

Third round winners in Pyro Inspirations Awards

The third round of finalists for the Pyro Inspirations, awards that recognize and reward exceptional innovation in packaging and labelling were held in KwaZulu-Natal.



Parmalat's on-pack discount coupon was the winner in the Promotional category. It was commended on its exciting use of colour and its clear, concise straightforward labelling. The runner up in the Promotional category was Colgate.

The finalist in the informational category was Pro-Paint, with the winner being Lawntyl for its re-sealable, user-friendly use of the Fix-a-Form leaflet label.

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