Kraków, 4.05.2017

**Opus B with The Dieline Award 2017!**

**The concept and design of SLOW packaging won the bronze trophy The Dieline 2017 in the most prestigious competition of the packaging industry worldwide.**

SLOW is a proprietary project of Brand Design Opus B team which won the third prize in the Concept category in this year’s edition of The Dieline Awards.

The competition whose results were announced on 2 May in Chicago belongs to the most important events of the packaging design industry worldwide. This year, organisers received more than 1,600 entries from all over the world in 24 categories. The competition jury comprised 19 experts from the packaging design industry.

“The competition philosophy focuses on the aspect of unique packaging which often goes far from mainstream trends. That is why we are so pleased with the fact that the jury have appreciated our exceptional concept which undoubtedly provokes a new ritual of beverage consumption,” says Paweł Frej, Brand Design Director at Opus B.

**In the spirit of SLOW**

SLOW is a concept of a soothing anti-energy drink. The idea behind the creation was to design packaging which would encourage consumers to try a new ritual of product consumption. It was not the drink itself or its ingredients which were to slow the consumer down but the packaging which gave them a pretext for catching a moment for themselves. The design of a glass bottle with a narrow neck allowed for slow dispensation of the liquid to a vessel. Thanks to this, a consumer drinking the beverage would stop for a while, take a deep breath and manifest the spirit of slow.

“When preparing the packaging in the form of a double pack, we referred to an hourglass, which is a symbol of passing time. By twisting the ring in the middle of the packaging, you may obtain two independent closed bottles and share slow or your time – something most important – with others,” explains Paweł Frej.

**The Dieline Awards**

The Dieline is an absolute global authority in packaging design. Competition organisers are well aware of the immense value of well-designed product packaging. They emphasise the fact that it is the design which informs about the success of brand. For eight years, the competition has seen participation of individual designers, design studios, brand design agencies and manufacturers from all over the world.

TheDieline.com is the most frequently visited website concerning packaging design. The created platform is a place where the community may share views on diverse designs, inform about trends and inspire designers and brands, thus setting the highest standards in packaging design.

**This is another international competition in which Brand Design Opus B designers have been distinguished by the jury. In 2016, the team received Red Dot and Pentawards.**