

# 2020 WINNERS



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# Gold Pack during the pandemic . . .

**THANKS** to Covid-19 restrictions, the entire procedure for the 2020 programme has changed . . . The traditional three-day gathering of adjudicators at the Inanda Club, where judging has taken place for the past five years, was exchanged for online pre-judging of pictures and motivations, followed by virtual judging of physical packs courtesy of a series of Zoom meetings.

For this virtual procedure, judging chairman, Bill Marshall, plus three Gauteng-based judges – Annabé Pretorius, Ralph von Weh and Vanessa von Holdt – acted as the eyes, ears and senses of the other judges, providing a greatly-appreciated degree of interactivity for the others – Andy Rice, Clive Glover, Gill Loubser, Gunner Sigge, Shabeer Jhetam, Susi Moore and Wendy Knowler – as they collectively identified the excellent application of innovative design and technology to enhance South African packaging.

This virtual judging was IPSA's response to an enormous challenge – surely among the most serious challenges in its 50-year existence – bearing testimony to the maxim 'necessity is the mother of invention'. And, concurrently with the publication of this brochure, in another departure from the norm, the final results are being announced on a virtual platform!

Judges, contestants and the entire packaging industry owe Bill Marshall an enormous vote of thanks

for his 'out-of-the-box' thinking that has allowed Gold Pack to take place this year, despite the pandemic.

Also gratefully acknowledged is the financial support given by sponsors, without whom this ambitious programme couldn't function. Their names and logos are displayed on the front cover of this brochure.

It's clear from this year's results that South Africa's packaging is world-class. And that's what Gold Pack is all about – promoting and encouraging world-class excellence in packaging design and technology. It's also about fostering co-operation across the packaging supply chain. It's gratifying, too, that sustainability and environmental awareness are increasingly obvious in both entries and accolades.

Congratulations to all the winners! Undoubtedly, Gold Pack – established in 1974 – is entrenched as the premier event for South Africa's packaging fraternity, pandemic or no pandemic!



**Gill Loubser FIPkgSA**

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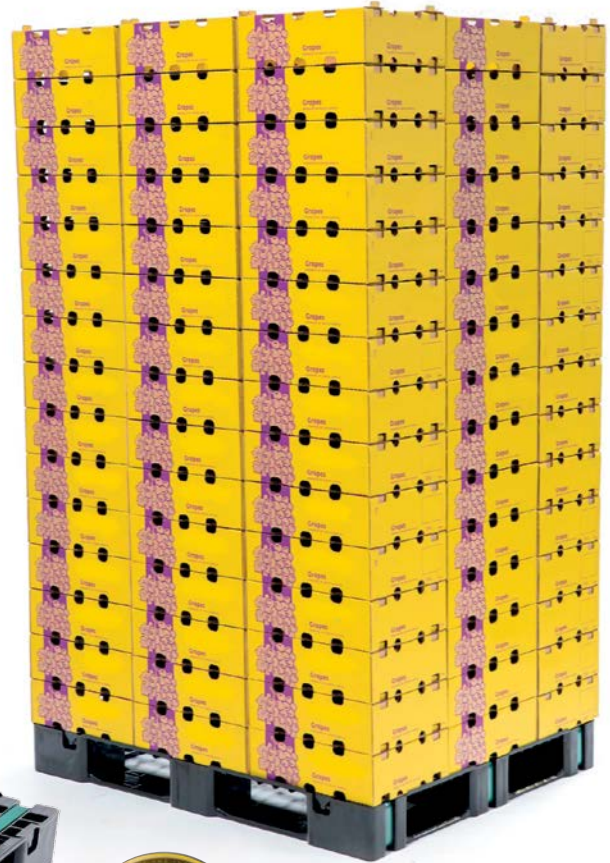
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# THE IPSA GOLD PACK TROPHY 2020



**Name of Entry** rPET Plastic Pallet  
**Entrant/Converter** Palletplast  
**Brand Owner** Palletplast  
**AWARD IPSA GOLD PACK TROPHY**

Using up to 97% rPET, these pallets are sustainable, safe and fully recyclable – ideal for South Africa's fruit exporters. The patented design includes three PET straps, enabling the pallet to rack up to 1 200kg of fruit, a vital factor in a sector that exports more than four-million pallets annually from the Western Cape alone. Designed to replace wooden pallets, these lightweight, cost-effective rPET pallets can be reused or granulated after use for recycling abroad. Produced in a consistent and standard size, they're ideal for container loading.



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## FOOD PACKAGING MEDAL WINNERS



**Name of Entry** Danone Yoghurt Tub  
**Entrant** Polyoak Packaging  
**Converter** DairyPack Tubs (Polyoak)  
**Brand Owner** Danone  
**AWARD GOLD**



These injection-moulded PP tubs in four sizes feature in-mould labels, instead of PVC sleeves, for improved recyclability. A rectangular-shaped base ensures branding faces forward for shelf impact, while the rim design improves foil contact for tamper-evident sealing. A common rim diameter across the three smaller sizes provides filling line efficiencies and allows the use of a common-size lid.



