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Orora awarded for excellence at 2013 PCA Packaging Design Awards

Orora Limited (previously Amcor Australasia & Packaging Distribution, a subsidiary of Amcor Limited) has again been recognised for excellence at the 2013 Packaging Council of Australia (PCA) Packaging Design Awards, receiving Gold for the Carlton Draught Keg Can in the Beverages category.

Announced in Melbourne on 27 November, the awards recognise excellence in Australian packaging design and innovation across a range of categories including Food, Beverages, Health & Beauty, Household & Office, Seasonal & Promotional and Industrial applications. Judging for all categories is based on technical excellence in all areas of the packaging design and production process, with particular focus on design & materials, environment & sustainability, consumer accessibility and innovation.

Receiving Gold, the Carlton Draught Keg Can was developed in conjunction with Orora Innovation & Design, Cowan Packaging & Design and the Carlton & United Breweries (CUB) Brand team. The end result is a beverage can that differentiates this iconic beer in the increasingly competitive canned beverage sector. Judges were impressed by the way this pack ticked every box, saying it was a brilliant revamp that certainly increased the value of the Carlton Draught brand.

Brian Lowe, Group General Manager of Orora Beverages, believes the Keg Can is an innovative way to help drive growth for this core CUB brand.

“Australian beverage manufacturers are faced with the constant challenge of finding new ways to differentiate their product and get noticed on shelf. Working together with CUB, we have found an effective way of leveraging our innovative packaging capabilities and pushing the boundaries of design to help reinvigorate Carlton Draught in a novel way,” Mr Lowe said. “Innovation is core to our business, and we look forward to continuing this focus for our customers now that we have demerged from Amcor and have become ‘Orora Limited’.”

Alister McCausland, CUB Marketing Manager said the Keg Can was about championing the Aussie pub experience. “You see a keg and instantly think of having a beer at the pub,” Mr McCausland said. “We all know the pub is the best place to enjoy a fresh Carlton Draught with your mates, but for those times when grabbing a stool at the bar just isn’t possible, holding a Keg Can at home will absolutely be the next best thing.”

This award follows the company’s ongoing success at the PCA Packaging Design Awards, receiving the Gold Sustainability awards in 2008 and 2010, as well as the Gold awards for Brand Design and Industrial Packaging in 2010, the Bronze award for Innovation in 2011 and the Gold award for Industrial Packaging in 2012.

For the full list of results from the 2013 Awards, visit www.pca.org.au/results2013/apda/