

FEST.A CROPAK 2009 CONFERENCE GUIDE

FEST.A CROPAK

institute
of packaging
and graphic arts,
Croatia



ambalaža



CROprint

TECTUS

May 14th - 16th 2009
Opatija, hotel Ambassador

Dobar znak!
CROPAK 09





Contents

Acknowledgments

Welcome to FEST.A CROPAK 2009

FEST.A CROPAK 2009 Floor plan

FEST.A CROPAK 2009 Information

FEST.A CROPAK 2009 Program

Participants CVs

FEST.A CROPAK 2009 Exhibition

CROPAK 2009 - CREATIVE WORKSHOP
- NOMINATIONS



Spinnaker

Member of
ComTrade Group
HP Indigo distributor



PRINT BOUTIQUE

Print:
Cerovski - Print Boutique d.o.o.,
Zagreb, on HP Indigo 5500

Zavrtnica 17, 10000 Zagreb,
e-mail: info@cerovski.hr
www.cerovski.hr

Acknowledgments

FEST.A CROPAK 2009 GENERAL PATRON



FEST.A CROPAK 2009 PATRONS



EPIC



Fond za zaštitu
okoliša i energetske
učinkovitost



CROPAK 2009 CREATIVE WORKSHOP PATRONS



CROPAK 2009 CREATIVE WORKSHOP SPONSOR



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MEDIA SPONSORS



Welcome

Welcome to FEST.A CROPAK 2009!



Drena Milijević

Allow me to express warm welcome, personally and on behalf of FEST.A CROPAK 2009 organisers, to all speakers, lecturers, sponsors, exhibitors, media sponsors, packaging users and producers representatives, all CROPAK nominees and dearest guests from Croatia and abroad who participate in this year's event.

The strength of FEST.A CROPAK is in its commitment and the ability to, keeping in line with global trends, quickly respond to the changing needs of packaging industry, designers and marketing professionals. This has never been more relevant than today as the macro economic outlook is almost impossible to predict due to impact of the global financial crisis.

As a result, greater efficiency and innovation will be demanded at each link of the supply chain while enduring there is no compromise on compliance with ever tighter regulations, safety standards and environmental protection. In response, FEST.A CROPAK 2009 offers an international consulting programme that addresses these and other issues of fundamental importance to users and suppliers of packaging products.

Bearing this in mind, eminent speakers will apply their experience and expertise to offer thoughtful insights and practical strategies that can help in guiding us through the current complex economic situation. While each individual presentation is important and valuable in its own right, the real strength of this conference lies in the opportunity it provides to all attendees to gain an integrated view of development across a number of key success factors.

This opportunity also extends beyond the congress hall. A visit to the exhibition will highlight the ingenuity and commitment of manufacturers and distributors of packaging techniques and technologies in their approach to packaging, printing and labelling, in order to deliver a diverse range of innovative packaging solutions and products relevant for tomorrow's competitive marketplace.

By presenting nominations and awarding the CROPAK 2009 award for the best packaging on Croatian market we will promote and reward invaluable efforts and results of users, producers and designers in devising and realisation of packaging. Great importance lies in education and responsibility towards the environment, and a synergic commitment of professional design, socially responsible business and educational institutions will be recognized by rewarding the participants of CROPAK 2009 Creative Workshop.

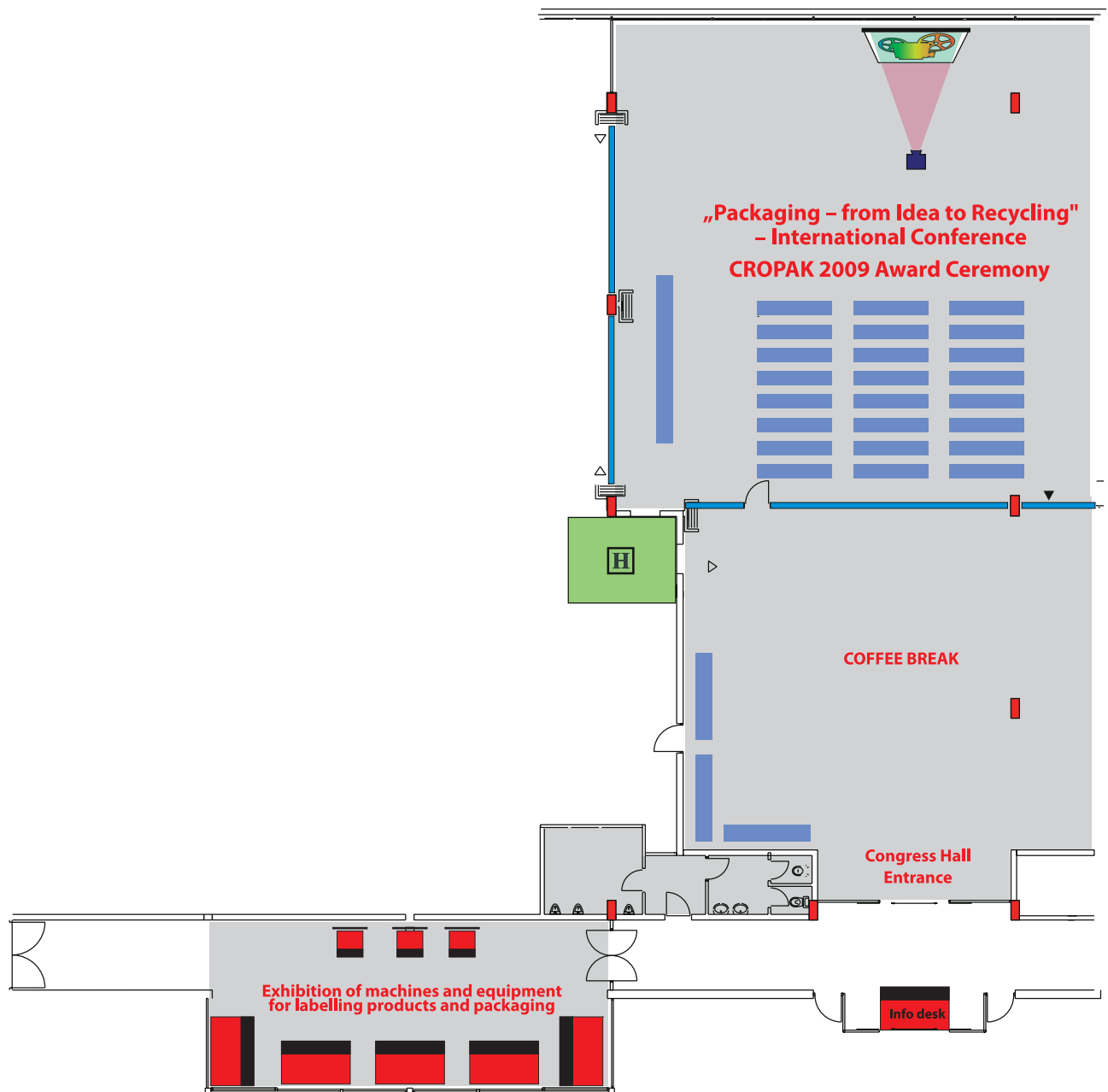
I would also like to thank my co-workers, whose efforts once again proved to be of the utmost importance in organizing FEST.A CROPAK 2009, a festival of packaging, whose goal is to both stimulate, challenge and satisfy at the same time.

Whatever your objective for attending, we hope your participation is successful.

