



**2024 NJPEC 44<sup>TH</sup> ANNUAL  
PACKAGE OF THE YEAR AWARDS**

# NJPEC

Founded in 1962, NJPEC is an 501©(3) non-profit, volunteer organization of packaging professionals who represent all disciplines within the industry. We are a cross section of packaging within the cosmetic, pharmaceutical, household industrial, health and beauty, as well as personal products industries.

The culture of NJPEC is collaborative and professional, creating an inclusive community for learning and making valuable business connections with packaging buyers and suppliers. Our mission is to share and promote packaging technologies, to provide education and to perpetuate the art and business of packaging.

We achieve this by hosting events like Package of the Year, Hall of Fame, Packaging Round Tables, Golf Outing and much more.

Our website, [NJPEC.com](http://NJPEC.com), offers industry news and current events of the club. We urge you to become a member of the NJPEC. The future of packaging is being shaped by the members of NJPEC.

## 2025 NJPEC EVENTS

Winter/Spring Event –  
TBD

Hall of Fame –  
May 15th, 2025

Fishing Extravaganza –  
Summer TBD

Golf Outing & Dinner –  
September 9th, 2025

Rutgers Roundtable –  
Fall TBD

Package of the Year –  
December 4th, 2025

[NJPEC.COM](http://NJPEC.COM)



## WELCOME TO THE 44 TH ANNUAL PACKAGE OF THE YEAR

New Jersey Package Executives:

This year's competition show cased many different eco-friendly, cost efficient, creative and smart designs; as well as beautiful, eye catching and innovative packaging designs.

The Packaging this year, 2024, represents all of this.

There is packaging in the Primary Category as well as packaging in the Secondary category.

The BEST Packaging creates a memorable experience and is important as well as necessary to consumers.

There are many challenges to create the best packaging: A challenge to be:

CREATIVE – ORIGINAL – INNOVATIVE – IMAGINATIVE – SUSTAINABLE AND DURABLE

Packaging that draws the consumer in; protects the product; educates the consumer; and supports brand identity. It can be the "WOW" Look or a "GREEN/SUSTAINIBLE" Look.

Packaging is the best way to influence all consumers.

It's PACKAGING and it does create a memorable experience.

On behalf of the governing Board of the NJPEC:

*THANK YOU* all for your work and efforts in keeping PACKAGING one of the most interesting parts of any new product.

We CONGRATULATE this year's Winners and all participants for their continued enthusiasm and fine work!

*Karen Hadden-Wolf*

*POY Chair*

*Joe Cicci*

*POY Co-Chair*

# 2024 PACKAGE OF THE YEAR JUDGES



**JUDGES (Left to Right):** Ben Marinelli, MAC, Dir of Package Development | Derek Schmidt, Jr., Kenvue Packaging Engineer | Jill Hilton, ELC, Exec. Dir Value Creation | Gina Rokose, Creative Services | Rianna Rudica, STUDENT Judge, Rutgers University | Grace Devakos, STUDENT Judge, Rutgers University | Eric Yee, STUDENT Judge, Rutgers University | Brian Henry, Revlon, Package Development | Philip Tarrant, ELC, Exec Dir. Category Packaging, Make Up | Derek Schmidt, LGH&H, Avon, Head of New Product Engineering & Sourcing | Brian Kish, Kenvue, Global Packaging Innovation | David Peters, Unifoil, Global Product Development, Director | Jean Antretter, Revlon, Sr. Design Packaging Director | Anthony Garaguso, Package Development & Engineering Manager/Kelly Services | Remon Zakhary, Bayer, Assistant Dir Package Design & Development

**THE NJPEC BOARD - 2024:** Kristyn Shaner, President | Christin Cupo, Vice President | Jael Garcia, Secretary | Evan Fischbein, Treasurer | 2024 Trustees: Jesse Fischbein, Gene Kistler, Steve Fischbein, Howie Greenberg & Steve Chapman **NJPEC PACKAGE OF THE YEAR COMMITTEE:** Karen Hadden-Wolf, Chair | Joe Cicci, Co-Chair | Annie Scully, Dinner Chair | Christin Cupo, Awards / Gift Management | Laura Carey & Matt Mulvey, Awards Communications | Maria Lachar, Tricky Tray & Swag Bag Chair | Steve & Jesse Fischbein, Assembly | Ana Garcia, Submission Management | Megan Dimler, Club Communications | Tara Utain, Membership Chair | Maria Lachar, Sponsorship Chair | Steve Chapman, Scholarship Chair **MEMBERS:** Balla Murillo | Ella Ulczak | John Aresta | Laura Carey | Kal Kalyanasundaram | Steve Chapman | John Ziemba