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*Tubs*







**Name of Entry Entrants**

Rainbow Spices  
RCL Foods, Polyflex,  
Packaging World, Shave  
& Gibson, Mpact Corrugated,  
Huhtamaki, Repro Flex

**Converters**

Polyflex, Packaging World,  
Shave & Gibson, Mpact Corrugated,  
Huhtamaki, Repro Flex

**Brand Owner**

RCL Foods

**AWARD SILVER**



Co-ordination between four converters and their pre-media suppliers has allowed RCL Foods to enter the home spice market with a range of stunning sachets and pouches. This innovation eliminates traditional glass/plastic jar packaging, improving efficiency, preserving flavour, reducing mess, enhancing product delivery and ensuring shelf-shout.



**Name of Entry**

Southern Classique Paper Grape Bag

**Entrant/Converter**

Detpak

**Brand Owner**

Southern Fruit Growers

**AWARD BRONZE**

Developed to meet demand from environmentally-conscious consumers for plastic-free grape packaging, this paper bag is cost competitive, works well in a pack-house environment, and withstands the rigours of transportation while remaining presentable on arrival at its destination. This squat block-bottomed bag is water-resistant and fitted with easy-to-carry handles.

# Making an impression at Gold Pack 2020

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# FOOD PACKAGING FINALISTS

**Name of Entry** Lays Potato Chips with Matt Over Lacquer  
**Entrant/Converter** Amcor Flexibles SA  
**Brand Owner** PepsiCo Simba  
**AWARD FINALIST**



**Name of Entry** Nando's Peri-Peri Bag & Bake  
**Entrant/Converter** Golden Era Printers & Stationers  
**Brand Owner** Nando's  
**AWARD FINALIST**

**Name of Entry** Fishaways 42 Meal Carton  
**Entrant/Converter** Shave & Gibson Packaging  
**Brand Owner** Famous Brands  
**AWARD FINALIST**



**Name of Entry** Food Lover's Market Chicken-in-a-Box  
**Entrant/Converter** Shave & Gibson Packaging  
**Brand Owner** Food Lover's Market  
**AWARD FINALIST**





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## FOOD PACKAGING FINALISTS

**Name of Entry** Baker's Nuttikrust Biscuits  
**Entrant/Converter** Shave & Gibson Packaging  
**Brand Owner** National Brands  
**AWARD FINALIST**



**Name of Entry** Baker's Biscuits Range  
**Entrant/Converter** Golden Era Printers & Stationers  
**Brand Owner** National Brands  
**AWARD FINALIST**

## JUDGES' SPECIAL MENTION: TOTAL BRANDING

This entry stood out for the excellent continuity across all aspects of the packaging, both primary and secondary, and for the way the brand owner has wholeheartedly embraced the message it promotes.

**Name of Entry** It's Not Made in China Hip Flask Bottle & Shipper/Display Carton  
**Entrants** It's Not Made in China & Leo Rheeder (Shipper/Display Carton Design)  
**Converters** D&D Engineering, Blue Print Labelling, BFG Retail  
**Brand Owner** It's Not Made in China  
**AWARD SILVER: TOTAL BRANDING**

The story this packaging tells is of local, grassroots innovation with a drive towards creativity and sustainability, of fun and innovation, thinking outside the box and exploring new ways of doing things. The 'flat' hip flask bottles give this brand its iconic look that's emphasised by the original artworks showcased across the range, while the heaviness of the bottle makes it a popular recycling candidate. The shipper case has a multi-faceted design that allows it to be disassembled into various advertising items: standing in-store displays, a window display, a fridge display and a business card. Further, the brand owners have entered the circular economy with designer T-shirts and bags made from fabric that's woven from recycled plastic bottles. Every aspect of the packaging works to enhance the product's branding message and positioning.





# ALCOHOLIC BEVERAGE PACKAGING MEDAL WINNERS

**Name of Entry** Anthelia Syrah  
**Entrant/Converter** Sign & Seal Labels  
**Brand Owner** La Vierge, Hemel en Aarde  
**AWARD SILVER**



Although this label is printed in only black and blue, it creates the impression of many more colours. This unusual design for a wine label is attractive and eye catching. In addition to foiling, silkscreen printing adds another dimension, resulting in a striking on-shelf presence.



From humble beginnings in 2007, Sign and Seal Labels has shown that organic growth through continuous improvement has formed a major part of their success story.

The business has grown exponentially and has consistently kept up with the latest label printing machinery and technology (both flexo- and digital) to keep pace with the ever-growing customer expectations and demands. This bustling business – situated in three adjacent units in Kuilsriver in the Western Cape – is bursting at the seams.

Sign & Seal received three Silver- and one Achiever award at the prestigious GAPP Awards in 2018 and is currently in the finals for an award for the esteemed Gold Pack Awards which is taking place on the 28th October 2020.

Furthermore, the company is proud to have been ISO 9001:2015 accredited as of September this year. Their passion towards an environmentally sustainable future, made them embark on the process of FSC accreditation, with their audit taking place on the 30th October 2020.