Respectfully yours,
Drena Milijević

FEST.A CROPAK 2009

Floor plan



FEST.A CROPAK 2009

- „Packaging – from Idea to Recycling“ – International Conference
- Croatian Chamber of Economy - Council Meeting of Affiliation of Packaging Industries
- CROPAK 2009 Award Ceremony
- Printing and Packaging – Industrial Exhibition
- Exhibition of Products Nominated for CROPAK 2009 Awards
- Presentations and Promotions:
 - ◆ Traceability and Trackability Manual
 - ◆ European Packaging Directory 2009
 - ◆ eCROKAT – Electronic Catalogue



FEST.A CROPAK TEAM:

Višnja, Kruno, Irena, Krešimir, Drena, Gordana, Tihana, Aleksandar

Program FEST.A CROPAK 2009

THURSDAY 14 May 2009

12:30 – 14:45 Registration

Current Situation in the Packaging Industry in Croatia

Enis Kancelir, Affiliation of Packaging Industries of the Industry and Technology Department, Croatian Chamber of Economy

15:35 – 17:00 Traceability of Products and Packaging

Traceability of Food Products of Croatian Enterprises as an Element of Participation on the EU Market

The notion of traceability, tracking the quality of food, the concept of traceability, EU standards HACCP, CIES, IFS, SQF, identification of original data, design and implementation of traceability model, tracing raw materials and finished products, evaluating results, traceability and export, current situation in Croatian companies, ...

Mirjana Pejić-Bach, University of Zagreb, Faculty of Economics and Business

Health Safety of Materials and Articles Intended to Come into Contact with Food and the EU

News, changes and amendments to Ordinance on materials and articles intended to come into contact with food according to EU requirements.

Vjera Haberle, Croatian National Institute of Public Health (CNIPH), Zagreb

Accredited Laboratory for Testing Materials and Articles Intended to Come into Contact with Food

Accreditation of a laboratory for testing materials and articles intended to come into contact with food according to HRN EN ISO/IEC 17025.

Nino Dimitrov, CNIPH, Zagreb

Regulation (EC) No 1935/2004 of the European Parliament and of the Council

Legal requirements for operators, interpretation, basic principles – internal and external traceability, sanctions for infringements, Austrian practical experiences

Johannes Bergmair, Austrian Research Institute for Chemistry and Technology, Austria

Traceability System as an Essential Element of Migration from Packaging to Food Risk Assessment

Due to upcoming EU accession, Croatia is intensively dealing with the issues of food safety following the latest concept of risk analysis by tracing the food "from field to dinner table"; scientific and technical support to legislation and all issues regarding food and feed safety and materials that come into contact with food and feed...

Zorica Jurković, Andrea Gross-Bošković, Croatian Food Agency, Osijek

17:00 – 17:30 COFFEE BREAK

17:30 – 19:00

Standards for Packaging Industry and Food Chain Traceability – Certification Options

Food safety must be satisfied along the whole food chain which includes also the food contact materials. In the last years several international standards for packaging industry have been developed, and their correct implementation can be certified.

The ISO 22005:07 standard allows the design and implementation of a traceability system in food chain. The system can be certified and in that way a new value can be added to the final product and its competitiveness can be increased.

Maria Chiara Ferrarese, CSQA Certificazioni, Italy, Ugo Toič, CSQA Adria d.o.o., Zagreb

Traceability – From Coding and Labelling to Global Challenges

Why traceability, global traceability – the world we live in, modern consumers and business demands, new challenges and value traceability; labeling – basics: why labeling, what is AIDC, AIDC labeling standards; GS1 system: elements and application on packaging – primary, secondary and tertiary packaging, logistic label, choice of technology.

Slobodan Romac, GS1 Croatia, Zagreb

Traceability and Trackability Manual

A manual compiled in cooperation with Italian Institute of Packaging which in a concise and practical way explains traceability and all its relevant features in all links of the supply chain, starting with legal framework and EU Regulations 178/2002 and 1935/2004, notions and definitions, ID labels and the latest technical and technological solutions for traceability systems.

Drena Milijević, Institute of Packaging and Graphic Arts (IAT), Zagreb

Electronic eCROKAT Catalogue

eCROKAT® is the name of the Croatian electronic data pool of trade items and partners. eCROKAT® represents a node in the global electronic data pool network – the Global Data Synchronization Network GDSN. GDSN is a global technological infrastructure intended for automatic synchronization of master data.

eCROKAT® is also the generic name for the services of using the Croatian electronic data pool. The users of the eCROKAT® service subscribers, active members of GS1 Croatia are allowed to publish and/or download data on trade items and partners. The owner of the data decides who has the right to download the data.

Slobodan Romac, GS1 Croatia, Zagreb

Q & A Session

19:30 Welcome Drink and Pool Party with Dinner

FRIDAY 15 May 2009

09:00 – 10:00

Logistic Processes Automatization - RFID Makes Calculations

What is automatic ID, differences between bar code and RFID, pros and cons of RFID technology, application possibilities

Goran Debeljak, Osijek

Traceability and Convergence of Technologies

Overview of traceability legislation influence on organization of businesses and examples of the best solutions implemented in practice.

Želimir Bradica, Marijan Sever, CODEL d. o. o, Zagreb

RFID is a Programme

How to start an RFID project, which are the most important prerequisites, justification of investment, general guidelines for implementation.

Veljko Bituh, Selmet d.o.o, Zagreb

10:00 – 11:00 Printing on Packaging

Trends and Growing Use of Digital Printing in Packaging Industry -

A review of key market trends that influenced growing usage of digital printing within packaging industry. Presentation of HP Indigo presses that are suitable for economical digital printing of labels and flexible packaging, and that represents ideal complementary solution for conventional printing technologies used in packaging industry.

Christian Menegon, HP Indigo Division, the Netherlands

Kodak Flexcel NX System: Unprecedented Flexo Printing Quality, a Completely New Approach

KODAK FLEXCEL NX Digital Flexographic System is a complete, integrated CTP system that produces gravure quality output along with increased productivity through fast imaging and greatly simplified prepress. Coupled with extended run length, ease of set up and longer plate life, the FLEXCEL NX System takes packaging printing to an entirely new level of productivity, quality, repeatability and stability.

Stefano d'Andrea, Kodak Italy

MGI UV JetVarnish – Partial UV Varnishing – for Small, Medium and Large Circulations

The growing use of partial UV varnishing is one of the most beautiful ways to add value to a product. It is a printing technique with the most profitable investment/result ratio. Digital UV varnishing brings up possibilities never seen before. Its technical characteristics are very interesting for printing on packaging, and one of the prominent features is variable printing which opens the possibility of printing anticounterfeiting elements.

Victor Abergel, MGI Digital Graphic Technology, Francuska, Dean Tolp, Grafik.Net d.o.o., Zagreb

11:00 – 11:30 COFFEE BREAK

11:30 – 12:10 Counterfeiting Protection by Printing on Packaging

Kodak Traceless System – Anticounterfeiting System

Counterfeiting presents a huge problem and causes tremendous losses to global economy. It ruins the trademark reputation, leads to lower sales, profits and tax income and, what is most important, to loss of workplaces and even human lives. Kodak developed an anticounterfeiting system for product protection based on forensic findings which can easily be implemented into production processes. Kodak Traceless System is currently the best method to protect products from counterfeiting in the world.

Dean Tolp, Grafik.Net d.o.o., Zagreb

Print Protection with Double Layer Images - INFRAREDESIGN

INFRAREDESIGN is a novelty in design, hidden message transfer and security graphics. It introduces double images, based on the principle of different visibility dependant on the wavelength. These different states enable the printing of two independent images. INFRAREDESIGN double images are impossible to scan, record or select with keeping the same IR effect, IR information and IR protection in the reproduction.