# PACKAGE OF THE YEAR



**MAC PRIDE 40TH ANNIVERSARY EYESHADOW PALETTE**  
For M.A.C.  
By MG New York



# STUDENTS' CHOICE AWARD



**TRINNY STARTER SETS – THE GAME-CHANGERS**  
For Trinnny  
By HCP Packaging

## COLOR COSMETICS



### MAC PRIDE 40TH ANNIVERSARY EYESHADOW PALETTE

For M.A.C.

By MG New York

ALSO WON VISUAL IMPACT

## GRAPHICS



### ULTA BEAUTY X COVL COLLECTION

For ULTA

By Michael Giordano International Inc.

## FRAGRANCE



### IRFE EAU DE PARFUM

By Marie Claire Beauty Group

ALSO WON VISUAL IMPACT

## COLOR COSMETICS SECONDARY



### ULTA BEAUTY X COVL EYE SHADOW PALETTE

For Ulta

By Michael Giordano International Inc.

## PROMOTIONAL



**TIM BURTON'S CORPSE  
BRIDE MIRROR**  
For Beauty Creations  
By MG New York  
**ALSO WON VISUAL  
IMPACT**

## PHARMACEUTICAL



**IDENCY**  
By SGD PHARMA  
**ALSO WON SUSTAINABILITY AWARD**

## GIFT SETS



**ESTEE LAUDER HOLIDAY 2023  
ADVENT CALENDAR**  
For Estee Lauder  
By New Island Printing USA  
**ALSO WON VISUAL IMPACT**

## FOOD & BEVERAGE



**SKY SCRAPER SCOOPS  
BLACK CHERRY BOMB  
ICE CREAM CANTEEN**

By Innovative Digital Systems  
**ALSO WON VISUAL IMPACT**

## HOUSEHOLD/ INDUSTRIAL



**URBAN OUTFITTERS IND CANDLE**  
By Marie Claire Beauty Group

## HEALTH & BEAUTY



**SKINCEUTICALS PT10X LAUNCH KIT**  
By Hatteras  
**ALSO WON VISUAL IMPACT**



## FOOD & BEVERAGE



HEMINGWAY WHISKEY  
COMPANY - 750ML REY

By MDI

ALSO WON VISUAL IMPACT

## HEALTH & BEAUTY



VAULT

By Premium Label &  
Packaging Solutions

## PROMOTIONAL



ARIANA GRANDE THE  
SCENTED LIBRARY VAULT  
COLLECTION ADVENT BOX  
By Encore International

## PHARMACEUTICAL



**IQRVO**

By Unimac

**ALSO WON VISUAL IMPACT**

## HOUSEHOLD / INDUSTRIAL



**1809 AIR FRESHENERS**

By Free People

## GRAPHICS



**FILM NOIR ACT II**

By Marie Claire Beauty Group

**ALSO WON VISUAL IMPACT**

## FRAGRANCE



**CULT GAIA FRAGRANCE  
COLLECTION**

By Boom Creative

**ALSO WON VISUAL IMPACT**

### COLOR COSMETICS SECONDARY



#### ULTA BEAUTY MEET YOUR MATCH HOLIDAY LIP SET

For Ulta Beauty  
By Michael Giordano  
International Inc.