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Unit 5, 6 & 7, Saxenburg Park, Pontac Road, Winelands Park, Blackheath, Cape Town

After twelve years in the industry, Sign & Seal is still innovating and keeping up with global trends and techniques.



**Name of Entry** Strawberry Lips Cream Liqueur Sleeve  
**Entrants** DGB, First Impression Labels  
**Converter** First Impression Labels  
**Brand Owner** DGB  
**AWARD SILVER**

Strawberry Lips has undergone a visual identity upgrade. The vibrant pink sleeve, flexo printed in seven colours plus cold-foil and two whites on 40µm PET, achieves a clean, premium image. The logo is enlarged and placed at an angle, while the previous mosaic strawberry icon is enlarged and highlighted with a halo effect. The result is a modern, sophisticated and simplified version of the brand that stands out on-shelf.

**Name of Entry** JC Le Roux Cans  
**Entrants** Distell, Polyflex, Nampak Bevcan  
**Converter** Nampak Bevcan  
**Brand Owner** Distell  
**AWARD BRONZE**



Representing an innovative way to encourage female consumers to enjoy sparkling wine more easily and on more occasions is this range of single-serve 250ml aluminium cans for ready-to-drink products. The cans feature sophisticated artwork, precisely and cleanly printed, to differentiate this single-serve sparkling wine from the canned beer and soft drinks market.



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**Name of Entry** Carnival 3- & 5-litre Bag-in-Box Cartons  
**Entrant/Converter** Shave & Gibson Packaging  
**Brand Owner** Spar Group  
**AWARD BRONZE**



Innovative use of technical capabilities in litho printing and converting have achieved the customer's design brief to enhance the packaging of an already-established brand to portray a more premium offering.



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- Litho Laminated Cartons
- Quick Service Restaurant Packaging
- Shelf Ready Packaging
- Packaging Sleeves

# ALCOHOLIC BEVERAGE PACKAGING FINALISTS

**Name of Entry** Black Crown Gin & Tonic Labels  
**Entrant/Converter** SA Litho Label Printers (CTP)  
**Brand Owner** AB InBev  
**AWARD FINALIST**



**Name of Entry** Welmoed Red 2-litre Bag-in-Box  
**Entrant** Stellenbosch Vineyards  
**Converter** Keypak  
**Brand Owner** Stellenbosch Vineyards  
**AWARD FINALIST**



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## ALCOHOLIC BEVERAGE PACKAGING FINALISTS

**Name of Entry** 4th Street Spritzer Cans & Coordinated Six-Pack Wrap  
**Entrants** Distell, Nampak Bevcan, Polyflex, Tropic Plastics & Packaging  
**Converters** Nampak Bevcan, Polyflex, Tropic Plastics & Packaging  
**Brand Owner** Distell  
**AWARD FINALIST**



**Name of Entry** Woodstock Gin 750ml Label  
**Entrant/Converter** SA Litho Label Printers (CTP)  
**Brand Owner** Edward Snell & Co  
**AWARD FINALIST**



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## Congratulations to all the Winners and Finalists at the 2020 Gold Pack Awards!

Nampak is Africa's leading diversified packaging manufacturer – with a portfolio that ranges from metals, plastics and paper products – and has been listed on the JSE since 1969.

We operate from 20 sites in South Africa and 16 sites in the rest of Africa. Our world-class research and development facility provides technical and innovative product development to support our customers.

We participate in extensive collection and recycling initiatives and invest significant time and resources into the development of sustainable products. We promote the **recovery, re-use and recycling of packaging**.

## JUDGES' SPECIAL MENTION: PROUDLY SOUTH AFRICAN

This year, the judges were drawn to an entry that showcases the best South Africa has to offer.



**Name of Entry** Wild & Ancient Indigenous Tea Gift Pack  
**Entrant/Converter** Boland Printers (CTP)  
**Brand Owner** Wild & Ancient  
**AWARD SILVER: PROUDLY SOUTH AFRICAN**

This gift pack presents three of South Africa's finest indigenous teas: rooibos, green rooibos and honey bush. Litho printed in four process colours, spot gold ink and UV gloss varnish, the pack is assembled by hand and consists of an inner and outer carton. As the teas are organic, preservative free and sourced from sustainably grown plants, it's fitting that the use of recyclable board supports these intrinsic characteristics and adds to the brand's equity by reinforcing the environmentally-responsible brand message.

## JUDGES' SPECIAL MENTION: INNOVATIVE APPLICATION

This special mention goes to an entry that the judges believe deserves an accolade for the original thinking that went into the product's conception.



**Name of Entry** Polypet Spacer  
**Entrant/Converter** Polyoak Packaging  
**Brand Owner** Polypet  
**AWARD SILVER: INNOVATIVE APPLICATION**



This recyclable, modified PET bottle fulfils the role of a medical spacer. Together with an asthma inhaler, the spacer replaces the need for a nebuliser in most cases, presenting a cheap and effective solution that has been accepted by South Africa's major government hospitals and clinics. This purpose-designed solution, available in far higher volumes and at massively reduced costs compared to conventional spacers, is a truly exceptional entry.





