

Annual Pyro Inspirations Awards winners announced

Following a year of selection of finalists for the Pyro Inspirations Awards, the two winners were announced last week at an event in Sandton. This year's awards highlighted exciting innovations in on-pack design, with finalists being judged on originality, impact and clever use of space.



Promotional award (left to right): Ravi Naidoo (Interactive Africa); Timothy Beattie (Pyrotec PackMedia); Jan Louw (Ideafruit)

Winners

- Promotional Category: Ice Age Fix-a-Form for its functional yet eye-catching promotional campaign, which encouraged healthy eating amongst its target audience and offered consumers many opportunities to win. Jan Louw from Ideafruit accepted this prestigious award. Colgate's reverse printed label was awarded second place for its functional, easy-to-understand, user-friendly label, with Luthando Nqulwana accepting the award on behalf of Colgate-Palmolive.
- Informational Category: Johnson & Johnson's Rehidrat's bold and eye-catching Fix-a-Form Leaflet Label was awarded the first and only prize, with Engela Du Preez of Brain Reserve accepting the award. Judges commented that the on-pack device was well-designed, easy-to-read, contained all the relevant information and encouraged customers to read further.

Guest speaker, Ravi Naidoo, founder of Interactive Africa and Design Indaba, kept guests mesmerised with his presentation on "Inspirational Design," which included examples of inspirational on-pack innovations. His presentation highlighted some of the creative talent South Africa holds and left the audience feeling stimulated and invigorated.

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