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**Unique collaboration for Billerud, Scanpack and Santa Maria  
Design competition aims to attract young people into the  
packaging industry**

**Scanpack, Scandinavia's biggest packaging fair, is joining forces with Billerud and Santa Maria to launch 'PackDesign Engineer 2012' – a pan-Nordic packaging design competition. The aim of the competition is to attract more young people into the packaging industry and create a natural forum for an exchange of experience across generational boundaries.**

PackDesign Engineer will be targeted at engineers and students on packaging and design courses across the Nordic region. The competition will have three rounds before the final, which will be live at Scanpack in October 2012.

The first round will take place in autumn 2011, with 20 entries then going forward to the semi-finals in spring 2012. The entries will be judged by a jury made up of eight representatives from the industry.

"We want to share our knowledge and our passion for creating smarter packaging, as part of a long-term drive to get more young people fired up about packaging design," explains Jimmy Nyström, Business Development Director at Billerud Packaging Boards.



The competition will involve coming up with smart and practical packaging solutions to suit Santa Maria's range of products.#

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**Scanpack** is the Nordic region's biggest packaging fair, where all the industry's stakeholders meet to network and do business. Scanpack will be held on 23-26 October 2012 at the Swedish Exhibition and Congress Centre in Gothenburg.

**Santa Maria** is one of Northern Europe's leading names in herbs and spices, Mexican food and international food concepts.

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*Billerud is a packaging paper company. The company's business concept is to offer customers packaging material and solutions that promote and protect their products – packaging that is attractive, strong and made of renewable material. Billerud is world-leading in several product segments, both in paper for consumer packaging and paper for industrial purposes. Production takes place at three integrated pulp and paper mills in Sweden and at one paper mill in the UK.*