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# NON-ALCOHOLIC BEVERAGE PACKAGING MEDAL WINNERS

**Name of Entry** Spar 2-litre Pure-Pak Milk Carton  
**Entrant** Nampak Liquid Cartons  
**Converters** Nampak Liquid Cartons, Polymer Art  
**Brand Owner** Spar Group  
**AWARD GOLD**

Achieved through a combination of a new type of board and a new closure (both South African firsts), along with superb graphics, this revamp of Spar's two-litre Pure-Pak milk carton offers a lower CO<sub>2</sub> footprint, improved light barrier, enhanced pouring functionality and outstanding shelf-appeal.



**Name of Entry** It's Not Made in China Hip Flask  
**Entrant** It's Not Made in China  
**Converters** D&D Engineering, Blue Print Labelling  
**Brand Owner** It's Not Made in China  
**AWARD SILVER**

These locally-produced, ultra-funky, limited-edition 'flat' hip flask-shaped PET bottles are 100% recyclable, and, when discarded, their heavier weight makes them more desirable to 'waste pickers'. In addition, the changing labels provide an opportunity for local artists to showcase their talent.

**Name of Entry** Sprite Clear PET Bottles  
**Entrant** The Coca-Cola Company  
**Converters/Bottlers** ALPLA SA, Mpact, CCBSA, Peninsula Beverages  
**Brand Owner** The Coca-Cola Company  
**AWARD BRONZE**

Sprite is moving away from its iconic green packaging to a fresh, new clear PET plastic bottle with a view of improving recycling capacity in line with the vision of a world without waste (ie collect and recycle 100% of packaging by 2030).





# NON-ALCOHOLIC BEVERAGES FINALISTS

**Name of Entry** Dartpac Sustainable Coffee Cup, Sip Lid & Carrier  
**Entrant/Converter** Dartpac  
**Brand Owner** Dartpac  
**AWARD FINALIST**



**Name of Entry** Dragon Fusion Energy Drink Can  
**Entrant/Converter** Gayatri Beverage Cans  
**Brand Owner** Kingsley Beverages  
**AWARD FINALIST**

**Name of Entry** Fitch & Leedes 1-litre PET Bottle & PP Closure  
**Entrant/Converter** Mpact Operations, Plastics, Wadeville  
**Brand Owner** Chill Beverages  
**AWARD FINALIST**



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**Name of Entry** KungFu Energy Drink Can  
**Entrant/Converter** Gayatri Beverage Cans  
**Brand Owner** Bigtree Beverages, Zambia  
**AWARD FINALIST**



**Name of Entry**  
**Entrant**  
**Converter**  
**Brand Owner**  
**AWARD FINALIST**

Vode Premium Still Spring Water  
Boshoff Brands  
Bowler Plastics  
Boshoff Brands

**Name of Entry**  
**Entrant/Converter**  
**Brand Owner**  
**AWARD FINALIST**

Five Roses 2.5g Tea Envelope  
Siyakha Imperial Printing  
National Brands



**Name of Entry**  
**Entrant/Converter**  
**Brand Owner**  
**AWARD FINALIST**

Wild & Ancient Indigenous  
Tea Gift Pack  
Boland Printers (CTP)  
Wild & Ancient

**Name of Entry**  
**Entrant/Converter**  
**Brand Owner**  
**AWARD FINALIST**

Day Water 300ml Slender  
Beverage Can  
Nampak Bevcan  
Chill Beverages



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# HEALTH, BEAUTY, MEDICAL & PHARMACEUTICAL PACKAGING MEDAL WINNERS

**Name of Entry** Vaseline Intensive Care  
**Entrants/Converters** Unilever SA, ALPLA SA,  
First Impression Labels  
**Brand Owner** Unilever SA  
**AWARD GOLD**



This relaunch of Vaseline Intensive Care products in two sizes (400ml and 625ml) has elevated the overall range image while harmonising with the iconic Vaseline brand. Specialised tri-layer blow moulding technology eliminates the 'spotted' appearance common in containers manufactured from recyclate, allowing for the use of 25% PCR content.



## It is what's on the outside that counts too



We drive a larger goal of creating a circular economy by applying our collective knowledge to create leading, recyclable packaging products that meet customer expectations and creates impactful on-shelf brand perceptions.

**Winning packaging and more.**



**Name of Entry** Vital Vitamin Container & Closure  
**Entrant/Converters** Mpact Operations, Plastics, FMCG Atlantis, Mpact Versapak  
**Brand Owner** Vital Health Foods  
**AWARD SILVER**



This redesigned pack (HDPE container and PP closure) combines a tamper-evident induction seal, bump-on closure, and screw-on/screw-off closure, while being child resistant via an interface clip design. These features facilitate assembly on the production line, ease of use for the consumer, prolonged product shelf life and enhanced product security.

