



PACTEC 2010
PAKKAUSPALKINTO

Press release

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Design Institute wins PacTec 2010 packaging prize

The Finnish Fair Foundation has awarded its €10,000 PacTec 2010 packaging prize to the packaging and graphics department of the Lahti University of Applied Sciences' Design Institute. The prize will be handed out for the fifth time in conjunction with the PacTec, GrafTec and FoodTec trade fair totalty on 21 September 2010.

“The high-standard teaching programme of the Lahti University of Applied Sciences has produced packaging designers who are responsible for the development of fine and competitive packaging solutions that have received a significant number of international awards,” says the packaging prize jury’s chairman, Roger Bagge, who is the Managing Director of the Finnish Packaging Association.

Honorary mentions went to Valio’s *Cheese Goblets* and the packaging of F.K. Trube’s pastries, both of which are novel designs that promote product sales and fulfil the criteria of the PacTec 2010 packaging competition in an excellent manner. The *Cheese Goblets* are manufactured by Huhtamäki and the pastry packages by Suominen.

In addition to the €10,000 prize sum, which was donated by the Finnish Fair Foundation, the winner will receive an impressive Golden Package designed by AD Juuso Harvala of Evia Helsinki and shaped by master glassblower Jaakko Liikanen. The next packaging award will be handed out at the 2013 PacTec trade fair.

Exhibition synergy benefits the packaging, food and graphical industries

The largest packaging and materials handling trade fair of the northern Baltic Sea region will include exhibits of the sector’s latest products and most innovative solutions. On display at the exhibition sections will be a wide range of products and equipment that have never been seen before in Finland. The traditional PacTec – now being arranged for the 12th time – and the FoodTec food technology exhibition will this time be accompanied by GrafTec, a fresh tradeshow for the printing industry.

More than 230 exhibitors have registered for these events, which are being organised by the Finnish Fair Corporation. PacTec is a member event of UFI, the association of the world’s leading tradeshow organisers, and the Confederation of Organisers of Packaging Exhibitions Cope.

The PacTec, GrafTec and FoodTec trade fairs at the Helsinki Exhibition & Convention Centre on 21-24 September 2010; open from 9 am to 5 pm Tue-Thu and from 9 am to 4 pm Fri. Gain fee entry to these events by registering at the venue entrances. A single registration gains access to all three synergistic events.

Further information about the PacTec 2010 packaging award:

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