



**PET Engineering**

PACKAGING INNOVATORS

*Press Release*

## **PET ENGINEERING WINS ITS FOURTH PACKAGING OSCAR**

*PET Engineering, a leading company in the design and industrialization of PET packaging, won its fourth Packaging Oscar - Quality Design category - for its 9.3, a pasteurized beer bottle that combines design, innovation and accessibility.*

San Vendemiano (Treviso), April 26, 2016,- **PET Engineering**, an international leading design company for the **design and industrialization of PET packaging** – received the prestigious **2016 Packaging Oscar - Quality Design** category - last Friday at the headquarters of the “Corriere della Sera” in Milan, thus adding on those already achieved in 2011, 2013 and 2015.

The packaging Oscar, already at its 59<sup>th</sup> edition, was organised by the **Istituto Italiano dell’Imballaggio (Italian Packaging Institute)** and sponsored by **Altroconsumo, Ipacklma 2018** and the **Design School of the Polytechnic Institute of Milan** with the objective to honor the packaging solutions that best reflect the major technological innovations in terms of design and sustainability. The jury selected 19 packaging solutions and chose 8 winners; the winners received 4 Environment awards (the topic of the 2016 Edition), 2 Technological Innovation awards, the special Quality Design award and the Jury Overall award.



**OSCAR**  
dell'Imballaggio  
**2016**

The winning packaging solutions were selected based on the 10 principles of the **Packaging Ethics Chart** for a responsible, balanced, safe, accessible, straightforward, informative, contemporary, visionary, educational and sustainable packaging; a packaging that combines, on the one hand, practical functions such as preservation, protection, transport, accessibility and easy disposal, and on the other, its communication functions, thus transforming it into a tangible product capable of establishing a connection with the consumer.

**9.3**, the 500ml **PET bottle for pasteurized beer** presented by PET Engineering was designed according to such criteria, thanks to PET Engineering **method approach** based on the use of a **strategic design, engineering expertise and research**, which led to a product where the use - required by production



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- and the communicative functions - required by marketing - perfectly blend.

9.3 stood out for its light weight - **26.3g** instead of approximately **27.0g** of a **glass** half-liter bottle - for its **material**, which keeps the bottle safe and unaltered from high temperatures during the pasteurization cycle, and for its **Pelliconi pull-off cap**, which not only facilitates the opening process, but also the disposal of the whole packaging in the plastic waste, since its label is also made of the same material.

The decision of the Jury - chaired by Professor Mario Grosso of the Polytechnic Institute of Milan and composed by university members (Bocconi and the Polytechnic Institute of Milan), communication agencies, specialized consulting firms of the field and consumer representatives - was based on the fact that "*The PET bottle for pasteurized beer features a balanced and clean design that is both traditional in terms of appearance and innovative in terms of materials. This is a contemporary and accessible product that also offers an additional service to consumers since the cap can be opened by hand.*"

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**PET Engineering**, a company specialized in the design and industrialization of PET packaging, counts Pepsico, Nestlé Waters, Carlsberg, Heineken, Coca Cola, AbInbev and Ferrarelle amongst its customers. PET Engineering develops solutions for all **PET packaging** needs of the **Food & Beverage industry** and is the only player capable of combining **strategic design, engineering expertise and research** within its method in order to better help customers in every stage of packaging development: from designing preforms to developing new packaging solutions, from creating preform prototypes and bottles for lab tests, all the way up to production, providing blow molds and a format change and thread conversion service. Winner of several awards, amongst which four **Packaging Oscars** and a **World Star Award**, PET Engineering is a leader in the PET packaging industry.

[www.petengineering.com](http://www.petengineering.com)

## **PRESS CONTACTS**

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**Pelliconi** is the Italian company whose name is inseparably associated with **metal crowns** sold all over the world and has always provided the beverage industry with outstanding quality, high performance, leading edge technology, competent support in problem solving and great attention to all fields of sustainable business, deeply focused in satisfying customer's needs with whom it creates and maintains shared values. Among the flagship products the attraction is drawn by Maxi P-26, an Aluminium cap that can be opened simply by pulling on the ring. This closure was created for glass, plastic (PET) and Aluminium bottles and it guarantees maximum seal pressure and the best airtightness for both sparkling and still drinks.

<http://www.pelliconi.com>



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