**Name of Entry** Clere Body Lotion & Hand Sanitiser Bottles  
**Entrant/Converter** Mpact Operations, Plastics, FMCG Atlantis  
**Brand Owner** Amka Products  
**AWARD BRONZE**

The Clere body lotion bottle has undergone a redesign – with filling line optimisation and product extensions as strong motivators – without compromising the 60-year-old brand heritage and iconic shape. Increased orifice diameter improves filling efficiency, while the bottle's lower centre of gravity creates a more stable bottle.



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# HEALTH, BEAUTY, MEDICAL & PHARMACEUTICAL PACKAGING FINALISTS



**Name of Entry** English Blazer Lotion Bottle  
**Entrant/Converter** Evotec  
**Brand Owner** Indigo Brands  
**AWARD FINALIST**



**Name of Entry** Spritzer Bottle 200ml  
**Entrant/Converter** Mpack Operations, Plastics,  
FMCG Atlantis  
**Brand Owner** Indigo Brands  
**AWARD FINALIST**



**Name of Entry** Revlon Realistic Vivid  
Hair Colour Carton  
**Entrant/Converter** Masterpack (Bidvest  
Paperplus)  
**Brand Owner** Revlon  
**AWARD FINALIST**



# HOUSEHOLD PRODUCTS (including domestic goods and others) MEDAL WINNER & FINALIST



**Name of Entry**  
**Entrants/Converters**

Duram Paint Tin  
SA Steelpack Solutions,  
Packaging World, Repro Flex  
Zest Polyurethane

**Brand Owner**  
**AWARD GOLD**

A combination of flexo printing and state-of-the-art repro has produced paint packaging in a robust eight-colour, reverse-printed design, ingeniously laminated to steel core. The steel lamination process is unique to Steel Pack and cost-effectively raises the bar for metal packaging.



**Name of Entry**  
**Entrant**  
**Converter**  
**Brand Owner**  
**AWARD FINALIST**

Eezi Pool Floatster  
Wormhill Investments  
CarnaudMetalbox, Zimbabwe  
Wormhill Investments



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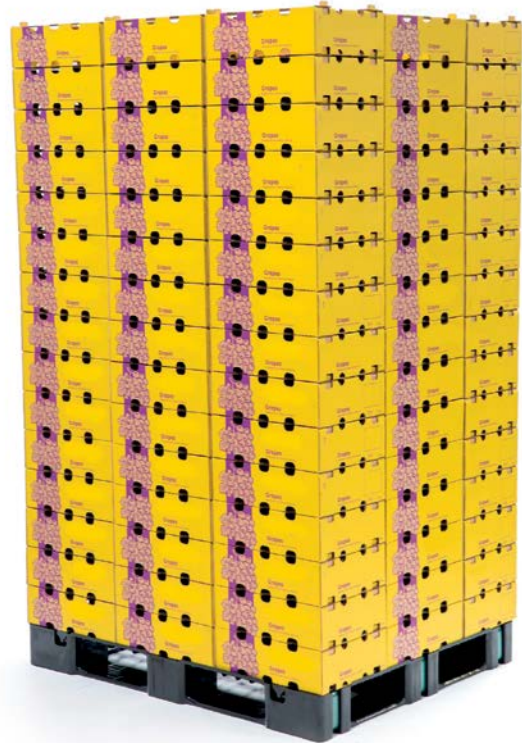


## TRANSIT & SECONDARY PACKAGING MEDAL WINNERS

**Name of Entry** rPET Plastic Pallet  
**Entrant/Converter** Palletplast  
**Brand Owner** Palletplast  
**AWARD GOLD**



Using up to 97% rPET, these pallets are sustainable, safe and fully recyclable – ideal for South Africa's fruit exporters. The patented design includes three PET straps, enabling the pallet to rack up to 1 200kg of fruit, a vital factor in a sector that exports more than four-million pallets annually from the Western Cape alone. Designed to replace wooden pallets, these lightweight, cost-effective rPET pallets can be reused or granulated after use for recycling abroad. Produced in a consistent and standard size, they're ideal for container loading.



**Name of Entry** Costco Dried Fruit Export Display  
**Entrant/Converter** Mpact Corrugated, Western Cape  
**Brand Owner** In2Foods At Source  
**AWARD SILVER**

These cartons – used to transport and display 14 x 500g pouches of dried fruit on export markets – are flexo printed in a food-safe factory on FSC certified papers, using water-based inks. A clever open-top tray is folded with reinforced corners, utilising the smallest blank size compared to other designs; and the sidewalls fold over to reveal the product while reinforcing the walls. Trays are inter-stackable to secure the loaded pallet in transit.



**Name of Entry** Fitch & Leedes Pursue Excellence Display Carton  
**Entrants** Chill Beverages, Mpact Corrugated Western Cape  
**Converter** Mpact Corrugated Western Cape  
**Brand Owner** Chill Beverages  
**AWARD BRONZE**

Like Emilia Earhart, Fitch & Leedes is pushing the boundaries in the pursuit of excellence and challenging the status quo. Aligning the brand with an iconic female figure was also a disruptive move within the beverage industry. The corrugated display carton includes a window to show off the product without affecting its functional integrity and has handle grips for easy portability. Flexo printed on clay-coated board, the screen work is well balanced with the block print by using two black printing plates, bringing the image to life.