### COLOR COSMETICS



#### PAINTED BY JAMES CHARLES - PAINTED BLUSH

By Seacliff Beauty  
ALSO WON VISUAL IMPACT

### GIFT SET



#### ULTA BEAUTY 12 DAYS OF BATH HOLIDAY GIFT SET

For Ulta Beauty  
By Michael Giordano International Inc.  
ALSO WON MARKETING IMPACT



## COLOR COSMETICS SECONDARY



**FMG CATHYKAT  
SHADOW GAZE MATTE  
COLOR STICK**  
By LG H&H / The Avon  
Company  
**ALSO WON STOCK  
PACKAGING**

## GIFT SET



**RALPH LAUREN HOLIDAY 2024**  
By Mclean Packaging  
**ALSO WON VISUAL IMPACT**

## PROMOTIONAL



**PANTONE FASHION HOME +  
INTERIORS**  
By Unimac  
**ALSO WON VISUAL IMPACT**

## COLOR COSMETICS



**'ALL DAY FRESH HYDRATING  
FOUNDATION' BY BLANK ME**  
By HCP Packaging

### HEALTH & BEAUTY



**KOSAS - DREAMBEAM & DREAMBEAM SUNLIT**  
By Presto Packaging Solution LLC

### FRAGRANCE



**LES ETERNELS COLLECTION**  
For Estee Lauder  
**ALSO WON MARKETING IMPACT**

### GRAPHICS



**JUICY COUTURE BOOK**  
**COFFRET BOX**  
By Encore For Elizabeth Arden

### FOOD & BEVERAGE



**MONKEY SHOULDER WHISKEY TIN**  
**MIXER PROMOTIONAL ITEM**  
By Hunter Luxury  
**ALSO WON INNOVATION AWARD**

## GRAPHICS



**SHISEIDO SPRING PROGRAM**  
By McLean Packaging

## GIFT SET



**AVEDA HOLIDAY 2024**  
By Mclean Packaging  
**ALSO WON SUSTAINABILITY AWARD**

## HEALTH & BEAUTY



**NORWEX HYDRATING  
NIGHT CREAM**  
By Seacliff Beauty

## FOOD & BEVERAGE



**HARBOR SWEET SHADOW BOX**  
By Encore International  
**ALSO WON VISUAL IMPACT &  
MARKETING AWARD**

## PROMOTIONAL



**INTEGRATED PACKAGING  
INDUSTRIES E-COMMERCE  
REIMAGINED**

By Integrated Packaging Industries  
**ALSO MARKETING IMPACT**

## COLOR COSMETICS



**OFFICE LIPSTICK**  
By HCP Packaging

## FRAGRANCE



**BINAURALE COLLECTION CAPS**  
By TNT Global Manufacturing Inc.  
**ALSO WON VISUAL &  
MARKETING IMPACT**

## COLOR COSMETICS

Marketing Impact Award



**ULTA BEAUTY X COVL  
TALK TO ME NICE LIP SET**

By Michael Giordano  
International Inc.

