



OSKAR

.....
38. SLOVENSKI OSKAR ZA EMBALAZO
38th SLOVENIAN OSCAR FOR PACKAGING
.....

2020



ORGANIZATOR
ORGANIZER:
Pomurski sejem, d.o.o.

POKROVITELJ
SPONSOR:
Gospodarska zbornica Slovenije
Chamber of Commerce and Industry of Slovenia

Namen natečaja Slovenski oskar za embalažo je oceniti in nagraditi najuspešnejše dosežke na področju vseh vrst embalaže, njenih sestavnih delov, prototipov, izumov in izboljšav.

Pomurski sejem s svojimi sejemskimi projekti in z najrazličnejšimi informacijskimi potmi širi poznavanje nagrajenih načrtovalcev, proizvajalcev in uporabnikov embalaže v slovenskem in mednarodnem prostoru.

Končno poslanstvo projekta je ob promocijskih vidikih predvsem to, da bi prispeval k boljšemu odnosu med embalažo, izdelkom, logistiko, med proizvajalci in končnimi uporabniki, ter k večjemu sožitju med človekom in okoljem.

Javni natečaj SLOVENSKI OSKAR ZA EMBALAŽO je odprt za proizvajalce in uporabnike embalaže, konstruktorje, izumitelje in avtorje tehničnih izboljšav iz Republike Slovenije in iz drugih držav.

The aim of the contest Slovenian Oscar for Packaging is to assess and honour the most successful achievements in the range of packaging, packaging components, prototypes, concepts and improvements.

The Pomurski sejem, based on its fair projects and various information paths, extends degree of popularity to the awarded designers, producers and users - both in Slovenia and internationally.

Final project goal is, together with promotional efforts, to have a share in better relations among packaging, products, logistics, producers and final consumers as well as to improve symbioses between man and environment.

The open competition SLOVENIAN OSCAR FOR PACKAGING is intended for producers of packaging, users, designers, innovators and authors of technical improvements from Slovenia and other countries.

Pomurski sejem d.o.o.

Predsednik uprave | *President of the Management Board*

Janez Erjavec



Predsednik strokovne žirije:
Head of Selection Committee:

- prof. Vladimir Pezdirc, univ. dipl. obl., redni profesor na Akademiji za likovno umetnost in oblikovanje Univerze v Ljubljani
Prof. Vladimir Pezdirc, Designer, Full Professor at the Academy of Fine Arts and Design of the University of Ljubljana

Člana strokovne žirije:
Members of the Selection Committee:

- univ. dipl. obl. Jani Bavčer
Designer Jani Bavčer
- prof. dr. Gregor Radonjič, Ekonomsko-poslovna fakulteta, Univerza v Mariboru
Prof. Dr. Gregor Radonjič, Faculty of Economics and Business, University of Maribor

IZDELEK REUSABLE E-COM BOX
PRIJAVITELJ DS SMITH SLOVENIJA D.O.O.

AVTOR MIHA KRNC

PRODUCT NAME REUSABLE E-COM BOX
PARTICIPANT DS SMITH SLOVENIJA D.O.O.

AUTHOR MIHA KRNC

Embalaža za spletno prodajo, ki so jo oblikovali in razvili v podjetju DS Smith, je namenjena distribuciji izdelkov spletne trgovine. Z inovativno konstrukcijsko rešitvijo plašča v enem kosu omogoča enostavno sestavljanje in rokovanje z embalažo in njeno večjo odpornost med transportom skozi celotno oskrbovalno verigo do kupca. Poseben »Tamper evident« zatič ščiti izdelek pred nepooblaščenim odpiranjem embalaže in kar je posebej pomembno, omogoča ponovno uporabo in zapiranje embalaže brez dodatnega lepljenja v primeru vračila izdelka.

Packaging for online sales, designed and developed by the company DS Smith, is intended for the distribution of online store products. With an innovative one-piece casing design solution, it enables easy assembly and package handling and greater resistance during transport through the entire supply chain to the customer. A special "Tamper evident" indicator or barrier protects the product from unauthorized opening of the packaging and, most importantly, allows re-use and closing of the packaging without additional gluing should the product have to be returned.



IZDELEK LUXURY BLACK BOTTLE
PRIJAVITELJ OLJARNA KOCBEK,
GORAZD KOCBEK S.P.

AVTOR IDEJA IN DESIGN: AGENCIJA VBG
GREGOR ŽAKELJ
IZVEDBA: STEKLARNA HRASNİK

PRODUCT NAME LUXURY BLACK BOTTLE
PARTICIPANT OLJARNA KOCBEK,
GORAZD KOCBEK S.P.

AUTHOR IDEA AND DESIGN: AGENCIJA VBG
GREGOR ŽAKELJ
REALISATION: STEKLARNA HRASNİK

Že tretjo generacijo od leta 1929 družina Kocbek prideluje bučno olje izjemne, vrhunske kvalitete, ki je našlo svoje mesto v najboljših restavracijah po celotnem svetu. Moč tradicije in izredno kvaliteto bučnega olja Kocbek je prepoznal tudi oblikovalec Gregor Žakelj ter ustvaril čudovit preplet in sozvočje vsebine in njenega ovoja. Oblikovna zasnova steklenice in pipete s svojo podobo in izraznostjo dopolnjuje izredno kvaliteto olja in ga umešča v najvišji razred posebnih in enkratnih kulinarčnih doživetij.