Vilko Žiljak, University of Zagreb, Faculty of Graphic Arts

12:10 – 14:00 Packaging and Environmental Protection

The Results of Packaging Waste Management and Implementation of Polymer Packaging Waste Management System

Vinko Mladineo, Environmental Protection and Energy Efficiency Fund, Zagreb

Ecovio and Life Cycle Assessment

Ecoflex and Ecovio – Biodegradable Polymers from BASF SE

Jens Hamprecht, BASF, Germany & Weltplast, Split

OXO Biodegradable Plastic

The presentation of d2w additive for plastics which makes it completely biodegradable while keeping the original properties. Additives can be used with the existing production lines and machines with minimal investments.

Michael Stephen, Symphony Group, UK

Promotion

European Packaging Directory 2009

This publication, billed as a common source of European information for the industry and retailers with an interest in packaged products, provides a reference tool for the

European packaging industry, the activities of EPIC members and the resources supplied in each country. It is an invaluable reference work to the structure of the European packaging industry and the activities of all the EPIC members together with the resource that they can provide in each country. The printed version is on-line supported by www.epic-packaging.org.

Marco Sachet, Italian Institute of Packaging, Milan, Italy

Announcing CROPAK 2009

Design and Redesign of Packaging in His Majesty's Service – the Brand

Reflections on redesign, propositions, why?, when?, who? and how?

Imago reklamna agencija d.o.o., Zagreb

14:00 Closing of the International Conference

14:00 - 16:00 BREAK

16:00 – 18.00 Industrial Exhibition - Commercial Exhibition of Machines

- Grafik.net d.o.o., Kodak and MGI distributor, Zagreb
- Imago Marketing Agency, Zagreb
- Logokod d.o.o., Zagreb
- Kraš d.d., Zagreb
- Spinnaker New Technologies d.o.o. – HP Indigo distributor, Belgrade
- Špica sustavi d.o.o., Zagreb
- Tehnix d.o.o., Donji Kraljevec
- Vetropack Straža d.d., Hum na Sutli
- Weltplast d.o.o., Split i BASF, Germany

18:00 – 20:00 CROPAK 2009 – AWARD CEREMONY

20:00 – 02:00 Welcome Drink, Gala Dinner with Live Music – Congress Hall Hotel "Ambasador" – Dress code: Formal)

SATURDAY 16 May 2009

10:00 – 16:00 EXCURSION – Island of Krk Old Town Vrbnik (bus leaves in front of the Ambasador Hotel at 10 AM)



Vrbnik is a small place with a long history mostly known for its famous white wine Vrbnička Žlahtina. On the way to Vrbnik, we will pass through Rijeka and will get the opportunity to view the city centre. Across the Krk Bridge, formerly the largest arch bridge in the world, and visit to the old town of Krk. After a walk in Krk, visit to Vrbnik where we have organised wine, cheese and prosciutto tasting. Return to Opatija around 4 pm.

FEST.A CROPAK 2009 Lecturers

Bergmair, Johannes



Johannes Bergmair studied food- and biotechnology at the University of Natural Resources and Applied Life Sciences, Vienna (BOKU). He completed his diploma at Institute for Food Technology in the year 1999. His special field within the range of packing is the quality assurance within the Supply chain "food". In this area – apart from numerous publications in magazines – he finished his doctor thesis at TU Vienna in the autumn 2002.

Since July 2000 he is employed at ofi Packaging Institute in Vienna, where he fills the position of an institute leader since April 2003. With

October 2004 Dr. Bergmair also took over the guidance of the department Life Science within the ofi Austrian Research Institute for Chemistry and Technology. This department focuses on food, pharmaceutical and medicine products as well as on packaging technology. Johannes Bergmair is auditor for the standards "BRC/loP Global Standard Food Packaging and other Packaging Materials" as well as "International Good Manufacturing Practice Standard for Corrugated & Solid Board" (FEFCO GMP). At the end of 2004 he published together with his colleagues Dr. Beatrix Wepner and Dr. Michael Washüttl the definitive book for quality tests in the field of packaging "Prüfpraxis für Kunststoffverpackungen".

Bituh, Veljko

Born in Zagreb, after finishing high school graduated from the University of Zagreb – Faculty of Mechanical Engineering and Naval Architecture. After a few years' work in oil company INA as project manager and in ZIK (Quality Superintending Company Ltd.) as QA manager, Mr Bituh started the career in IT.

There he specialised in barcodes and RFID through many projects and solutions in the field of AIDC and mobile terminal applications. He also took part in many AIDC (Automatic Identification and Data Capture) projects. At the moment is CEO in Selmet, one of the leading IT companies in AIDC and communication.

Bradica, Želimir



Currently works as an executive manager in Codel d.o.o. where some of his responsibilities include optimisation and resources management, definition and execution of process and methods, creation, development and construction of components and managing systems for process automatisisation and control. He is also managing and organising construc-

tion and production of components and devices. He has been managing Codel d.o.o. since 1993. Based on his rich experience in international trade and business in wide range of areas, from production of strategic components for radio and TV transmitters to metal, plastic, wood and textile processing and production and equipment for water desalinization and waste treatment, Mr Bradica has been designing feasibility studies and provided project consulting since 1991.

d'Andrea, Stefano



Born on June 11th 1967, he started dealing with flexography in 1989 as technical assistance to sales in Cartomac, a manufacturer of platemaking systems for photopolymer plates. After 5 years in Macchingraf (Italian Heidelberg dealer) as product manager of former BASF photopolymer plates in Italy, in 2003 he initiated the Packaging Division of Tecnographica, a distributor of products and equipment for graphic

arts, offering solutions for prepress, platemaking and printing for flexography. He was trainer and consultant to flexographic converters covering prepress, platemaking and printing educational activities and hands-on training. He joined Kodak in June 2008 as Product Manager of Flexographic products for Europe, Africa and Middle East regions. Stefano is vice-president of ATIF, Italian flexographic technical association and active member of TAGA Italy.

Debeljak, Goran

Goran Debeljak was born in Osijek in 1976 where he graduated from 3rd Mathematics high school and then at the Faculty of Economics. From 2000 to 2004 he worked for Alastor d.o.o. as an Import Department Officer, when he also passed the State exam for Custom Dept.

Since 2004 he has been working for Slavon-ska banka d.d., a member of the Hypo Group, on business tasks of projecting info systems in Cobol programming

language. As a part of his daily activities he works closely with Data warehouse Dept. gaining experience in databases and SQL language. He also works as an analytics officer in Corporate Dept.

Currently he is a postgraduate student of Finance and Banking at the Faculty of Economics in Osijek.

In 2008 he won a gold medal on Innovation Fair held in Osijek for the application of RFID technologies in wholesale stores. In November 2008 he also won a bronze medal for the same innovation on Inoma fair held in Čakovec.

goran.debeljak@os.t-com.hr

Dimitrov, Nino

Nino Dimitrov was born in Zagreb in 1974 where he finished Chemical and Geological Technical School and graduated from the Faculty of Chemical Engineering and Technology, University of Zagreb. After that, he finished an interdisciplinary postgraduate study of Ecological Engineering.

Since 2004 he works at Croatian National Institute of Public Health in the Department for Articles for General Use

and Pharmaceutical Products as an analyst. His area of expertise are materials and articles intended to come into contact with food.

He is also a member of a negotiating group for EU accession and a workgroup for compiling an Ordinance on materials and articles intended to come into contact with food.

He has a significant experience in ISO 17025 quality system gathered while working in the first Croatian laboratory for natural, mineral and spring water accredited by this standard.

nino.dimitrov@hzjz.hr

Ferrarese, Maria Chiara

Maria Chiara Ferrarese got the degree in molecular biology at the University of Padua. In addition, she attended a six month course on hygiene, food safety and HACCP system. She is qualified auditor for the standard ISO 9001:00.

