

# Pyro Inspiration Awards third round selection

Pyrotec has announced the third round of finalists for the 2011 Pyro Inspiration Awards, which aims to award innovative and exceptional on-pack devices.



The awards are split between Promotional and Informational on-pack devices, with three finalists in the Promotional category and one in the Informational category.

In the Promotional category, Colgate's Sta-Soft Single Layer Label was awarded first place for its simplicity, attention-grabbing design and the option to tear it off without damaging the on-pack branding. The two runners-up were Lancewood's Single Decker Discount Coupon for its daring use of colour to draw attention, and the Smiling Feet Fix-a-Form for its effective use of copy and the highly-relevant prize on offer.

The finalist in the Informational category was Efekto's No Weed Paving Fix-a-Form. The judges commended its effective use of the label to communicate all required and relevant information.



The awards were held in Cape Town and featured a panel of judges that included Jacques Kannemeyer from Bridge-Brand, Ian Scrim from Saige, Linda Graham from Contrast Studio, Natalie Chetty from Salient and Ryan Wilder from Brand Generation.

The next round of finalists will be selected at the end of July in Johannesburg.

For more, visit: <https://www.bizcommunity.com>