

## **AGI/Klearfold Europe wins the “Emballissimo 2007” award for folding cartons**

**AGI/Klearfold Europe’s “6 senses” brochure was awarded the Emballissimo 2007 prize.**

Annually, the Austrian paper industry awards two prizes for outstanding ideas and performances: the Printissimo and the Emballissimo. The Printissimo prize is awarded for creative design and superior technical know-how in printing and the Emballissimo is awarded for innovative packaging solutions.

AGI/Klearfold Europe’s own multi-sensual brochure was again the winning project in the folding cartons category 2007. „The challenge was to create an instrument that showed our technical competence and presented our customer segments in an emotional manner“, explains Christina Daniel, Head of Design and Marketing of AGI/Klearfold Europe. The result was a concept that appeals to 6 senses. “This year we were even more demanding in terms of design and printing quality”, Christina Daniel adds.

The jury was convinced by the idea, the design, as well as the printing expertise. In the framework of its target for „packaging that appeals to all senses“ AGI/Klearfold Europe succeeded in sharpening its customers’ perceptions for multisensual packaging. The brochure prevails not only to the sense of sight through lenticular effects, it also appeals to the sense of sound (CD), the sense of smell (perfumed ink), the sense of taste (grape sugar) and the sense of touch (simulated cat’s fur) - and as a finale: a CD refers to the sense of sound and as sixth sense success.

AGI/ Klearfold Europe was awarded the prize at a gala dinner on the 19<sup>th</sup> of April at the Vienna City-Hall.

For further information please click here:

<http://www.austropapier.at/index.php?id=43>

<http://www.austropapier.at/index.php?id=184>

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