She worked in food industry and as consultant

in food and ecological sector (HACCP and waste management). Today she works with CSQA Certificazioni Srl as Head of Food & Near Food Division.

She participated in the role of lecturer in many expert conferences and courses related to quality and food security. She wrote various articles about quality and food security.

Gross-Bošković, Andrea

Born in Zagreb in 1970, she finished Mathematics and Informatics Education Centre (MIOC) and graduated in 1995 from the Faculty of Food Technology and Biotechnology, University of Zagreb. Before moving to Croatian Food Agency, she worked for Meteor d.o.o. as the head of a laboratory for control and new product development.

She is currently enrolled in a postgraduate study at Faculty of Food Technology and Biotechnology, University of Osijek and works as the Head of Risk Analysis Department, Croatian Food Agency.

She is a member of a workgroup for EU accession in the field of Food safety, Croatian Society of Chemical Engineers, Croatian Society of Food Technologists, Biotechnologists and Nutritionists, and Croatian Microbiological Society.

agros-boskovic@hah.hr

Haberle, Vjera



Vjera Haberle was born in 1948 in Zagreb where she finished elementary school, grammar school and graduated from the Faculty of Pharmacy and Biochemistry, University of Zagreb. She defended her master thesis in 1984 at the Faculty of Medicine in Zagreb with the theme of Health ecology.

She has been working at Croatian National Institute of Public Health since 1972, and in 2003 she has been

promoted to the Head of the Department for Articles for General Use and Pharmaceutical Products.

She is also a member of a negotiating group for EU accession as a chairman of the subgroup for materials and articles intended to come into contact with food, the theme on which she published more than 80 scientific articles. She is the leader of the group compiling the Ordinance on materials and articles intended to come into contact with food.

In 2007 she was awarded with the medal "Domac" – the highest pharmaceutical trade award in Croatia.

Hamprecht, Jens

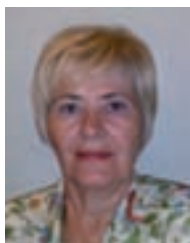


Dr. Jens Hamprecht leads the Global Product Management of Biodegradable Polymers at BASF. He serves the bioplastics industry as a board member of European Bioplastics. At PlasticsEurope, Dr. Hamprecht is vice-chairman of the Group for biobased and biodegradable plastics.

He is appointed as a senior researcher in Sustainability and Technology at the Swiss Federal Institute of Technology ETH Zurich.

Dr. Hamprecht has studied engineering at ETH Zurich and Imperial College London. He holds a PhD from St. Gallen Business School.

Jurković, Zorica



She was born in Virovitica in 1950. She graduated from the Faculty of Agriculture and Food technology in Osijek, department of food technology in 1975. She won Master of Science in 1987 at the Faculty of Food Technology and Biotechnology in Zagreb, on the topic related to animal food in the field of biotechnical science. She won her Doctoral Degree in 1993 in biochemistry engineering at Faculty for Food and Biotechnology in Zagreb.

She has been a chief of the Agrochemical laboratory of the Agriculture Institute in Osijek since 1993. She won the title of scientific adviser

of scientific field of biotechnology sciences in 2005. Acquiring work experience she participated in numerous scientific trainings in Germany, Italy, Hungary and Denmark.

From 1998 – 2001 she was a chairman of the Scientific Committee of Agriculture Institute Osijek, and also has been member of the Scientific Committee of international advising

As an author or a co-author she published 47 scientific works and participated on 24 scientific congresses, national and abroad. She was elected as a scientific adviser in the field of biotechnical science in 2005. She is member of the Croatian society of chemical engineers, the Croatian biochemical society and the Croatian genetic society.

zjurkovic@hah.hr

Kancelir, Enis



Enis Kancelir was born in Rovinj in 1971, where he graduated from the Secondary School of Electrical Engineering. In 1996 he received a degree from the Faculty of Graphics at Zagreb. After graduation he started to work for Istragrafika d.d. where he was, at first, in charge of introduction of quality assurance system ISO 9001 and ISO 9002.

In 1999 he was appointed as Technical Director at Istragrafika d.d., and in 2001 he obtained a master's degree from the Rochester Institute of Technology (RIT).

In 2002 he was appointed as Commercial Director at Istragrafika d.d., and a Managing Director a year later.

Mr. Kancelir has participated in many national and international symposia on graphics and packaging, and is also a member of ECMA (European Carton Makers Association).

Menegon, Christian



After becoming an electronic engineer, Mr Menegon started his career by servicing pen plotters. He then moved to application support for cad cam systems with Scitex for 10 years. From there, he became user of the systems he was promoting as production manager for a repro house active in cartography and printed circuit boards.

He joined Indigo right after Drupa 1995, when the company was launching the first digital press for industrial applications. As product manager, he was the interface between R&D and the market requirements.

From there, he naturally moved towards sales support, first in Europe then WW following the development of distributor channels.

With HP acquiring Indigo, he now acts as business development manager working with both brand owners and printers converters to facilitate the market development and implementation of digital printing solutions.

Since the very beginning with Indigo in 95, he has been involved in labels and packaging; his experience comes from some filed actions in business and technical studies, audits for digital implementation, colour matching, substrates, converting, prepress, as well as financial analysis.

Milijević, Drena



Although an Electric Engineer by vocation, Mrs Drena Milijević has been involved in packaging and graphic arts since 1993. In 1996 she started publishing Ambalaža trade journal as an Editor-in-Chief. Since 2006 she is also editing CROprint, a trade journal for graphic arts. As a general manager of Tectus d.o.o. she founded the Institute of Packaging and Graphic Arts in

2001 which now acts as a roof organization for all packaging and graphic arts activities.

Besides publishing, consulting and education activities, the Institute has the aim of fostering business cooperation between Croatian economy and foreign companies and international organizations, and promoting the packaging and graphic arts professions in Croatia and countries of the region, in Europe and the world.

Since 2004, the Institute also organizes CROPAK award for the best packaging on Croatian market. Owing to Mrs Milijević commitment to international presence and cooperation, the Institute became a member of EPIC (European Packaging Institutes Consortium) and WPO (World Packaging Organization).

Mladineo, Vinko



Vinko Mladineo graduated from Law School in Split and spent next ten years working as a professor in high school. He was engaged on several projects in the field of culture and education. Since 1990 he is employed in public administration in the field of education, culture and development, and environmental protection.

He assumed the position of Deputy Minister for education, culture and protection of heritage, as well as the position of the Secretary of the Ministry for Environmental Protection and Spatial Planning. He is the author of several legislative documents concerning the protection of national and cultural heritage. He acted as the vice president of the organization „Croatia nostra“. Mr Vinko Mladineo is Director of Fund for Environmental Protection and Energy Efficiency.

Pejić-Bach, Mirjana



Dr. Mirjana Pejić Bach is an Associate Professor of Informatics at the Faculty of Economics and Business, University of Zagreb, Croatia. She received her ScD, MSc and BSc degrees from the Faculty of Business and Economics, University of Zagreb. Her current research

interests include digital (electronic) education, system dynamics, knowledge mining from databases, electronic business, business intelligence and statistic modeling.

Romac, Slobodan



Slobodan Romac holds a B.Sc. degree in electronic engineering, specialized in Computer Science. He has been working at GS1 Croatia as a Projects Manager since November 2006. Prior to joining GS1 Croatia he also worked for several IT companies and a wholesale pharmaceutical company in Croatia, where his jobs have included software engineering and IT projects managing.

