

Second round of finalists for the 2012 Pyro Inspiration Awards announced

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The second round of finalists for the Pyro Inspiration Awards has been announced!

The Pyro Inspiration Awards was initiated by Pyrotec, the leading provider of product identification solutions, in an effort to recognise innovative on-pack devices and to establish on-pack as a rightful stand-alone media category. Since the first judging took place in 2008, the Awards has since become an industry benchmark in recognising exceptional innovation.

This month, four finalists were selected from two different categories:

INFORMATIONAL:

The criteria for the Informational category take into account the Originality of the on-pack device (its readability, layout and creativity) as well as the Clever Use of Space (amount of information, relevance of information to product, and functionality). In the Informational category, Bob Martin's Vetcare and In Our Green House Olive Fix-a-Form® Leaflet Labels were selected for their creative and innovative designs.



*From Back Row Left to Right: Craig Rafferty - Whalley & Associates, Jacques Loubser - Pyrotec, Michelle Caskie - Pyrotec, Hilton Cairns - Willowton Oil & Cake Mills, Judith Gale - Spar Group, Craig Duff - MN7
Front Row Left to Right: Lindsay Lappan - Young & Rubicam, Natalie French - Espresso DBN, Desiree Redlinghuys - Unilever Foods, Murray Clark - Online Advertising*

PROMOTIONAL:

The entries in the Promotional category were judged according to their Originality (innovation, freshness, and design), Impact (wow factor and selling power) and Clever Use of Space (amount of information, relevance to product and functionality). Mainstay's Pina Colada label was chosen for its great design, and commended on the clear explanation of its competition entry instructions. Schick was complimented on its on-pack design and bold colours.

The panel of judges consisted of experts from the Packaging and Design, FMCG and Advertising industries. Among the judges were Craig Rafferty - Whalley & Associates; Hilton Cairns - Willowton Oil & Cake Mills; Judith Gale - Spar Group; Craig Duff - MN7; Lindsay Lappan - Young & Rubicam; Jacques Loubser - Pyrotec; Michelle Caskie - Pyrotec; Natalie French - Espresso DBN; Desiree Redlinghuys - Unilever Foods and Murray Clark - Online Advertising.

The third judging will take place in May in Johannesburg.

About the Pyro Inspiration Awards

Pyro Inspiration Awards are awarded five times a year at two month intervals for the best on-pack devices including promotional and informational and often mostly multipage labels which are produced by Pyrotec. The finalists of the bi-monthly awards proceed into the final round and are judged by a panel of esteemed judges at a gala event at the end of the year.

For more information about the Pyrotec and the Pyro Inspiration Awards, visit www.pyrotec.co.za.

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Pyrotec



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