**Name of Entry** CBC Lager Shipper Carton  
**Entrant/Converter** CTP Cartons & Labels Western Cape  
**Brand Owner** Cape Brewing  
**AWARD BRONZE**

Featuring striking graphics, this carton is litho printed in four colours – with an additional litho-applied metallic bronze that cost-effectively simulates the appearance of a metallic substrate – on recycled kraft and laminated to B-flute. This pack perfectly protects its contents during transport, while its outstanding design and excellent print quality allow it to be transformed into a shelf-ready, stackable display carton at point-of-sale.



## TRANSIT & SECONDARY PACKAGING FINALISTS



**Name of Entry** Lac du Soleil 4.5kg Grape Carton  
**Entrant/Converter** CTP Cartons & Labels Western Cape  
**Brand Owner** In 2 Fruit  
**AWARD FINALIST**



**Name of Entry** Rugani 100% Cloudy Apple Juice Shipper  
**Entrant/Converter** New Era Packaging  
**Brand Owner** Rugani Juice  
**AWARD FINALIST**



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## JUDGES' SPECIAL MENTIONS: COVID-19 RESPONSE

This special category has been introduced this year specifically to recognise and applaud the way in which the packaging industry has responded to challenges brought about by the Covid-19 pandemic.

**Name of Entry** Amcor Hand Sanitiser Bag-in-Box  
**Entrant/Converter** Amcor Flexibles SA  
**Brand Owner** Amcor Flexibles SA



**Name of Entry** Detpak Delivery Bag  
**Entrant/Converter** Detpak SA  
**Brand Owner** Detpak SA

**Name of Entry** Clere Hand Sanitiser  
**Entrant/Converter** Mpact Operations, Plastics, FMCG Atlantis  
**Brand Owner** Amka Products



**Name of Entry** Mpact Versapak Face Shield  
**Entrants** Mpact Versapak  
**Converters** Mpact Versapak, Mpact Plastics  
**Brand Owner** Mpact Versapak

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**Name of Entry**  
**Entrant**  
**Converters**

Shower to Shower Germ Protect Range  
Sainsbury Design  
T3 Plastic Packaging, Bowler Plastics,  
Berry Astrapak, Advanced Labels,  
First Impression Labels  
Amka Products

**Brand Owner**

**Name of Entry**  
**Entrants**

Woolworths Plastic Face Mask Bags & Display Carton  
Woolworths Packaging, Packaging World,  
Repro Flex, ITL

**Converters**

Packaging World, Repro Flex, ITL

**Brand Owner**

Woolworths



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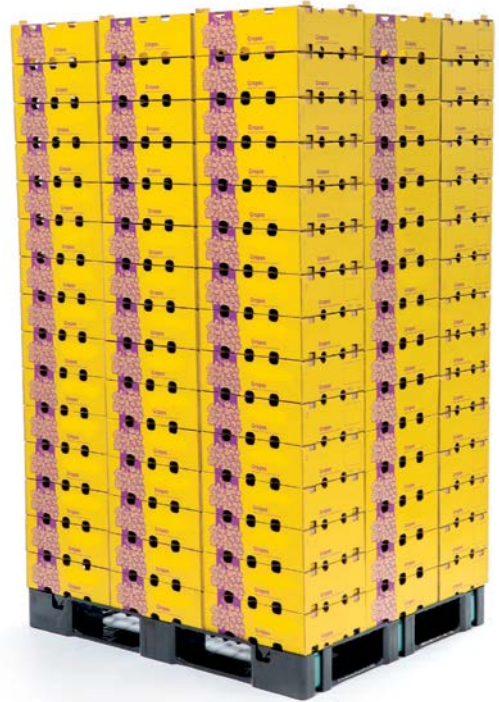
## JUDGES' SPECIAL MENTION: SUSTAINABILITY

With the world's ever-sharpening focus on sustainability and the importance of a circular economy, the judges were not surprised to see this as a recurring theme among this year's Gold Pack entrants, and picked out the following packs for particular recognition.

**Name of Entry** rPET pallet  
**Entrant/Converter** Palletplast  
**Brand Owner** Palletplast  
**AWARD GOLD: SUSTAINABILITY**



Across many entries fitting the bill for sustainability, this one stood out. Using up to 97% rPET, these pallets are sustainable, safe and fully recyclable – ideal for South Africa's fruit exporters. Designed to replace wooden pallets, these lightweight, cost-effective rPET pallets can be reused or granulated after use for recycling abroad. At capacity, the Palletplast factory converts 400 tons of rPET into 20 000 export pallets monthly, a major advantage for the PET recycling sector.