In his current role in GS1 Croatia he is responsible for promoting

and piloting strategic GS1 solutions, such as Traceability or Healthcare, in a local community. Since January 2008, he also performs a role of a Traceability coordinator in Europe, for GS1 GO and GS1 in Europe community. During 2008 he has coordinated and supported re-establishing GS1 in Europe MO's traceability contacts, GS1 in Europe Traceability Survey and Traceability Workshop. He is also an active member of several GS1 working groups and teams which are closely connected with traceability.

Since November 2008, he is certified GS1 Global Traceability Conformance auditor.

Sachet, Marco



Marco Sachet majored in veterinary medicine in '82. After working freelance for a given period, in '83 he became part of the System of the Confederation of Italian Industries through the Italian Industrial Meats Association - ASSICA. In '90 he became Co-director and was nominated head of the Italian Cold-cut Meats Consortium, organism set up by the concerns

to carry out communicative and promotional activity for the sector. He was finally made editor of the "Industria delle Carni", the Association's fortnightly journal

Marco Sachet has headed the Istituto Italiano Imballaggio - the Italian Association that stands as a natural point of encounter for packaging producer and user firms - since '92.

From '98 he has been managing the Packaging Meeting Srl, a non-profit commercial enterprise, totally owned by the Italian Institute of Packaging, specialized in packaging training. He was part of the team of experts that contributes to the National Waste Observatory on packaging matters.

He is also President of EPIC, the European Packaging Institutes Consortium, and chief of the Packaging Commission of the Italian Standard Body - UNI.

Sever, Marijan



Marijan Sever is the main technology carrier and knowledge base creator at Codel d.o.o., a company he founded in 1991. Today he is in charge of integrations, industrial computer systems projecting and creation, based on proprietary electronic and programmatic solutions, C/C++ environment development, servers, PLC controllers, handheld computers, etc. His role

can, in short, be described as creator of integrative business and industrial solutions. In 1996 he initiated technology transfer from electronic construction to computer and communication technologies.

Ever since he has been developing program solutions and equipment, as complex identification systems based on RFID and optical recognition, automatic product marking systems, measurement systems, distributed programs and electronics systems, server based real time automatization and visualization, industrial quality control and tracing systems etc.

Stephen, Michael



Michael Stephen is Deputy Chairman of the Symphony Group of companies, and is a member of the British Standards Institute's Committee on Biodegradability of Plastics

He is a lawyer, and was a member of the UK Parliament 1992-97. He served in the Ministry of Agriculture, and on the Environment Committee of the House of Commons.

Toić, Ugo

Ugo Toić got the degree on fructiculture, wine-growing and enology in 1989 from the Faculty of Agriculture at the University of Zagreb. He got a Ph.D. degree in 1996 from the Department of Biology Applied in Plant Protection at the University of Udine. He attended different courses on development method in agri-food sector and on possibilities to add

value to agricultural and food products (certification of designation of origin, traceability, ...).

He worked as agronomist in the field of olive production (manager of olive mill), several years as Assistant Director of the Croatian Agriculture Extension Institute, and some years on development projects in agri-food sector. Since 2008, he has been working as Director of the certification company CSQA Adria d.o.o. from Zagreb.

Tolp, Dean

Born in 1970, Dean Tolp started working in 1989 as an offset printer. He worked on all types of offset and letterpress machines. From 1993 to 2003 he worked in Repro Studio d.o.o. where he got acquainted with all production processes in graphic prepress and printing. From 2003 he was working for six years in printing house Tiskara Reprint as production

manager. There he has established all production processes, in pre-press - film recorder, calibrated trial printout, CtP and connection with the printing machine.

He actively participated in implementing ISO 9001 standards, creating quality procedures and instructions and organized training for staff in the field of safety at work and working with hazardous chemicals. Currently, he is working for Grafik.net d.o.o. as a director of development and as a consultant for the improvement of graphic production.

Vranić, Dean

Born in 1965 in Povelja on the island of Brač he finished elementary school in Split and Mathematics and Informatics Education Centre (MIOC) in Zagreb. He graduated from Faculty of Architecture at the University of Zagreb in 1991.

From 1991 to 1993 he worked as a designer, and then an art director, for Global komunikacije agency.

In 1993 he started an advertising agency IMAGO reklamna agencija d.o.o. (IMAGO grafika, at the time) where he still works today as the chief creative director.

Žiljak, Vilko

Vilko Žiljak was born in Sveti Ivan Zelina in 1946. He got his doctor's degree in 1981 from the College of Electrical Engineering. Vilko Žiljak is Head of the Department for typography and computer graphic at the Faculty of Graphics Arts. With six postgraduate and many pre-graduate studies he has introduced subjects linked with modeling and simulation, graphics technology, informati-

cs and visual research with the help of computers.

He is a full professor with permanent title in the field of graphic

technology. He is a regular member of the Croatian Technical Sciences Academy. In 2008 he was awarded the life achievement award: Zlatna kuna (Gold Marten). by Croatian Chamber of Commerce.

Vilko Žiljak has a very fruitful cooperation in the field of business and with state institutions on which he has based his research and development achievements. He introduced new digitalization methods into the graphic industry in all segments: prepress, press and postpress. Some of the most significant projects he worked on are the digitalization of the state topographic maps, documents and securities graphics and the design of Croatia's currency – kuna.

Dobar znak!
CROPAK 09



CROPAK

AWARD FOR THE BEST PACKAGING ON CROATIAN MARKET

FOUNDING AND GOAL

The award for the best packaging on Croatian market CROPAK was founded in 2004 by the Institute of Packaging and Graphic Arts, "Ambalaža" (Packaging) trade journal and Tectus d.o.o., a company from Zagreb.

Its goal is to promote and reward technological advancements of packaging as a means of protection, identification, marketing and promotion of a product. Another goal is the motivation of packaging producers and users, designers and printers to expand the technical and qualitative scopes of packaging and the graphic arts industry, stimulate student creativity, emphasize the need for qualitative shifts in the conception and recognition of Croatia's visual identity, graphic and industrial design, ecological characteristics of Croatian goods/series packaging and domestic development of machinery, devices and equipment for packaging and packaging waste management.

CREATIVE WORKSHOP CROPAK 2009

This year, CROPAK is awarded for the sixth consecutive time and 2009 brought significant novelties by realising an idea carefully developed for several years. CROPAK 2009 Creative Workshop is organised with the aim of achieving synergy between design professionals, educational institutions and economy in supporting students' creativity and introducing these future experts to the processes of designing a real product as soon as possible. The assignment was set by a well known brand owner and was carried out under professional supervision and guidance of mentors.

Namely, 96 students from five institutions of higher education and three universities redesigned the packing of VIC, a trade mark from Croatia's leading confectionery producer Kraš. After five weeks of designing and developing, the Judging Panel chose six works that were nominated for CROPAK award in Student Works category.

CROPAK THROUGH HISTORY

CROPAK 2004

57 individual products and 40 series, which amounted to total of over 190 products, of renowned Croatian and foreign companies were nominated. In this fierce competition, the best were chosen by an expert judging panel.

CROPAK 2005

In 2005, 217 products in 22 categories were nominated.

The expansion in number of categories was made to evaluate primary and promotional packaging, displays and labels separately. New categories of graphic and industrial design attracted numerous designers and advertising agencies. A novelty was also EKO CROPAK, awarded in three categories – for packaging, the best machine, device and equipment, and the best comprehensive project of management packaging and packaging waste.

CROPAK 2006

The awards were given in five categories. 27 products and 35 series were nominated, totalling 238 separate products. In 2006 the category CROPAK OF THE YEAR was awarded for the first time to the packaging of Croatian product/series which received the best overall score.

CROPAK 2007

The total of over 140 products (49 individual products and 31 series) competed for CROPAK in seven categories.

CROPAK 2008

In 2008, 64 nominations were received, 36 products and 28 series with over than 130 individual products in total.

