



### **Tertiary students shine at national packaging awards.**

Australia's tertiary students are designing innovative solutions for packaging. The 2011 Packaging Council of Australia Awards were held in Melbourne last night (Thursday 13<sup>th</sup>) and the tertiary category has some brilliant winners from students around the country. Once again, sustainability, practicality and creativity are at the forefront.

According to the CEO of the Council, Gavin Williams, "the awards teach students to think creatively – and to have fun! They open up career paths for students. They reward good design. They encourage innovation and the pursuit of excellence."

Stacey Murphy from Bendigo TAFE has won two categories with her unique milk container. "Everyone's" is packaged in biodegradable plastic and it folds flat when empty hence taking up less room than traditional milk cartons and bottles. It also has an excellent handle for easy pouring.

Patrick Aditya Luwia from the University of New South Wales has taken out the **Packaging Solutions** category with his "Pulse" tissue box. It is made entirely from recycled cardboard, with no glue or plastics at all.

The **Best of Show Award** has been won by Holly Doran from the Billy Blue College of Design in New South Wales. Her entry "Swallow" provides a unique package for headache tablets. It's a sustainable product with detachable mini-packs so consumers can carry them around easily.

The judges of the Southern Cross Packaging Design Awards see some amazing potential in this year's crop. They say overall many of the entries show an understanding of the key components that influence and drive today's packaging designs.

Winners can be viewed online at – [www.pca.org.au/pcaawards](http://www.pca.org.au/pcaawards).

For further information, please contact the PCA Awards Manager, Jennifer Salem.

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