**Name of Entry** Evotec Recycle Range  
**Entrant/Converter** Evotec Plastics  
**Brand Owner** Evotec Plastics  
**AWARD FINALIST**

**Name of Entry** Dartpac Sustainable Coffee Cup, Sip Lid & Carrier  
**Entrant/Converter** Dartpac  
**Brand Owner** Dartpac  
**AWARD FINALIST**







**Name of Entry**  
**Entrant**  
**Converters/Bottlers**

Sprite Clear PET Bottles  
The Coca-Cola Company  
ALPLA SA, Mpact, CCBSA,  
Peninsula Beverages  
The Coca-Cola Company

**Brand Owner**  
**AWARD FINALIST**

**Name of Entry**  
**Entrant/Converter**  
**Brand Owner**  
**AWARD FINALIST**

Southern Classique Paper Grape Bag  
Detpak  
Southern Fruit Growers



**Name of Entry**  
**Entrants/Converters**

Vaseline Intensive  
Care Range  
Unilever SA, ALPLA SA,  
First Impression  
Labels  
Unilever SA

**Brand Owner**  
**AWARD FINALIST**

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## SUBSTRATE EXCELLENCE AWARDS

While Gold Pack's structure is product category driven, aligning with international contests such as WorldStar, it's traditional to recognise top entries among packaging substrates, with the focus primarily on technical excellence and meeting particular challenges.

**Name of Entry** Duram Paint Tin  
**Entrants/Converters** SA Steelpack Solutions,  
Packaging World, Repro Flex  
**Brand Owner** Zest Polyurethane  
**AWARD BEST IN METAL: GOLD**



A combination of flexo printing and state-of-the-art repro has produced paint packaging in a robust eight-colour, reverse-printed design, ingeniously laminated to steel core. The steel lamination process is unique to Steel Pack and cost-effectively raises the bar for metal packaging.



**Name of Entry** Spar 2-litre Pure-Pak Milk Carton  
**Entrant** Nampak Liquid Cartons  
**Converters** Nampak Liquid Cartons, Polymer Art  
**Brand Owner** Spar Group  
**AWARD BEST IN PAPER PACKAGING: GOLD**

Achieved through a combination of a new type of board and a new closure (both South African firsts), along with superb graphics, this revamp of Spar's two-litre Pure-Pak milk carton offers a lower CO<sub>2</sub> footprint, improved light barrier, enhanced pouring functionality, and outstanding shelf-appeal. This pack demonstrates what's possible when a leading retailer is prepared to risk a negative consumer reaction in order to back its sustainability commitment. These new cartons are 100% recyclable and can be recycled through existing channels. The cartonboard communicates organic values while running on existing filling lines without modifications.

**Name of Entry** Lactalis Collection Bin  
**Entrant/Converter** Mpact Corrugated Western Cape  
**Brand Owner** Lactalis  
**AWARD BEST IN PAPER PACKAGING: SILVER**



Highly commended by the judges was this entry that showcases superb graphics, digitally printed on corrugated board. From concept to creation, this project took less than a month to complete, the secret of this exceptional turnaround time being a bold move to digital printing on a newly-installed Hanway press.



## SUBSTRATE EXCELLENCE AWARDS



**Name of Entry** Vaseline Intensive Care Range  
**Entrants/Converters** Unilever SA, ALPLA SA, First Impression Labels  
**Brand Owner** Unilever SA  
**AWARD BEST IN PLASTICS: GOLD**

This relaunch of Vaseline Intensive Care products in two sizes (400ml and 625ml) has elevated the overall range image while harmonising with the iconic Vaseline brand. Specialised tri-layer blow moulding technology eliminates the 'spotted' appearance common in containers manufactured from recycle, allowing for the use of 25% PCR content.

## STAR OF AFRICA

The Star of Africa category is designed to recognise and encourage excellence in packaging in African countries where no similar award programmes exist. It also promotes the development of business links and trade among Africa's packaging fraternity, and encourages packaging from elsewhere on the continent to compete 'head-to-head' with South African entries.



**Name of Entry** Eezi Pool Floatster  
**Entrant** Wormhill Investments  
**Converter** CarnaudMetalbox, Zimbabwe  
**Brand Owner** Wormhill Investments  
**AWARD GOLD**



Successfully designed and developed in Zimbabwe and launched with great success in the Zimbabwean market, this entry stood out for its innovation and usefulness. It presents an affordable low-maintenance alternative to traditional pool care treatment systems. This 2-in-1 floater/booster was developed following the success of the weekly all-in-one pool care system. In order to reduce a weekly chore to a once-a-month application, the challenge was to design packaging that could facilitate the application of all the necessary chemicals.

**Name of Entry** Bob Martin Superfood Boost 6kg  
**Entrant** Sainsbury Design  
**Converter** Sun Packaging, Mauritius  
**Brand Owner** Martin & Martin Pet Food  
**AWARD FINALIST**







## SUN PACKAGING COMPANY



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The Gold Pack award-winning Bob Martin Superfood Boost pack is produced by Sun Packaging in Mauritius.