## COLOR COSMETICS

Innovation Award



**TRINNY STARTER SETS –  
THE GAME-CHANGERS**  
By HCP Packaging

## COLOR COSMETICS

Technical Merit Award



**ULTA BEAUTY COLLECTION  
REBRAND COSMETIC  
COMPACTS**

By Presto Packaging

## COLOR COSMETICS

Visual Impact Award



**PAINTED BY JAMES  
CHARLES - BASIC CAN-  
VAS PALLET**

By Seacliff Beauty

## FRAGRANCE

Visual Impact Award



**NOYZ FRAGRANCE CAPS**  
By TNT Global  
Manufacturing

## FRAGRANCE

Shelf Impact Award



**PRIVATE BLEND COLLECTION  
BY CONFESSIONS OF A REBEL**  
By Scentbird Inc



## FOOD & BEVERAGE

Marketing Impact Award/  
Sustainability Award



### CRANTUCKET MIST

By Mill Rock Packaging

## GRAPHICS

Visual Impact Award



### JOHN VARVATOS XX BOXES

By Encore International

## GRAPHICS

Visual & Shelf Impact Award



### GUESS AMORE

By Unimac

## GRAPHICS

Technical Merit Award



### LOREAL' GIORGIO

ARMANI SUMMER GLO +  
EYES ON THE GO

By CO II Packaging

## PROMOTIONAL

Visual Impact Award



### ECOPRO 145

For Leaf Locker

By Mill Rock Packaging

## PROMOTIONAL

Sustainability Award



### KENTUCKY BOURBON

FESTIVAL SWAG BOX

By Allstate Paper Box  
Company

## GIFT SETS

Marketing Impact Award/  
Technical Merit Award



### FORVR MOOD DISCOVERY SET

By Marie Claire Beauty  
Group

## GIFT SET

Shelf Impact Award



### ARIANA GRANDE CLOUD TRIO COFFRET SET

By Encore For Luxe Brand

## HEALTH & BEAUTY

Marketing Impact Award



### JOSIE MARAN WHIPPED ARGAN OIL FACE BUTTER

By Seacliff Beauty

## HEALTH & BEAUTY

Marketing Impact Award



**JOSIE MARAN - THE ORIGINAL  
100% PURE ORGANIC  
ARGAN OIL FAMILY**  
By Seacliff Beauty

## HEALTH & BEAUTY

Visual Impact Award



**SAVOIR BEAUTY BREAST  
SERUM**  
By MDI

## HEALTH & BEAUTY

Visual Impact Award



**RED EARTH CLEAN SLATE  
MINERAL CLEANSING MUD**  
By SGD Pharma Beauty &  
Care

## HEALTH & BEAUTY

Stock Packaging Award



### DR. SQUATCH DEODORANT STICK

By Viva Healthcare Packaging

## HEALTH & BEAUTY

Visual Impact Award



### VEGAMOUR GRO + ADVANCED DERMAROLLER

By Hunter Luxury

## HEALTH & BEAUTY

Sustainability Award/  
Marketing Impact Award



### NEUTROGENA HYDRO BOOST WATER GEL / WATER CREAM

By Kenvue

## HEALTH & BEAUTY

Technical Merit Award



### VIAL WITH ROLLER BALL APPLICATOR

By Jerhel Plastics

## 2024 POY OTHER ENTRIES

- Match Holiday Lip set – Michael Giordano –
- Nate Packaging – Ulta Beauty Collection – Velvet veil Mineral
- Ulta Beauty Pillow Puff Illuminating Oil – Nate Packaging
- Seacliff Beauty – Jazmine Beauty – Coastal Chic Primer
- Michael Giordano Ulta Beauty the Gallery Lip edition – Holiday Set
- Michael Giordano – Ulta Beauty X COVL Eye conic Cream eye showdown set
- LGH&H/Avon – The Crème Shop the World of wonder Eyeshadow Palette Minnie Mouse
- LGH&H/Avon – Avon Far & Away
- Marie Claire Beauty Group – Irfw EAUDE Parfum 3 ml Vial
- Anomatic – Clean Beauty Classic Fragrance Cap
- Anomatic – Anomatic Stockline 2 piece All Aluminum Jar covers
- O'Berk of New England – Captain Blankship Dry Shampoo
- Seacliff Beauty – Josie Maran Whipped Argan Oil – Face Butter
- Seacliff Beauty – Beauty Bio bland Drops Family
- Marie Claire Beauty Group – Urban Outfitters Ind Hand Cream
- LGH&H/Avon- AVON Pure Nature Nourishing Shampoo
- TNT – Global Manufacturing Inc – Chanel No. 1 Chanel Rotating Serum Applicator
- Prestige Consumer healthcare – Boudreaux's Butt Paster Baby Shower
- McLean Packaging – YSL Fragrance Gift Set 2024
- Michael Giordano – Ulta Beauty collection – Beauty Besties and Black Liner Haul
- Michael Giordano – Ulta Beauty 6 days of bath fizzer gift set
- Spearhead Global – Crown Royal Juicer value added Package





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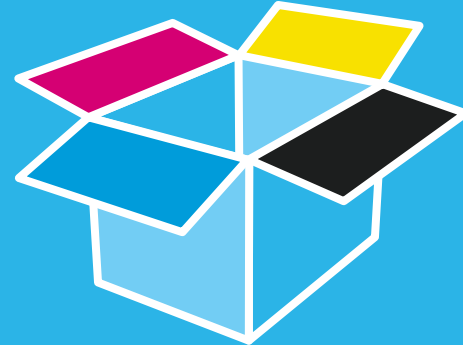
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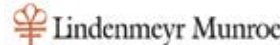


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