Finalists selected for third round of Pyro Inspirations Awards

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Pyrotec, the privately owned South African company that specialises in providing innovative and top quality product identification solutions, recently announced the May finalists of the 2010 Pyro Inspiration Awards. The selected entries join a pool of six finalists already chosen earlier this year.

Engineered by Pyrotec Packmedia, which offers innovative on-pack promotion and communication vehicles, the awards were created to recognise and reward exceptional on-pack activity and to establish on-pack as a standalone media category. The panel present for this round of judging included experts from the Design, FMCG and Retail and Branding industries.

The finalists of this round were selected from the Promotional Category, which was created to laud superior on-pack promotional activity. Caivil was selected for its promotional Fix-a-Form™ label that outlines the easy-to-follow steps of using its Just For Kids Cream Relaxer kit. The judges commended the label for a well-executed product educational job through graphics, colour, and simple yet relevant information. The label also received praise for its clever use of space.

Revlon's wing label entry simply stood out for the panel. Its positioning on the pack was complimented not only for standing out but also for making the promotion visible from all angles. The wing label was praised for not detracting from the product's branding.

The last but certainly not least finalist title went to Toby Tower for its promotional Fix-a-Form label. The judges felt that the bright yellow design of the label complemented the look and feel of the child edutainment range. They were also unanimous on the attractive aesthetic of the label and felt that it would appeal to both parents and children.

The entries for this category were judged against the following criteria:

- Originality - innovation, freshness and design;
- Impact - wow factor and selling power;
- Clever use of space - amount of information, relevance to product and functionality.

The Judges included Fred Weidman from Impact Design ; Francois De Water Naude from SO GO, Jessica Rycroft from African Extracts and Ockert-John van Jaarsveld from The Arctic Circle Brand Institute.

Only two more adjudication rounds remain in the run up to the annual Pyro Inspiration Awards in November. All the finalists picked during the course of the year will be judged at this ceremony. The next batch of entries will be judged in July.

About the Pyro Inspiration Awards

Pyro Inspirations Awards are awarded five times a year at two month intervals for the best on-pack devices including promotional and informational and often mostly multipage labels which are produced by Pyrotec. The finalists of the bi-monthly awards proceed into the final round and are judged by a panel of esteemed judges.

For more information on Pyrotec and the Pyro Inspiration Awards, visit www.pyrotec.co.za.

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Pyrotec

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