



## The Dieline Announces the 2015 Dieline Awards Winners

Worldwide design competition names the best in packaging design for the sixth year in a row

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LOS ANGELES, May 5, 2015 /PRNewswire/ -- TheDieline.com (<http://thedieline.com/>), an authority on consumer packaging design and branding, is pleased to announce the winners of The Dieline Awards 2015. Design companies Paperfoam BV, Horse, DORIAN, and Mousegraphics are the top winners of the annual awards competition for their creativity, marketability, and innovative designs. The judges awarded a total of 43 trophies, to 37 agencies, brands, and designers from 15 countries around the world.

- **Best of Show Award:** DORIAN for "Gin Rawal"
- **Sustainable Packaging Award:** PaperFoam BV for "Naturally Clicquot II"

- **Editor's Choice Award:** Horse for "The Adventurous Blends of William Whistle"
- **Studio of the Year Award:** Mousegraphics, Greece



the  
dieline  
AWARDS 2015

**BEST OF SHOW**

PRESENTED BY:  
**NEENAH**  
PACKAGING

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The sixth annual The Dieline Awards are a worldwide design competition recognizing the world's best consumer product packaging design. Each year, judges choose winners from over 1000 products across 13 categories. The panel of judges is made up of industry experts like **Elizabeth Neintimp**, Director of Design for General Mills, **Ron Burrage**, Head of Global Design for Hershey, **Sebastian Padilla**, Creative Director of Anagrama, and **Debbie Millman**, President of the Design Division at Sterling Brands and chairwoman of The Dieline Awards judges.

*"This year's winners highlight the most creative, innovative, and boundary-pushing packaging design from designers, agencies and brands all across the globe,"* said **Andrew Gibbs**, founder of The Dieline and Creative & Editorial Director of HOW Design Magazine.

All winners are featured in a traveling exhibit at major design and consumer product events including HOW Design Live, May 4-9 in Chicago, and Cosmoprof North America, July 12-14 in Las Vegas.

All winners receive *The Dieline Award*, a custom art-object designed by Established, and manufactured by Society Awards, who produce awards for some of the world's most renowned and prestigious artists, brands and organizations including the MTV Moonman, the Emmy Award, and the Golden Globe. Naturally, the trophy comes in custom designed packaging by Viceroy Creative.

Best of Show winner DORIAN will also be featured in The Dieline Founder Andrew Gibbs' column in the June issue of *Entrepreneur Magazine*. All winners are featured on [TheDieline.com](http://TheDieline.com).

## ABOUT THE DIELINE

Established in 2007, The Dieline (<http://www.thedieline.com/>) is the brainchild of Andrew Gibbs, who sought daily inspiration while working as a packaging production artist. What began as a personal blog soon became a dedicated platform for the package design industry and its practitioners, students and enthusiasts. Its purpose is to define and promote the world's best package design, and provide a place where the package design community can review, critique and stay informed of the latest trends and projects being created in the field. [www.TheDieline.com](http://www.TheDieline.com) (<http://www.thedieline.com/>)

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