

## **Leonhard Kurz wins Red Dot Award for packaging design**

Fürth/Germany, 4 November 2019: The fourth edition of the 'Box in Box' packaging collection from Leonhard Kurz has been awarded a Red Dot Award for good design. The design box set won the coveted prize in the Packaging Design category of the Red Dot Award: Brands and Communication Design 2019. Over several days, the jury intensively assessed, discussed, and evaluated a total of 8,697 international submissions to the competition before awarding prizes to the best. The award ceremony took place on the first of November at Designers' Night at ewerk, Berlin, where the designers of the award-winning Box in Box, Annie Kuschel and Julia König, received their certificate.

The Box in Box Edition 4 is one in a series of packaging designs that Kurz has been issuing annually. The packaging design takes its inspiration from the latest trends and social developments which the Kurz trend team investigate each year in collaboration with a trend agency. The award-winning Box in Box contains four nested packaging boxes representing individual trend themes. With unusual designs, newly developed trend colors, sophisticated finishing techniques, and striking surface structures, they capture moods and express lifestyles. The aim of the Kurz trend boxes is to give agencies, print shops, and brand name manufacturers a regular dose of fresh ideas and inspiration for innovative packaging decoration. "As we like to inspire other design professionals with our own work, we are particularly pleased that our Box in Box series succeeded in doing so with the Red Dot jury as well. This resulted, in the end, with us receiving a renowned award that confirms Kurz's high standards in aesthetics and design," said Kurz designer Annie Kuschel.

Professor Dr. Peter Zec, founder and CEO of the Red Dot Award explains: "For around 65 years the Red Dot Award, as one of the world's largest design competitions, has been providing a platform for designers, agencies and companies to evaluate good design. I want to congratulate the laureates

sincerely on their distinction, which both bears testimony to their convincing performance and highlights their quality and design leadership. Anyone who succeeds in such a strong and international bunch of competitors deserves to be proud of themselves and of their achievements.”

The prize-winning Box in Box design from Kurz will be featured in the International Yearbook Brands & Communication Design 2019/2020, which comes out on 14 November and will be on sale worldwide.

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reddot winner 2019  
packaging design



The fourth edition of Kurz's 'Box in Box', which was awarded a Red Dot Award 2019

(Photo: Kurz)

The Kurz designers Annie Kuschel and Julia König receiving their Red Dot Award

**About KURZ:** The KURZ Group is a global leader in thin film technology. KURZ develops and manufactures decorative and functional layers applied to carrier foil for a wide range of industries, from the packaging and printing industry through to the automotive, electronics, card and textile sectors. KURZ offers a comprehensive portfolio of products for surface finishing, decoration, labeling, and counterfeit protection, rounded off by an extensive

range of stamping machines and stamping tools. The company is also continuously investing in new technologies and developing innovative solutions for integrating functionality into surfaces. The KURZ Group has more than 5,000 employees at over 30 sites worldwide and produces under standardized quality and environmental standards in Europe, Asia, and the USA. A global network of subsidiaries, representatives and sales offices ensures short paths and individual, on-site consulting.

**[www.kurz.de](http://www.kurz.de)**

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