

PRESS RELEASE

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S H Fiske Scores Hat Trick in UK Packaging Design Awards

S H Fiske Limited, the Bristol, UK-based packaging and point-of-purchase specialist, recently won the coveted Mondi Shield as overall winner in the National Packaging Council (NPC) Design & Construction Awards 2007. The award, for an environmentally friendly design using corrugated board made from 90 per cent post-consumer waste to replace a moulded high-density polystyrene pack, reflects the S H Fiske commitment to environmentally friendly, customer-led packaging solutions.

S H Fiske, which has been designing and manufacturing innovative custom packaging solutions since the 1940s, was awarded the prestigious prize at the 65th Sheet Plant association Conference held in Stratford-upon-Avon. The Mondi Shield made it a perfect hat trick for S H Fiske, as senior designer Lucia Chan also collected the company's Gold awards in the highly competitive Corrugated Products and Protective Packaging classes. The award, the latest of several for the company in the NPC awards since 2003, is the first time the S H Fiske team has also been judged as the overall winner.

The product that gained the judges' acclaim is a die-cut hinged-lid flexo-printed box featuring a die-cut erected internal fitting set. Designed for global distribution of optical measuring equipment worth thousands of pounds, the new design securely and cost-effectively handles permutations of 18 different precision components.

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The award-winning pack, already delighting clients with its versatility, cost-benefits and environmental friendliness, was designed in collaboration with the S H Fiske production and marketing teams.

According to Lucia Chan, senior designer at S H Fiske Limited and a former Student Star Pack award winner, the greatest challenges were in the design for manufacture and, in particular, incorporating the several variable inserts required for 18 product components.

'The awards recognise the importance of innovative design in modern environmentally friendly packaging. As a growing business, about to add to our 25-strong workforce with the appointment of a new business development manager and celebrating the recent launch of our new website at www.sh-fiske.com, the award demonstrates how S H Fiske combines innovative custom packaging and point-of-purchase designs with real-world practicality and environmental friendliness. Meeting our customers' needs is the priority – winning awards like the Mondi Shield is a great bonus.'

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[PICTURE CAPTIONS]

The Mondi Shield winning S H Fiske Limited FEFCO 0427 box with its versatile and environmentally friendly die-cut erected internal fitting set.

Senior designer Lucia Chan and sales director Simon Peirce proudly show-off the Mondi Shield and one of the super-tough award-winning boxes.