



PENTAWARDS 2011

The Pentawards have the mission to promote **the design of packaging** to the business world, the media, economic and political authorities and the public in general. The Pentawards in New York is **the only worldwide competition** exclusively devoted to packaging design in all its forms. Anyone who has anything to do with designing and creating packaging can take part. The various winners receive bronze, silver, gold or platinum Pentawards according to the creative quality of their work. The over-all winner will receive the Diamant Pentaward.

An international jury selects the winners in accordance with the creative quality of the submitted work. By participating to the Pentawards, one gets the opportunity to compare their own creations with others from around the world in different categories such as beverages, food, body, other markets, luxury, ...

Katz Menu is a **premium cat food** in 2010 successfully launched in pet shops. It is a tasty and quality dry food for young, active, home, picky and old cats, all in a modern and nice looking package.

These **Katz Menu packages** have won the **Golden Pentaward 2011** in the category 'other markets'. Other participants / winners, and these are not the smallest ones, were Coca Cola Summer, Heineken, Shoelace Box, Davidoff Black and Gold Quick ...
We are also very proud of the Golden Pentaward!