CROPAK 2009

This year, over than 150 individual products were nominated, including three packaging and packaging waste management systems and 25 Creative Workshop works.

CROPAK 2009 Creative Workshop

CROPAK 2009 Creative Workshop Patrons



CROPAK 2009 Creative Workshop Sponsor



Author of the Creative Workshop Concept

Drena Milijević Tectus d.o.o., Zagreb

CROPAK 2009 Creative Workshop Assignment

Redesigning Kraš's Brand VIC

Assignment Author And Supervisor

Dean Vranić

Imago reklamna agencija d.o.o., Zagreb



CROPAK 2009 CREATIVE WORKSHOP

INAUGURAL SESSION

At the inaugural session students were introduced with the assignment of the workshop from the aspect of graphic design and redesigning of a specific industrial brand, Kraš's VIC.

FIRST SELECTION

Students realised their ideas at their home institutions under the guidance of their mentors and supervision and suggestions from the author of the assignment. The workshop lasted for five weeks. Each mentor chose the best works from their group (with a maximum of six) which were nominated to the first selection. Three institutions nominated six works, one nominated four and one nominated three, which amounted to the final 25 designs for further evaluation.

TOP SIX

The judging panel was composed of all the mentors, the author of the assignment, brand owner and the organiser. Top six works were selected by secret voting and these works entered the final selection and were nominated for CROPAK 2009 award in Student Works category. The designs were presented on Kraš web page where internet voting was organized where more than 18 thousand voters chose their favourites.

THE WINNER

The design with the best overall score is the winner of CROPAK 2009 Student Works and will be used as a template for realising the redesign of VIC brand.

REWARDING

Rewarding students, mentors and institutions and regulating copyrights is defined by the Statute of CROPAK 2009 Creative Workshop. All the participants gave their written consent of agreement with its propositions.

CROPAK 2009

Creative Workshop Participants

ACADEMY OF APPLIED ARTS, UNIVERSITY OF RIJEKA

Dean: prof. Goran Štimac

Mentor: Aljoša Brajdić

Students: 8 students participated

FIRST SELECTION:



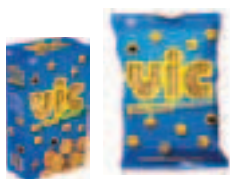
Bernard Blašković



Luka Buchberger



Ana Bukvić



Iva Bukvić



Marino Krstačić Furić



Ana Tomić

FACULTY OF GRAPHIC ARTS, UNIVERSITY OF ZAGREB

Dean: prof. Diana Milčić, PhD

Mentor: Jesenka Pibernik, PhD

Students: 34 students participated

FIRST SELECTION:



Josip Bota



Luiza Gortan



Tanja Hrgović



Katarina Opić i Ivana Todorovski



Lucija Šilić



Violeta Šunić

SCHOOL OF DESIGN, FACULTY OF ARCHITECTURE, UNIVERSITY OF ZAGREB

Dean: prof. Zlatko Kapetanović

Mentor: Ivan Doroghy

Students: 15 students participated

FIRST SELECTION:



Sonja Maltar



Marina Mijatović



Negra Nigoević i Dragana Ileš

ARTS ACADEMY, UNIVERSITY OF SPLIT

Dean: prof. Miljenko Grgić, PhD

Mentor: Ljubica Marčetić-Marinović

Students: 17 students participated

FIRST SELECTION:



Nina Benčić



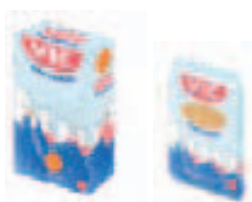
Dalibor Kazija



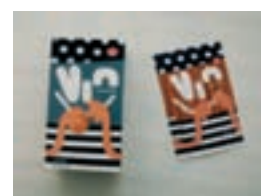
Mišo Komenda i Oleg Šuran



Dunja Miloš



Mirko Rastić



Tomislav Šestak

COLLEGE OF MARKET COMMUNICATIONS AGORA, ZAGREB

Dean: prof. Sava Bogdanović, PhD

Mentor: Tomislav Vlanić

Students: 12 students participated

FIRST SELECTION:



Sara Domniku



Dino Orčić



Marta Puntijar



Sara Žišковиć

**CATEGORY:
STUDENT WORKS**



Zadatak: REDIZAJN AMBALAŽE KRAŠEVOG BRANDA VIC

Vlasnik proizvoda: Kraš d.d., Zagreb

Dizajn: Luka Buchberger, Akademija primijenjenih umjetnosti Sveučilišta u Rijeci

Mentor: Aljoša Brajdić



Zadatak: REDIZAJN AMBALAŽE KRAŠEVOG BRANDA VIC

Vlasnik proizvoda: Kraš d.d., Zagreb

Dizajn: Dalibor Kazija, Umjetnička akademija Sveučilišta u Splitu

Mentor: Ljubica Marčetić-Marinović



Zadatak: REDIZAJN AMBALAŽE KRAŠEVOG BRANDA VIC

Vlasnik proizvoda: Kraš d.d., Zagreb

Dizajn: Marino Krstacić Furić, Akademija primijenjenih umjetnosti Sveučilišta u Rijeci

Mentor: Aljoša Brajdić



Zadatak: REDIZAJN AMBALAŽE KRAŠEVOG BRANDA VIC

Vlasnik proizvoda: Kraš d.d., Zagreb

Dizajn: Marina Mijatović, Studij dizajna Arhitektonskog fakulteta Sveučilišta u Zagrebu

Mentor: Ivan Doroghy



Zadatak: REDIZAJN AMBALAŽE KRAŠEVOG BRANDA VIC

Vlasnik proizvoda: Kraš d.d., Zagreb

Dizajn: Negra Nigoević i Dragana Ileš, Studij dizajna Arhitektonskog fakulteta Sveučilišta u Zagrebu

Mentor: Ivan Doroghy



Zadatak: REDIZAJN AMBALAŽE KRAŠEVOG BRANDA VIC

Vlasnik proizvoda: Kraš d.d., Zagreb

Dizajn: Marta Puntijar, Visoka škola tržišnih komunikacija Agora, Zagreb

Mentor: Tomislav Vlanić

**CATEGORY:
DESIGN PRODUCTION**



Proizvod: AMBALAŽA ZA CROATA KRAVATE I RUPCE

Vlasnik proizvoda: Potomac d.o.o., Zagreb

Dizajn: Potomac d.o.o., Croata dizajn, Zagreb

Proizvođač ambalaže: Grafičar d.d., Ludbreg



Proizvod: BAG IN BOX

Vlasnik proizvoda: Credo d.o.o., Osijek

Dizajn: Credo d.o.o., Osijek

Proizvođač ambalaže: Credo d.o.o., Osijek



Proizvod: BORDO ULTRALIGHT 1000 ml

Vlasnik proizvoda: Vetropack Straža d.d., Hum na Sutli

Dizajn: Vetropack Straža d.d., Hum na Sutli

Proizvođač ambalaže: Vetropack Straža d.d., Hum na Sutli



Serija: GRANDISSIMO IML AMBALAŽA ZA SLADOLED

Vlasnik proizvoda: Ledo d.d., Zagreb

Dizajn: Kaplast d.d., Vojnić

Proizvođač ambalaže: Kaplast d.d., Vojnić



Proizvod: KUTIJA ZA MASLINOVO ULJE
5 BOCA x 0,25 l

Vlasnik proizvoda: M&T d.o.o., Pula

Dizajn: Robert Radešić, Pula

Proizvođač ambalaže: Istragrafika d.d., Rovinj



Serija: TRIPLEX AMBALAŽA ZA PAKIRANJE
FRANCKOVIH PRAŠKASTIH PROIZVODA

Vlasnik proizvoda: Franck d.d, Zagreb

Dizajn: Boris Poljančić i Tanja Pavković,, Ultima grupa, Zagreb

Proizvođač ambalaže: Bakrotisak d.d., Garešnica

CATEGORY: CROATIAN PRODUCT PACKAGING



Serija: AMBALAŽA CROATA PROIZVODA (kravata, rubac, košulja, modni dodaci)

