



For immediate release

## Aura Health & Wellbeing packaging design by Burgopak wins Pentaward

London | 3rd October 2011

Burgopak's packaging design project for Aura Health & Wellbeing's range of health and lifestyle products received a Bronze Pentaward at the 5th edition of the annual Pentaward Worldwide Packaging Design Competition. The Pentawards ceremony, the only major worldwide competition devoted exclusively to packaging design, was held in New York on 29th September 2011.

With nearly 1000 entries from 5 continents, this year's Pentaward winners were selected by a jury of international marketing specialists and designers chaired by Gerard Caron, founder of Carre Noir (France) and with other members from companies including BIC Corporation (USA), Procter & Gamble (Belgium), Turner Duckworth (UK), Suntory (Japan) and Cowan Group (Australia).

Burgopak's award-winning packaging design for Aura Health & Wellbeing showcases a wonderfully colourful and minimalistic branding aesthetic as well as the clever integration of logo and structural design to create a central and uniform identity.

*Dane Whitehurst, creative director at Burgopak said, "We are honoured to have our work for Aura Health & Wellbeing selected by a jury of respected industry leaders and to be recognized with this prestigious award. Rewarding not only creative excellence, this award demonstrates our commitment to offering packaging design solutions that consider the brand, consumer and retailer as well as being designed realistically for production."*

Aura Health & Wellbeing is a new modern health and lifestyle brand offering organic and traditional Chinese health food, supplements and beauty remedies within the UK. With over ten years of experience within the packaging industry, Burgopak were called upon to ensure the new brand would fit comfortably into the UK market by portraying a sense of its traditional Chinese roots whilst maintaining a fresh and modern look.

Colour, shape and form have been consciously used and considered throughout the Aura Health & Wellbeing design project. Resembling origami style structures of intricate folds



and precise structural design, the cardboard packaging as well as the logo motif are designed around an abstract representation of a tealeaf, repeated three times to represent inner strength. A palette of natural colour tones further work to subtly reflect the organic nature of the products ingredients, as well as distinguishing the different product families.

*"We have been very impressed by the quality of Burgopak's brand identity, structural and artwork design services. Burgopak has a very friendly and cooperative team with highly professional skills - they were a pleasure to work with and made the entire project run smoothly." Yu Liao, Dr China.*

The winning creations will be exhibited at the DesignPack Gallery in Paris January 2012 as well as being published in the second volume of Pentawards by TASCHEN in October 2012, featuring the Pentawards winners from 2011 and 2012. The winning designs are now showcased on the Pentawards website.

[marketing@burgopak.com](mailto:marketing@burgopak.com) | [www.burgopak.com](http://www.burgopak.com)