

Tetra Pak wins 2014 iF Award

The 2014 International Forum Packaging Design Award (the iF award), one of the most important design awards in the world, has been won by Tetra Pak for its Evero Aseptic, the world's first aseptic carton bottle for ambient white milk.



The jury of some 50 internationally renowned experts recognised the package for its innovative concept, attractive appearance, ease of handling and outstanding environmental performance. This year, the award attracted 264 entries.

"The product is based on an imaginative design that combines the easy handling of a bottle with the food protection and environmental advantages of an aseptic carton," says Lars Bengtsson, product group director at Tetra Pak.

"The ergonomic cylindrical shape with flat side panels makes it easy for big and small hands to hold, whilst the printing space across the whole surface of the package offers maximum branding impact to capture consumer attention. All of these are made possible by a number of technology breakthroughs, including the first injection moulding for aseptic packaging. Winning an iF Packaging Design Award is testament to all the hard work of our R&D team."

An independent organisation since 1953, the iF Industrie Forum Design has been an important mediator between design and business. Its awards are among the most recognising outstanding work from professionals in product development, communication and packaging.

Having won the award, Tetra Pak will be able to use the iF logo on all Tetra Evero Aseptic packages for customers. The company received the award at the BMW Welt in Munich and the package will be on display at the iF design exhibition in Hamburg.