

## LUXE PACK *in green* SHANGHAI 2017 announced 2 winners: METSÄ BOARD and JAMES CROPPER

Press release  
April 20<sup>th</sup>, 2017

As the premier event showcasing sustainable development, LUXE PACK *in green* SHANGHAI 2017 Awards Ceremony was successfully held on Wednesday, April 12th, 2017. A prestigious jury panel of industry thought leaders awarded two LUXE PACK *in green* prizes: one to the best eco-friendly designed packaging solutions and one to the most responsible initiatives, submitted by 2017 LUXE PACK SHANGHAI exhibitors.

### The winners in the 2 categories



**MESTÄ BOARD** won the LUXE PACK *in green* Award in the Packaging Solution category, with its MESTÄ SKINCARE GIFT BOX. This prize recognizes new eco-friendly designed product with a specific positive environmental and sustainable impact.

MESTÄ SKINCARE GIFT BOX was designed to promote sustainability while providing a unique user experience. It's Light-weighting, convenient for recycling with a unique one-step opening and closing mechanism. Cyril Drouet, Design & Innovation Director and Petri Jantunen, Vice-President, Sales APAC at Metsa Board received the trophy designed by Nianxiang Design Agency.

As far as the responsible initiatives category is concerned, **JAMES CROPPER** won the LUXE PACK *in green* Award, with its Burnside Community Energy initiative. This prize recognizes internal responsible sustainable initiatives conducted by the company.

The installation of a 250KW Solar PV Array with Burnside Community Energy to help generate clean, green electricity in a way that doesn't compromise the special ecology or superb landscape of Burnside or that of Cumbria.

Susan Wilson, Luxury Packaging Director at James Cropper, reported the whole team will be very proud for this award winning.



**Reserved for exhibitors, the LUXE PACK *in green* Awards**, which throw the spotlight on the most environmentally-friendly packaging solutions, has become in just a few years the benchmark event at Monaco, New York and Shanghai. A true showcase of progress in terms of eco-design, as well as for CSR initiatives among the exhibiting companies, these Awards acknowledge the expectations of an entire profession.



*The winners of the LUXE PACK in green Awards with the jury members and organizer Managing director*

**2017 LUXE PACK SHANGHAI in green nominees**

FAVINI - Crush grape

JAMES CROPPER - Genuine UK Black

AMAZING TEAM / KOEHLER - Creative Board

SUNGLLOW - Literacy Card

CHUNG TAI PRINTING - To be a green corporate citizen



**LUXE PACK in green 2017 Jury Members**

**1. Damien PARENTEAU**, VP Purchasing and Development, CHANEL, Asia

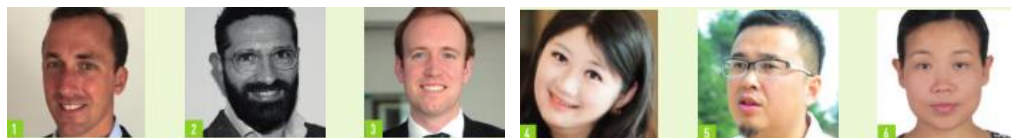
**2. Frédéric LIBERMAN**, General Manager, Groupe ROCHER China, Shared Services & Direction of Operations Asia

**3. Charlie MATHEWS**, Director, Corporate Advisory, COLLECTIVE RESPONSIBILITY

**4. Jessy ZHANG**, Purchasing Manager, PERNOD RICARD

**5. Jinyu HU**, Estate Division General Manager and Brand Center Director, EMPEREUR TEA

**6. Rhonda JIANG**, Deputy Editor in chief, PACKAGE & DESIGN Magazine



For more information, please visit our website: [www.luxepack.com](http://www.luxepack.com)

**LUXE PACK SHANGHAI 2018 - April 11 - 12, 2018 - Shanghai Exhibition Center**

**Press contacts:**

EUROPE: Maryvonne LANTERI - [mlanteri@idice.mc](mailto:mlanteri@idice.mc) -Tel.: 00 377 97 77 85 60 -

CHINA: Jenny YAO - [jenny@adventi.com.cn](mailto:jenny@adventi.com.cn)- Tel: 021-51692006-830