



## Top packs get recognition

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**Entrants to the 2004 Starpack Awards were "as diverse as they were innovative," says the Institute of Packaging. Jonathan Baillie reports**

Field Packaging, which won a record seven Starpacks, and SCA were among the most successful entrants in this year's Institute of Packaging Starpack Awards, with the winners of the Gold and Sponsored Awards feted during a glittering evening event hosted by BBC presenter Natasha Kaplinsky during the Total exhibition.

[...]

The sponsored awards also recognised innovative design, exemplified by Freshorize's 3in1 soap and air freshener for Tesco, which gained the Listgrove Award for Best Design Innovation. When the soap is dispensed, the pump head simultaneously activates a metered dose of air freshener.

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