

## PRESS RELEASE

### HAJOK Design wins bronze award for #stillthirsty Gin

The Pentawards jury honours a special project by the Hamburg brand agency, drawing on a full range of creative expertise: the creation of its very own gin!

*Hamburg, 28.10.2024.* HAJOK Design is delighted to receive an international award for its own gin! The unconventional design of the #stillthirsty gin combines a hand-crafted printing process with bold typography and bright neon colours. The Hamburg-based brand and packaging design agency has won bronze for its gin packaging at the renowned Pentawards design award. Founded in Brussels in 2007, Pentawards is the first competition that specializes in awarding prizes for outstanding packaging design, making it a leader in the industry.



© HAJOK: #stillthirsty gin by HAJOK Design wins bronze at the Pentawards for its unseen packaging design.

After more than a quarter of a century of successful brand work for start-ups, national companies and international corporations, HAJOK Design came up with the idea of launching its own product: #stillthirsty gin. From naming to design, final artwork, printing and labelling, everything for this project was 100% in the hands of the HAJOK team. The gin was created with a lot of passion and craftsmanship in Hamburg's oldest distillery, Elmendorf. Inspired by the origins of the managing directors Madeleine Lindner and Klaus P. Hajok, rooibos from South Africa and pine needles from Baden-Württemberg were two of the 10 botanical ingredients.

"The name #stillthirsty describes how we are still thirsty for more," explains Klaus P. Hajok, agency founder. "We love to think outside the box and are bursting with creative ideas. We work hand-in-hand with a strong team spirit for our customers and offer all packaging design aspects under one roof. We really are delighted to have this very special project win an award from the Pentawards jury."

### Unconventional, authentic and easy-going

Combining hand-crafted printing and modern typography, the label stands for the agency's legacy while looking towards the future with fresh, creative energy. The neon-coloured neck labels are a high-contrast eye-catcher symbolising the diversity of personalities and the work of HAJOK Design. The embossed label and the cyan-coloured handwriting of Klaus P. Hajok are unseen, bold and embody HAJOK Design's motto: Design is rock 'n' roll on white paper!



© HAJOK: The embossed label, handwritten name and bright neon colours make #stillthirsty a very special gin design.

### Pentawards

Since 2007, Pentawards has been honouring outstanding achievements in packaging design worldwide with its annual competition. In just 17 years, the competition has received more than 30,000 entries from over 95 countries. An international jury of prominent figures from the field of packaging design decides each year which work should be awarded the international Pentawards.

For more information, visit [www.pentawards.com](http://www.pentawards.com)

### HAJOK Design

Founded in 1997 by designer Klaus P. Hajok, HAJOK Design is one of Germany's leading brand and design agencies. At HAJOK, 45 experts currently work in the disciplines of brand strategy and consulting, naming, packaging design, 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. Customers include Adelholzener, Colgate-Palmolive, Fressnapf, Kühne, Melitta, Merz, Rewe, Stollwerck and Unilever.

For more information, please visit [www.hajok.com](http://www.hajok.com) as well as Facebook and Instagram.

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