For the third generation since 1929, the Kocbek family has been producing pumpkin oil of exceptional, top quality, which has found its place in the best restaurants around the world. The power of tradition and the extraordinary quality of Kocbek pumpkin seed oil was also recognized by the designer Gregor Žakelj, who created a wonderful interlacement and harmony of the content and its wrapper. The design of the bottle and pipette with its image and expressiveness complements the exceptional quality of the oil and places it in the highest class of special and unique culinary experiences.



IZDELEK AIRLESS PLUS, 100% RECIKLABILNA
BREZZRAČNA EMBALAŽA
PRIJAVITELJ PLASTIKA VIRANT D.O.O.

AVTOR MATIC VIRANT

PRODUCT NAME AIRLESS PLUS, 100% RECYCLABLE
AIRLESS PACKAGING

PARTICIPANT PLASTIKA VIRANT D.O.O.

AUTHOR MATIC VIRANT

V podjetju Virant so zasnovali nov, inovativen sistem brezračne embalaže za potrebe kozmetične in farmacevtske industrije. Sestavljena je iz minimalnega števila sestavnih delov (»airless dispenser« iz samo štirih). Uporablja poenotene materiale in jo je možno 100% reciklirati. Njena forma je oblikovno in ergonomsko urejena in zaključena, a hkrati prilagodljiva posebnim potrebam kozmetične in farmacevtske industrije, tako v smislu končnih oblikovno vizualnih rešitev kot tudi doziranja. Zaradi svoje enostavnosti in inovativnih rešitev posameznih detajlov je cenovno dostopna za vse izdelke široke potrošnje.

The company Virant has designed a new, innovative airless packaging system for the cosmetic and pharmaceutical industries. It consists of a minimum number of components ("airless dispenser" of only four). It uses standardized materials and is 100% recyclable. Its form is designed and ergonomically arranged and completed, but at the same time adaptable to the special needs of the cosmetic and pharmaceutical industry, both in terms of final design visual solutions as well as dosing. Due to its simplicity and innovative solutions of individual details, it is affordable for all consumer products.



IZDELEK DRUŽINA EMBALAŽE:
TRIGLAVSKI PLANŠARSKI SIR
BOHINJSKA SIRARSKA SKUTA
BOHINJSKI JOGURT, KEFIR, KISLO
MLEKO

PRIJAVITELJ BOHINSKA SIRARNA D.O.O.

AVTOR NATAŠA ŠUŠTERŠIČ PLOTAJS

PRODUCT NAME FAMILY PACKAGING:
TRIGLAV ALPINE CHEESE
BOHINJ COTTAGE CHEESE
BOHINJ YOGURT, KEFIR, SOUR MILK

PARTICIPANT BOHINSKA SIRARNA D.O.O.

AUTHOR NATAŠA ŠUŠTERŠIČ PLOTAJS



IZDELEK HOLDME TRAY
PRIJAVITELJ DS SMITH SLOVENIJA D.O.O.

AVTOR MIHA KRNC

PRODUCT NAME HOLDME TRAY
PARTICIPANT DS SMITH SLOVENIJA D.O.O.

AUTHOR MIHA KRNC



IZDELEK TRIANGLE SET
PRIJAVITELJ DS SMITH SLOVENIJA D.O.O.

AVTOR MIHA TOPLIŠEK

PRODUCT NAME TRIANGLE SET
PARTICIPANT DS SMITH SLOVENIJA D.O.O.

AUTHOR MIHA TOPLIŠEK



IZDELEK VZORČNIK
PRIJAVITELJ JAMNIK D.O.O.

AVTOR RENATO OVČAR

PRODUCT NAME SAMPLER
PARTICIPANT JAMNIK D.O.O.

AUTHOR RENATO OVČAR



IZDELEK 3-PACK NOSILEC
PRIJAVITELJ ANDREJA POGAČAR,
SAMOZAPOSLENA V KULTURI,
OBLIKOVALKA

AVTOR ANDREJA POGAČAR

PRODUCT NAME 3-PACK CARRIER
PARTICIPANT ANDREJA POGAČAR, SELF-EMPLOYED
IN CULTURE, DESIGNER

AUTHOR ANDREJA POGAČAR





POMURSKI SEJEM

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Stičišče različnosti, za učinke uspešnosti!

Pomurski sejem v Gornji Radgoni, s svojo lego na stičišču štirih držav in svojo poslovno naravnostjo sejmov in ocenjevanj kakovosti, združuje ponudbo in povpraševanje širšega evropskega prostora.

Mednarodne sejemske prireditve v Gornji Radgoni so usmerjene na tista gospodarska področja, pri katerih so sejmi nepogrešljiv del vzpostavljanja in ohranjanja partnerstev.

Ocenjevanja izdelkov na Pomurskem sejmu potekajo po mednarodnih kriterijih, zato so priznanja z njih pomemben del tržne uspešnosti nagrajenih izdelkov.

Meeting point of diversity, a route to success!

Pomurski Sejem in Gornja Radgona, Slovenia, with its unique geographical position at the meeting point of Slovenia, Austria, Hungary and Croatia and its business-oriented fairs and product assessments, brings together the elements of market supply and demand across the broader regions of Central Europe.

International fair events in Gornja Radgona are focused on those economic spheres for which fairs are an indispensable part of establishing and maintaining partnerships.

Product quality assessments at the Pomurski Sejem fair events are carried out according to international criteria, therefore the fair appraisals are an important part of the awarded products' market success.

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