

Ecolean wins global packaging innovation award

Ecolean has been awarded the “Best new packaging innovation for dairy foods or beverages” in the 2011 IDF Dairy Innovation Awards.

The judges looked for packages creating differentiation and improving shelf-standout while keeping the consumer usability at good level. Reduction in raw material use and making a measurable contribution to environmental sustainability was also highly evaluated.

The award attracted more than 100 entries from 25 countries. FoodBev Media group editorial director Bill Bruce, who chaired the judging panel, says: “This entry impressed the judges as it succeeds in combining an attractive, modern and practical alternative packaging solution, while at the same time offering a measurable contribution to a brand-owner’s environmental sustainability agenda. This represents a potential win-win for both manufacturer and consumer alike”.

- An innovative package should bring visible differentiation to the brand owner, the Ecolean package is one of a kind and makes the brand owner’s products stand out on the shelf. We are proud to be awarded for this in the IDF Dairy Innovation Award, says Peter L Nilsson, Managing Director Ecolean Group.

Read more about the competition and watch the movie showing all entries here www.foodbev.com

For more information about Ecolean lightweight packaging solution, visit www.ecolean.com

Download high resolution pictures etc here www.ecolean.com/en/about/downloads

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Ecolean develops and manufactures packaging systems for the dairy and liquid food industry. Our modern lightweight packaging is consumer convenience and environmental concern in one. Ecolean is an international company with its headquarters in Sweden. Founded in 1996 Ecolean has commercial activities in 30 countries, China and Russia being the largest markets. Ecolean has 260 employees.