Vlasnik proizvoda: Potomac d.o.o., Zagreb

Dizajn: Potomac d.o.o., Croata dizajn, Zagreb

Proizvođač ambalaže: Grafičar d.d., Ludbreg



Proizvod: BAGREM SA SAĆEM 380 g

Vlasnik proizvoda: Varžak-M, Velika Gorica

Dizajn: Nebojša Uglješić, Artifeks studio d.o.o., Zagreb

Proizvođač ambalaže: Birotehnika d.o.o., Zagreb



Seriya: CEDEVITA

Vlasnik proizvoda: Cedevida d.o.o., Zagreb

Dizajn: Imago reklamna agencija d.o.o., Zagreb

Proizvođači ambalaže: Cetus, Slovenija; Jelen, Zagreb; Tehnopro, Zagreb; Almas trade, Sesvete; Goglio, Italija; Amcor Flexibles Schupbach AG, Švicarska



Seriya: CEDEVITA GO!

Vlasnik proizvoda: Cedevida d.o.o., Zagreb

Dizajn: Imago reklamna agencija d.o.o., Zagreb

Proizvođač ambalaže: Teamplast, Nizozemska; CCL, Austrija



Seriya: ČISTO AROMATIZIRANO JADRANSKO MORE - OSVJEŽIVAČI ZA KOŽU LICA I TIJELA

Vlasnik proizvoda: Brač fini sapuni, Postira na Braču

Dizajn: Marin Šantić, Brač

Proizvođač ambalaže: Graf form d.o.o., Split



Seriya: GEA - SUPREME I EXTRA

Vlasnik proizvoda: Weltplast d.o.o., Split

Dizajn: Misho Figuro i Andro Andrašić, Figuro d.o.o., Zagreb

Proizvođač ambalaže: Weltplast d.o.o., Split



Proizvod: GOTOVA MLIJEČNA KAŠICA - ZOB S JABUKOM

Vlasnik proizvoda: Vivera d.o.o., Glina

Dizajn: Hipp GmbH&Co., Vertrieb KG, Njemačka

Proizvođač ambalaže: Hipp GmbH&Co., Vertrieb KG, Njemačka



Seriya: GRANDISSIMO

Vlasnik proizvoda: Ledo d.d., Zagreb

Dizajn: Tomislav Gavranović, Agrokor, Korporativna promocija i dizajn, Zagreb

Proizvođač ambalaže: Kaplast d.d., Vojnić



Proizvod: KVALITETNO VINO MALVAZIJA

Vlasnik proizvoda: Istravino d.d., Rijeka

Dizajn: Vanja Cuculić, Studio Cuculić, Zagreb

Proizvođač etikete: H.O.N.-ing d.o.o., Sveti Križ Začretje



Proizvod: LEĆEVAČKI SIR

Vlasnik proizvoda: Mils d.d., Split

Dizajn: Starda d.o.o, Split

Proizvođač etikete: Franjo Kluz d.o.o., Omiš



Seriya: LERO SOKOVI i NEKTARI 0,2 L

Vlasnik proizvoda: Podravka d.d., Koprivnica

Dizajn: Tatjana Wittke, Interbrand, Njemačka i Ana Katar, Podravka - Studio za dizajn; Koprivnica

Proizvođači ambalaže: Vetropack Straža d.d., Hum na Sutli; Pluto d.o.o., Zagreb; H.O.N.-ing d.o.o., Sv. Križ Začretje



Proizvod: MALVAZIJA TEMPLARA

Vlasnik proizvoda: Poljoprivredni obrt "O. Rossi", Vižinada

Dizajn: Damir Šimunić, Open Studio i GTB Management d.o.o., Zagreb

Proizvođač etikete: Etikgraf d.o.o., Sv. Petar u Šumi



Seriya: MEGGLE ProVie PROBIOTIK 1,0% m.m., 330 g natur, jagoda i marelica

Vlasnik proizvoda: Meggle Hrvatska d.o.o., Osijek

Dizajn: Maria Zollitsch, Kreativkontor, Njemačka

Proizvođač ambalaže: Aluprint s.r.o., Slovačka



Seriya: OTC LIJEKOVI

Vlasnik proizvoda: Fidifarm d.o.o., Bestovje

Dizajn: Dean Vranić, Imago reklamna agencija d.o.o., Zagreb

Proizvođač ambalaže: Naša djeca tiskara d.d., Zagreb



Seriya: SERIJA "SMS MASLINOVA ULJA"

Vlasnik proizvoda: Sms d.o.o., Split

Dizajn: Boris Ljubičić, Studio International d.o.o., Zagreb

Proizvođač etikete: Eti trade d.o.o., Pazin



Seriya: SIRELA SIR ZA PIZZU 350 g

Vlasnik proizvoda: Dukat d.d., Zagreb

Dizajn: Mirna Saletović, Vinko Pašalić, Hand dizajn studio d.o.o., Zagreb

Proizvođači ambalaže: Amcor Flexibles, Belgija; BG Pack Spa, Italija



Seriya: UJE - SELEKCIJA SLANO I SLATKO

Vlasnik proizvoda: Uje d.o.o., Split

Dizajn: Marijan Petričević, Manufaktura d.o.o., Split

Proizvođač ambalaže: Kerschoffset d.o.o., Zagreb



Proizvod: VRHUNSKO VINO ALEXANDER

Vlasnik proizvoda: Istravino d.d., Rijeka

Dizajn: Vanja Cuculić, Studio Cuculić, Zagreb

Proizvođač ambalaže: Kurt Mayer Verpackungsglas GmbH, Austrija

**CATEGORY:
FOREIGN PRODUCT PACKAGING**



Proizvod: ČAJ ZA LAKU NOĆ

Vlasnik proizvoda: Hipp GmbH&Co., Vertrieb KG, Njemačka

Dizajn: Hipp GmbH&Co., Vertrieb KG, Njemačka

Proizvođač ambalaže: Hipp GmbH&Co., Vertrieb KG, Njemačka



Proizvod: MLIJEČNI OBROK ZA LAKU NOĆ 500 g

Vlasnik proizvoda: Hipp GmbH&Co., Vertrieb KG, Njemačka

Dizajn: Hipp GmbH&Co., Vertrieb KG, Njemačka

Proizvođač ambalaže: Hipp GmbH&Co., Vertrieb KG, Njemačka



Seriya: SEPTOLETE

Vlasnik proizvoda: Krka d.d., Slovenija

Dizajn: Aleš Strajner, Voltan Leo Burnett d.o.o., Slovenija

Proizvođač ambalaže: Embalažno grafično podjetje d.d., Slovenija

**CATEGORY:
GRAPHIC DESIGN**



Seriya: CEDEVITA

Vlasnik proizvoda: Cedevisa d.o.o., Zagreb

Dizajn: Dean Vranić, Imago reklamna agencija d.o.o., Zagreb

Proizvođači ambalaže: Cetis, Slovenija; Jelen, Zagreb; Tehnopro, Zagreb; Almas trade, Sesvete; Goglio, Italija; Amcor Flexibles Schupbach AG, Švicarska



Seriya: CEDEVITA GO!

