



PRESS RELEASE

HAJOK Design wins German Design Award with Swedish Glace in the Packaging category

Hamburg, 20th October 2017. The winners of the German Design Award 2018 have been decided. HAJOK Design is to receive the prestigious award for the category Packaging Design for the design of the vegan ice cream Swedish Glace by Langnese. The German Design Award, which has been in existence since 2012, is one of the most prestigious design competitions in the world.



© HAJOK Design: Swedish Glace – Winner des German Design Awards

Swedish Glace's authentic, lively brand design convinced the expert jury. The design brief was to reposition the vegan ice cream as a lifestyle brand to appeal to a young target group with a conscience. Handwritten fonts, individual illustrations and an uncluttered overall appearance convey the honesty of the product. Instead of a black, mainstream design, the brand now presents itself with an airy, uncomplicated look and an eye-catching, strengthened logo.

"We are delighted to receive this international award," says Klaus P. HAJOK, founder and managing director of HAJOK Design. "Winning this award is terrific recognition and confirmation of the high level of our design work and creativity."

German Design Award

The German Design Award is the international premium prize from the German Design Council. Its objective is to discover, present and award unique design trends. Each year, top-class submissions from product and communication design receive awards. All of these designs are ground-breaking in the area of international design. The German Design Award, initiated in 2012, is one of the most recognized design competitions in the world and enjoys a high reputation that goes far beyond industry experts.

The German Design Award places the highest demands on the selection of its award winners. In an elaborate nomination process, experts from the German Design Council only judge entries that have proven to stand out from the competition in terms of design quality. This year, more than 5,000 designs were submitted to the jury, 49% in the area of Excellent Product Design and 51% in Excellent Communications Design.

Altogether 45 products/projects received a gold award in each category.

HAJOK Design

Founded in 1997 by designer Klaus P. Hajok, Hajok Design is one of Germany's leading packaging design agencies. At HAJOK, more than 45 experts currently work in the disciplines of brand strategy and consulting, packaging design, packaging shape development, final artwork and production support. With a focus on FMCG, HAJOK Design develops strategically sound design solutions for national and international customers in the fields of food, pet food, drinks, consumer & personal care, household and technology as well as pharmaceuticals. Customers include Unilever, Colgate-Palmolive, Rossmann, Tchibo and Rewe.

For more information, please visit www.hajok.com

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