A new look has been created for Bob Martin by focusing on superfood ingredients. Nutritional benefits are highlighted on the pack, appealing to pet owners motivated by their pets' health.

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**Name of Entry** Nivea Petroleum Jelly Essence  
**Entrant** Beiersdorf Near East R&D  
**Converter** BlowPlast, Kenya  
**Brand Owner** Beiersdorf East Africa, Kenya  
**AWARD FINALIST**



**Name of Entry** Kalahari Bitters 12 x 750ml Shipper  
**Entrant** Kasapreko Company, Ghana  
**Converter** Royal Crown Packaging, Ghana  
**Brand Owner** Kasapreko Company  
**AWARD FINALIST**

**Name of Entry** Yum-mie Instant Noodles  
**Entrant/Converter** Royal Crown Packaging, Ghana  
**Brand Owner** Blow Group, Ghana  
**AWARD FINALIST**



## STAR FOR AFRICA

The winner of the Star for Africa is commended for producing packaging in South African destined for use in another African country. Such packaging has to meet particular requirements and be extremely cost-competitive.

**Name of Entry** KungFu Energy Drink Cans  
**Entrant/Converter** Gayatri Beverage Cans  
**Brand Owner** Bigtree Beverages, Zambia  
**AWARD STAR FOR AFRICA: GOLD**



Modern, technically innovative reproduction and printing techniques applied in South Africa have resulted in a stand-out pack in the Zambian market.



# His name lives on ...

## Tom McLaughlin

FOR the first time in its 30-year existence, the Packaging Achiever trophy has been awarded posthumously, and, another 'first', presented at a virtual ceremony. This year, in the midst of the coronavirus pandemic, the highest honour that can be bestowed on an individual involved in South Africa's packaging industry goes to Tom McLaughlin.

Tragically taken long before his time, Tom now joins an elite band of previous recipients of this honour – David Brown, Piet Neethling, Peter Campbell, Gill Loubser, Trevor Evans, Di van Breda, Derrick Minnie, Andrew Marthinusen, Ray Crewe-Brown, Keith Pearson, Horst Sass, Mike Arnold, Jeremy Macintosh, Ralph von Veh, Bill Marshall and Charles Muller; and, although some of those past celebrities have since died, this is the only posthumous bestowal of the title.

For many years, as Woolworths' packaging manager, Tom brought a particular brand of packaging professionalism and thought leadership to South Africa's packaging industry. Particularly well known for his progressive views on environmental matters affecting packaging, Tom was for many years something of a lone voice as he fervently hammered home his environmental messages at meetings, conferences and industry events throughout South Africa, at the same time shining brightly in his management role at Woolworths.

Some three decades ago, when sustainability and biodegradability were simply words in the dictionary, and the concept of recycling was in its infancy, Tom was already predicting that environmental issues would play a progressively critical role in packaging's future.

Among his many pronouncements back then was that consumers felt the industry was ignoring its social and moral obligations with regard to conservation of resources and waste minimisation. He also maintained that the entire packaging chain would be forced into shared responsibility: sharing the costs of waste disposal with local government and sharing the costs of setting up and operating recycling systems for householders, not necessarily because of financial viability but because it was the right thing to do.

Tom's avid lobbying bore fruit when Woolworths initiated its Good Business Journey, a corporate strategy with sustainability at its core, within which Tom was appointed the retailer's specialist and spokesman. His work at Woolworths Foods was both memorable and ground-breaking as he pioneered numerous initiatives in respect of design with



**At the virtual Gold Pack presentation, a highly-deserving Tom McLaughlin was posthumously named as this year's Packaging Achiever. Presented biennially by Packaging SA (previously the Packaging Council), this prestigious award, now renamed the Packaging SA/Gill Loubser Packaging Achiever Award, recognises and applauds truly remarkable contributions made by individuals to the packaging industry.**

recyclability at its core. His unwavering passion for the planet, his admiration for well-conceived and well-constructed packaging found a balance that has had a profound effect on many of South Africa's packaging suppliers.

Before joining Woolworths, Tom had worked at DRG Sacks and then at DRG Flexibles. The latter plant at Ndabeni, Cape Town, was a hotbed of early flexible packaging research and development that spawned a generation of specialists – of which Tom was a prime example – whose intense and abiding technical expertise subsequently percolated throughout the country's packaging industry. With this strong grounding, Tom was ideally qualified for his role as the industry's conscience.

His enormous expertise and unwavering passion also meant he was ideally placed to be a mentor – happily and generously sharing his knowledge while continuously challenging fellow packaging professionals to rise up and meet the growing spectre of the need for producer responsibility.

The intervening decades have seen many of his predictions come true. May he rest in peace, in the enduring knowledge that seeds he sowed all those years ago are now bearing fruit!



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## PACKAGiNG & Print Media

The industry voice of Africa

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Editor: **Gill Loubser**  
[gill@packagingmag.co.za](mailto:gill@packagingmag.co.za)

Designer: **Carla-Lee Lawrence**  
[carla@packagingmag.co.za](mailto:carla@packagingmag.co.za)



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