

## PRESS RELEASE

### **Awarded! Sustainable innovation honoured the display Superstar Award**

**Northeim, 28 October 2021 – Yesterday evening a sustainable POS solution from Thimm was awarded the silver display Superstar Award 2021, namely: sustainable all-in-one packaging for Duderstädter Gin Manufaktur. The awards ceremony took place as part of a gala at the “The Squire” Conference Center in Frankfurt am Main.**

The well-established display Superstar Award has been presented annually for 27 years to displays and packaging placed successfully at the point of sale. This year, the independent jury consisting of marketing and product managers, decision-makers from retail and industry, product designers, engineers and brand manufacturers evaluated the solutions submitted in nine categories. To present all the exhibits to trade visitors, they have been showcased since 27 October at “The Squire” at Frankfurt Airport. At the “display Superstar Night” yesterday evening Thimm won the coveted trophy for sustainable all-in-one packaging for Duderstädter Gin Manufaktur.

The all-in-one packaging made from sustainable corrugated cardboard is also used by the manufacturer as retail and shipping packaging, gift boxes and counter displays. Each set includes a bottle of “Glücksfall No. 1” gin, one dry gin glass, one measuring cup and two coasters. When opened, the wooden look of the packaging resembles a pharmacist’s cabinet and with the medical design of the bottle forms one optical unit. The products are placed in a protective inlay made from corrugated cardboard which perfectly showcases the brand and the products through its delicate laser-cut engraving. The all-in-one packaging was awarded the silver award in the “Packaging” category.

#### **About Thimm**

The Thimm Group is a leading solutions provider for the packaging and distribution of goods. Its solutions portfolio includes corrugated cardboard transportation and sales packaging, high-quality promotional displays, packaging systems combining a range of materials, and print products for further industrial processing. Through its innovative and sustainable solutions Thimm helps its customers to differentiate and individualise themselves in the market. To this end in its sustainability vision for 2030, the family business anticipates economic, environmental and social challenges in advance and solves them. Thimm Group's aspiration is to always offer customers the best solution. This strong customer focus drives the innovation and the pioneering spirit of the company. Therefore, there is consistent investment in expanding the company’s market presence and in future-oriented technologies. Founded in 1949, the family business currently has more than 3,300 employees at 21 sites in Germany, France, Poland, Romania and Czech Republic and generated annual revenues of around EUR 605 million in 2020. For more information visit [www.thimm.com](http://www.thimm.com)

**Thimm pack'n'display**, as part of the Thimm Group, offers the best customer solution for the packaging and display of merchandise. The business division supports projects throughout Europe, from consultancy to development, design, production and packaging through to distribution. The customer base includes the global branded goods industry, both online and bricks and mortar.

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