



British Aerosol Manufacturers' Association (BAMA Award) für die POSH Aluminiumaerosoldose von Unilever

Wir beglückwünschen Unilever zum Gewinn des BAMA Awards.

Wir freuen uns auf die weitere Herstellung der SURE/REXONA Dose.

Hier ein Auszug aus der Homepage des Fachverbandes BAMA:

“Unilever UK Ltd

New Sure For Women Antiperspirant Aerosol

Unilever has combined ergonomic design, innovative formulation and environmental benefits with its New Sure for Women Antiperspirant Aerosol. The technical innovation features an aluminium monobloc can with distinctive fulllength can shaping that combines contemporary graphics. The spray-through actuator, with its unique button mechanism, blends into the can and gives it a seamless appearance on-shelf. It also has an internal locking feature providing security in transit. The formulation includes Unilever's Motionsense™ system, a fragrance release technology activated by motion to deliver long lasting protection.”

The Judges Said:

“A real step change in design and product offer”

“Innovative, holistic development”

“Great product combined with ergonomic design and environmental benefits”