

International Packaging Award Goes to Small Brazilian Frozen Food Company

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Pastagnolli, a small-sized pasta and frozen food manufacturer based in Santa Catarina in the South of Brazil, has won the Worldstar Packaging Award, granted by the World Packaging Organization (WPO). The WPO is comprised of national packaging industry organizations from 40 different countries.

Last year, Pastagnolli invested in developing a new package for its frozen lasagnas. The result, which was launched on the market in April this year, boosted sales, and in addition to the international award, earned the company some domestic ones.

It all started when the owner of Pastagnolli, Gainor Franklin da Silva, sought support from the Brazilian Micro and Small Business Support Service (Sebrae).

"We have been in the market for four years now, and we felt a need to present our product to consumers in a more attractive manner," he says.

The support came by means of a partnership established between the National Sebrae and the Brazilian Association of Packaging (Abre).

The executive director at the Abre, Luciana Pellegrino, explains that the product's previous package was very simple and had few resources. "In order to captivate customers, the company needed a presentation that would convey concepts such as quality, homemade flavor, and ease of use," she claims.

The new packaging for Pastagnolli's lasagnas was designed by agency Design Inverso, based in the city of Joinville, in Santa Catarina. The product's aluminum package, which was covered by a plastic bag, was replaced by a cardboard cartridge that can go straight into the microwave oven.

Furthermore, the assembly process has become simpler, as now the package only depends on soldering in order to be closed. These features have made things more practical for both the company and consumers.

In August, this new package won the Abre Design and Packaging Award. Then, in late October, it won the Worldstar award, from a jury board counting on members from 22 countries who judged approximately 300 packages from 31 different countries.

From Brazil, 13 packages were in the competition. Of those, 12 were awarded global trophies. The Pastagnolli lasagna package was awarded alongside product designs by large companies, such as Natura and Coca-Cola.

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