



PRESS RELEASE

A hat-trick of German Design Awards for HAJOK Design

Hamburg, 26 November 2019. A triple win for HAJOK Design at the German Design Awards. The Hamburg-based brand and design agency has won three of the prestigious awards in the packaging category. The packaging design of the Allos tea range, Isola Bio milk alternatives and Bold Foods insect burgers has not only won over customers, but also the jury. The German Design Award, initiated in 2012, is one of the most recognised design competitions worldwide.



© HAJOK: German Design Award hat-trick – winning packaging designs for Allos teas, Isola Bio & Bold Foods

"It has been a very successful award year for us. In addition to the three German Design Awards, we have already received other awards this year at the Red Dot, the Pentawards and the German Brand Award. The prizes are a testament to our excellent design work, which would be inconceivable without the extraordinary dedication of our team", said Klaus P. Hajok, founder and managing director of HAJOK Design.

Allos teas – statement of the jury

The varieties within the range are mainly distinguished by the use of different colours. The packaging also features lovingly drawn flowers and herbs and a very friendly and cheerful-looking overall design, which in conjunction with the elaborate finishing techniques used on the box, clearly express the product's claim to quality and naturalness.

<https://www.german-design-award.com/en/the-winners/gallery/detail/29682-allos-tea.html>

Isola Bio milk alternatives – statement of the jury

The modern, cheerfully colourful design of the packages perfectly embodies the lifestyle of a contemporary, conscious and healthy diet and has a high recognition value. At the same time, it invites the eyes to go on a journey of discovery and surprises the reader with many original and informative details that say a lot about the organic brand and the product.

<https://www.german-design-award.com/en/the-winners/gallery/detail/29652-isola-bio.html>

Bold Foods insect burgers – statement of the jury

Foods made from insect protein are a new trend. But the idea of eating insects still makes many people sceptical. The striking design of the packaging arouses curiosity and ensures that the package cannot be missed on the shelf. The youthful and fresh-looking design presents the product in a highly appetising way, allowing preconceived notions to fade into the background.

<https://www.german-design-award.com/en/the-winners/gallery/detail/29302-bold-foods.html>

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. The international share of entries was around 55%. A total of 71 products/projects were honoured with "Gold" in the 3 competition categories (Excellent Product Design, Excellent Communications Design & Excellent Architecture).

HAJOK Design

Founded in 1997 by designer Klaus P. Hajok, HAJOK Design is one of Germany's leading brand and design agencies. At HAJOK, more than 50 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, beverages, consumer and personal care, household as well as pharmaceutical goods. Customers include Adelhöfener, Allos, Colgate-Palmolive, Rewe, Ricola, Schwartz, Tchibo and Unilever. For more information, please visit www.hajok.com as well as [Facebook](#) and [Instagram](#).

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