air pump thanks to the elastic property of silicon, encouraging consumers not to dispose of it and cleverly revolutionising the way inflatable pillows are utilised.

*“The more we played with it, the more it went up the ranks. It was genius the way it worked. The design is rigid, it is reusable over and over with minimal transferring.” – Jamie Ellul
Founder & Creative Director, Supple Studio, UK*

BEVERAGES PLATINUM, Williams Premium Canned Cocktails by Offff, Netherlands

Category sponsored by Paris Packaging Week

Back in March 2020, Rotterdam was in its first lockdown, and Williams Canteen was determined not to lose its bar. How did they do it? By doing what they do best: letting people enjoy the finest cocktails. After a period of trial and error, they developed six perfect, high-quality cocktails pre-prepared in a can allowing for a perfectly measured mix - and the taste remains optimal for months. Branding studio Offff developed six cocktail labels and two labels for accompanying 'bites', all packaging within a coordinated gift box for these 8 cans. The result is a great recipe for creativity - A NIGHT OUT IN A CAN.

"It played on human truth. It gives you a complete cocktail experience. It is way more sustainable. As a whole the details were clever." – Chloé Templeman, Executive Creative Director, big fish, UK

FOOD PLATINUM, Ivy's Reserve Vintage Cheddar by big fish, UK

Category sponsored by Reflex

A secret recipe of Ivy Clothier (grandmother of current MD Rich Clothier) handed down through generations is not your 'everyday' cheddar as it was a part of the Wyke range of cheeses and didn't communicate its uniqueness. Big fish used simplicity and bold icons to make the product stand out. Strong iconographies are used to communicate specific product benefits that are human, warm, and approachable. The care and attention to detail towards the product visuals is an homage to the product.

"This is rebranding! The details are lovely. Look at the knife on the side - the icons are bold yet simple. I love this!" - Richard Walzer, Design Director - Breakthrough Innovation, Europe, PepsiCo

BODY, HEALTH & BEAUTY PLATINUM, ShinkoQ by Grand Design, Japan

Category sponsored by Derprosa

ShinkoQ is a functional "anti-pollution" product created in response to the demand for anti-virus measures with a range of products of shampoo, treatment, oil, and mist, with two different fragrance ingredients. Grand Design chose a minimalist design with only a "slash" on the front of the bottle, without a product name. With the theme of anti-pollution, this is a minimalistic and symbolic expression of the "ban" symbol. ShinkoQ was created to blend into homes with the aim of creating a design that would stand out on the sales floor with its own unique worldview.

"I love the simplicity of the design, how they've used the contrasting yellow to pop out against the base colour making it really striking even though it's minimal." - Jennie Potts, Associate Creative Director, B&B Studio, UK

BRANDING & CONSUMER PLATINUM, BeanBean Coffee by BangBang, Canada

Inspired to give consumers an energised 2022 start after the accumulated fatigue of 2021, BANGBANG has created BEANBEAN; 6 types of coffee beans produced as a limited edition with the invaluable collaboration of ZAB café. 'By creatives, for creatives'; this self-promotional initiative is offering coffees named after fonts with each paying tribute to all the beautiful typographic "B"s that come from The Fonderies from around the world. This series of 100% compostable bags, screen printed by hand with water-based ink, will be sent as a thank you to customers and collaborators who have contributed to the studio's successes in 2021. Part of the production and some coffee-inspired merchandise will also be available to purchase for everyone at beanbean.cafe. BEANBEAN wish to have people caffeinated and wide-awake.

"What we loved about the packaging is the bold simplicity of the product, the subtleness in the logos, and the clever segmentation. It is bold and fresh for craft coffee." – Sebastien Servaire, CEO & Creative Director, Servaire & Co, France

HOME, LEISURE & OTHER MARKETS PLATINUM, Fuzed by Vault49, USA

There's a rising demand for quality flavored vapes in the US market and Fuzed is the 'Realest Flavors Around'. It cuts through the haze, boldly communicating this new brand's unique proposition, combining the highest quality cannabis with delicious, naturally-derived flavors. Balancing a fun attitude with natural qualities, Vault49 delivered a creative idea that took a contemporary spin on traditional bodega design, inspired by grocery store signage and fresh fruit displays. The packs are bold and juicily colored, building on Fuzed's taste credentials, giving each flavor a distinctive personality, with bespoke illustrated icons and punchy pop copy to communicate each persona and the type of high it provides. The typographic introduction to the flavors and what that means for each strain's effect further helps range navigation and category education.

