



**North
American
Packaging
Association**

NEWS RELEASE

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NAPA ANNOUNCES 2007 STUDENT DESIGN COMPETITION AWARD WINNERS

ALEXANDRIA, VA - The North American Packaging Association is pleased to announce the winners in the 2007 North American Student Design Competition. The Paperbox Industry Foundation, in conjunction with the North American Packaging Association, sponsored this year's Student Design Case Study and Competition.

The Rigid Box and Folding Carton Case Study was a "Unisex Spa Products Promotion" package that appealed to both men and women. The spa products concept was designed to fulfill the ever-growing haute couture and popularity of day spa use by both females and males. The end-use product and package offered individuals the opportunities to continue the pampering of the spa in the form of take home spa promotion product packages.

The Student Design Competition recognizes and encourages college students to excel and better understand the global packaging design field and paperboard converting industry. Judging in the competition is based on innovation, concept, structural and graphic development, as well as construction and craftsmanship. All participants and participating schools gain valuable exposure to the packaging industry. NAPA's Competition also inspires students to explore and broaden their view of packaging in today's ever-evolving marketplace. Awards include the Gold, Silver, and Bronze in both the Folding Carton and the Rigid Box categories.



NAPA Press Release

Folding Carton Case Study:

<u>Award</u>	<u>Student</u>	<u>School</u>	<u>Package Name</u>
Gold	Carolyn Hunter Amy Rohr Visan Chao	Mohawk College of Design	“SPA”
Silver	Vincent Rinaldo	University of Akron	“Releaf”
Bronze	Mirabai Simon	Pratt Institute	“Hydro”

Rigid Box Case Study:

<u>Award</u>	<u>Student</u>	<u>School</u>	<u>Package Name</u>
Gold	Nicholas Tretiah Lindsay Ellis Laura Walczak	Rochester Institute of Technology	“Celebrity Skin”
Silver	Richard Codispoti	University of Akron	“Oasis”
Bronze	Jessica Herman John Chiappone Beth Karbowski	Rochester Institute of Technology	“Element Aroma”

NAPA Packaging Competition Chairman Pete Reiber, Columbus Paperbox, made announcement of the winners at NAPA’s 2007 Annual Packaging Showcase held February 1, 2007 in Orlando, Florida. Mr. Reiber noted, “NAPA’s Student Design Competition recognizes excellence and creativity in the classroom and is an outstanding opportunity to enlighten packaging students and professors of the broad range of industries that involve packaging and package design. I feel it truly gives these bright young adults a competitive advantage and helps them to prepare for a career in the package design field and its various disciplines”.
