



Press release

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Concept for hipsters on-the-go wins Packaging Impact Design Award, PIDA 2015

This year's Swedish edition of the packaging competition PIDA was a well-attended forum where talented young packaging designers presented their ideas and concepts to industry influencers in search of fresh ideas and perspectives. The jury chose the hipster friendly creation *Raw Food Café* by Katarina Häll and Joakim Tidén at Broby Grafiska as the winning concept, in all categories. The competition is an initiative supported by BillerudKorsnäs, a leading provider of fiber based packaging material and solutions.



Packaging for trendy people on-the-go

With an increasingly flexible and mobile lifestyle, more people are choosing to eat their meals on-the-go, a trend to which the growing number of urban street food vendors testifies. Modern street food is expected to be exciting, up-to-the-minute and pleasing to the eye. The hot dog, for instance, is gradually giving way to new dishes such as Pulled Pork Sandwiches and Vietnamese Baguettes. This year's PIDA theme, *Style & Smart on the Go*, asked of the contributors to develop smart packaging solutions which consider both the practical, as well as the trendy and aesthetic aspects. The winning concept, *Raw Food Café*, which caters to the growing urban creative class, or Hipsters, was chosen by the jury for its flexibility, simplicity and trendiness.

"*Raw Food Café* is an obvious winner. The solution embodies the theme *Style & Smart on the Go* and it is clear that the concept was very well thought through", says Bo Wallteg, chairman of the jury.

BillerudKorsnäs paves the way for young talents

PIDA is an annual event arranged by BillerudKorsnäs in association with leading universities and colleges in France, Germany and Sweden.

"Our objective with PIDA is not just about strengthening ties between the schools and the industry, but also about contributing to a sustainable future by investing in initiatives which increase the overall proficiency of the industry," says Agneta Rognli, Marketing Manager, BillerudKorsnäs. "The students have an innovative perspective and through the competition, we learn about future demands on our industry. PIDA is thus an important initiative for both industry and future packaging designers alike."

For pictures of the contributions, please see:

<http://pida.billerudkorsnas.com/en/PIDA/PIDA-Gallery/2015>

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