"Fused is a brilliant name for a CBD product. The product colors and the smells matched. The tone of voice felt consistent and it is a clever piece of work." – Jennie Potts, Associate Creative Director, B&B Studio, UK

SUSTAINABLE DESIGN PLATINUM, RE:INCARNATED SPIRITS by Ruska Martín Associates, Germany

Category sponsored by UPM Raflatac

In the current economy, materials are taken from the earth, products are made from them, and eventually thrown away – it's a linear process. A circular economy is not only a wonderful system, it holds a wonderful future. RE:INCARNATED SPIRITS not only aims to capture the essence of the product but enhance it with a 100% sustainable design solution. The first limited edition of 444 bottles of RE:INCARNATED SPIRITS is named RE:BRAND #1. The label is printed on uncoated paper made from grape waste and post-consumer recycled fibers. The uncoated cardboard box for safe transport is filled with recycled padding made from shredded Euro bank notes that didn't pass the quality test for public use. The glass bottle is made from 100% recycled post-consumer glass. The cork is made from recycled sparkling wine corks.

"They talk about every single component while still taking into account the design aspects. They talk about the glass, glue, ink, material, and every single element in great detail. They've managed to keep the luxury and premium cues for a sustainable product." - Jenny Greenwood, Innovation & Sustainability Manager, Butterfly Cannon, UK

PROFESSIONAL CONCEPT PLATINUM, Pongo by CBA, USA

PONGO is a pet-friendly aromatherapy spritz that freshens and pampers pets. Formulated to safely neutralise the pet odor, Pongo also provides emotional support through a variety of all-natural mood-enhancing scents for pet wellbeing and care. The structure is a custom moulded plastic base with a modified trigger spray head that's common to all SKUs. Full-bleed shrink-wrap graphics cover the body of the structure, allowing for an endless range of doggos, fun outfits, seasonal editions, and possible online customization. Witty canine-inspired scent names aim to put a smile on users' faces, with key ingredients and the primary benefit called out underneath.

NXT GEN, PHB - ZERO WASTE PACKAGING by Martí Garcés Muntalt, Lesley Melissa Batista Viquez and Trinidad Mosso Tupper, ELISAVA, Spain

FORMcard, a bioplastic created by Peter Marigold, was used as an alternative to toothbrush packaging. It is a card of strong, meltable bio-plastic that can be used to make, fix and modify and is 100% non-toxic and re-usable. PHB replaces single-use packaging and blisters. When used in the packaging of the toothbrush it can later be repurposed as the handle. This way the environmental impact is reduced to a minimum. The process of heating and reshaping the plastic can be repeated infinitely, for a new toothbrush head or for another use. The packaging now has a longer lifespan than the actual product.

"Loving it! This is what I'd expect from a concept. Really thinking it through even if the material doesn't exist - they're thinking outside the box." - Uwe Melichar, Packaging Expert & Owner, MELICHAR Bros. / EPDA President - Germany

About Pentawards:

Founded in 2007, Pentawards is the leading global platform and community for packaging design.

It is committed to recognising excellence in design, providing a source of inspiration, and connecting people from across the world through its annual competition, gala ceremony, international conferences, digital events, books, social platforms and more.

Now in its 16th year, the Pentawards competition has received in excess of 20,000 entries from over 64 countries globally since launch. To announce the winners, the 2022 Gala Ceremony was held at the Royal Opera House in London on 23 September, which will also be featured in the exclusive The Package Design Book 7.

Pentawards thanks their sponsors UPM Raflatac, Labrenta, Derprosa, KURZ, Tapi, Reflex, Paris Packaging Week and OI.

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Useful Links

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