Vlasnik proizvoda: Cedevisa d.o.o., Zagreb

Dizajn: Dean Vranić, Imago reklamna agencija d.o.o., Zagreb

Proizvođač ambalaže: Teamplast, Nizozemska



Seriya: ČISTO I AROMATIZIRANO JADRANSKO MORE - OSVJEŽIVAČI ZA KOŽU LICA I TIJELA

Vlasnik proizvoda: Brač fini sapuni, Postira na Braču

Dizajn: Marin Šantić, Postira na Braču

Proizvođač ambalaže: Graf form d.o.o., Split



Proizvod: ETUI ZA CROATA KRAVATE I RUPCE

Vlasnik proizvoda: Potomac d.o.o., Zagreb

Dizajn: Potomac d.o.o., Croata dizajn, Zagreb

Proizvođač ambalaže: Grafičar d.d., Ludbreg



Seriya: INTERESANTNO VINO

Vlasnik proizvoda: Feravino d.o.o., Feričanci

Dizajn: Marin Balaić, Mit dizajn studio d.o.o., Osijek

Proizvođač ambalaže: IBL d.o.o., Osijek



Seriya: KVALITETNA SUHA VINA

Vlasnik proizvoda: Poljoprivredni obrt "O. Rossi", Vižinada

Dizajn: Damir Šimunić, Open Studio i GTB Management d.o.o., Zagreb

Proizvođač etikete: Etikgraf d.o.o., Sv. Petar u Šumi



Proizvod: KVALITETNO VINO MALVAZIJA

Vlasnik proizvoda: Istravino d.d., Rijeka

Dizajn: Vanja Cuculić, Studio Cuculić, Zagreb

Proizvođač etikete: H.O.N.-ing d.o.o., Sveti Križ Začretje



Seriya: NAMAZI I DŽEMOVI DIDA BOŽA

Vlasnik proizvoda: Hermes International d.o.o., Turčin

Dizajn: Branko Bernardić, Inventa studio d.o.o., Zagreb

Proizvođač ambalaže: Grafičar d.d., Ludbreg



Seriya: OLEUM VIRIDE

Vlasnik proizvoda: Olea bb d.o.o., Rabac

Dizajn: Ksenija Jurinec, Zagreb

Proizvođač ambalaže: Intermark d.o.o., Zagreb



Seriya: OTC LIJEKOVI

Vlasnik proizvoda: Fidifarm d.o.o., Bestovje

Dizajn: Dean Vranić, Imago reklamna agencija d.o.o., Zagreb

Proizvođač ambalaže: Naša djeca tiskara d.d., Zagreb



Seriya: SERIJA PRIRODNIH KREMA ALOE, ARNIKA, GAVEZ, NEVEN, PROVEN

Vlasnik proizvoda: Biofarm d.o.o., Zagreb

Dizajn: Mario Grubić, Zagreb

Proizvođač ambalaže: Printera Grupa d.o.o., Sveta Nedelja



Proizvod: TOMISLAV TAMNO PIVO

Vlasnik proizvoda: Zagrebačka pivovara d.d., Zagreb

Dizajn: Zvonimir Mandić, Studio Nexus d.o.o., Zagreb

Proizvođač etikete: Reprint tiskara, Zagreb



Proizvod: VRHUNSKO VINO ALEXANDER

Vlasnik proizvoda: Istravino d.d., Rijeka

Dizajn: Vanja Cuculić, Studio Cuculić, Zagreb

Proizvođač ambalaže: Kurt Mayer, Verpackungsglas GmbH, Austrija

**CATEGORY:
PROTOTYPE**



Proizvod: GODA - STOLNA VODA 6L

Vlasnik prototipa: Jamnica d.d., Zagreb

Dizajn: Tomislav Gavranović, Agrokor-korporativna promocija i dizajn, Zagreb



Proizvod: JANA PRIRODNA IZVORSKA VODA 5L

Vlasnik prototipa: Jamnica d.d., Zagreb

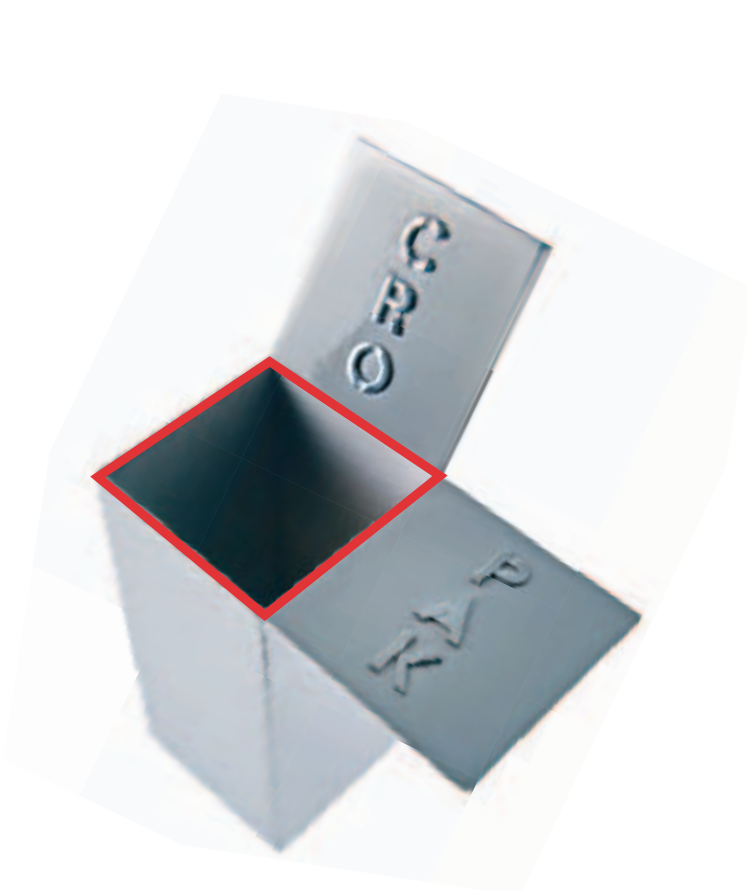
Dizajn: Tea Kličinović, Agrokor-korporativna promocija i dizajn, Zagreb



Serijski naziv: LACTOGYN, NOVOLACT I NORMIA

Vlasnik prototipa: Jadran Galenski laboratorij d.d., Rijeka

Dizajn: Jana Žiljak Vujić i Ivana Žiljak, Fotosoft d.o.o., Zagreb



EKO CROPAK
CATEGORY: PACKAGING



Proizvod: GODA - STOLNA VODA 6L

Vlasnik prototipa: Jamnica d.d., Zagreb

Dizajn: Tomislav Gavranović, Agrokor-korporativna promocija i dizajn, Zagreb



Proizvod: JANA PRIRODNA IZVORSKA VODA 5L

Vlasnik prototipa: Jamnica d.d., Zagreb

Dizajn: Tea Kličinović, Agrokor-korporativna promocija i dizajn, Zagreb



Serija: LACTOGYN, NOVOLACT I NORMIA

Vlasnik prototipa: Jadran Galenski laboratorij d.d., Rijeka

Dizajn: Jana Žiljak Vujić i Ivana Žiljak, Fotosoft d.o.o., Zagreb

EKO CROPAK
CATEGORY: ENVIROMENT PROTECTION PROJECTS

Stroj: KOMUNAL SEPARAT - ROTOR

Proizvođač stroja: Tehnix d.o.o., Donji Kraljevec



Projekt: STAKLO, NAŠ PRIJATELJ

Projekt: Vetropack Straža d.d., Hum na Sutli



Sustav: SUSTAV PRIKUPLJANJA POLIMERNOG OTPADA

Vlasnik sustava: Eko Velebit d.o.o., Gračac

