

President's Shortlist - To be announced at the Awards Ceremony on 17 May, 2011 Dusseldorf, Germany during Interpack

<p>Entry Number: 78/F Vitacress Transit Case</p> <p>DS Smith Speciality Packaging, UK</p> <p><i>This smart, corrugated pack allows ice to melt cold water over watercress to keep it fresh until it reaches its final destination. The bunched watercress has a drain tray containing crushed ice sitting on the top rim of the pack allowing melting water to drain over the watercress keeping it in good condition for a period of up to 48 hours.</i></p>	
<p>Entry Number: 25/MP Laminate tube with Braille script:</p> <p>TUBAPACK, a.s. Slovakia</p> <p><i>Laminate tube with application of Braille script is significant, unique and innovative, which regards the needs of people with visual impairment. Tube is suitable for pharmaceutical products, because Braille script is statutory duty, particularly if the tube is used as the only packaging.</i></p>	
<p>Entry Number: 106/O PowerClick®</p> <p>IMPRESS METAL PACKAGING, France :</p> <p><i>The PowerClick® is a 2piece aluminum or steel can that clicks onto another can. The continuous click which is placed at the bottom of the can fits to the neck-in on top. Simple, lightweight and easy to open, the PowerClick® offers benefits to both final consumers and brand owners. For the consumer - easy to grip, to hold, to transport and to store as several cans hold together.</i></p>	
<p>Entry Number: 30/B Push Top packaging for beverages</p> <p>Green Owl, Ukraine</p> <p><i>Double chamber bottle for separate concentrate and solvent packaging makes possible beverages production without preservatives and even pasteurization. The polymer cap designed for autonomous mixing is equipped with corrugation, special insert for membrane destruction and the central button in the top of the cap - for pushing.</i></p>	
<p>Entry Number: 101/B Full Aperture SuperEnd®</p> <p>CROWN Bevcan Europe & Middle East, France</p> <p><i>New and first full aperture end suitable for pressurised beverages. It allows the entire lid to be removed, turning the can itself into a drinking cup and eliminating the need to use glass or plastic glass - Enhances drinking experience - Fully recyclable. The brief was to develop a package that would help brands serve beer more quickly at events: reduce queuing time and keep the drinking experience.</i></p>	