



PRESS RELEASE

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ARCTIC BLUE GIN'S "THE DANCING NORTHERN LIGHTS" PACKAGE SHINES AS SCANSTAR 2023 WINNER

The innovative, plastic free "The Northern Lights" package with an impressive never-before seen holographic design has been awarded in the ScanStar competition. The recyclable package is a result from a successful collaboration between Starcke Oy and Grano Oy.

"The Dancing Northern Lights" package captures the beautiful arctic aurora borealis as seen through the lens of the talented photographer Eeva Mäkinen. Crafted through a collaborative effort between Starcke Oy and Grano Oy, the design features multi-level embossing in register with printing and foiling - trees, logo, and fells - all elegantly showcased on domestically sourced Metsä Board cardboard material. The package can be recycled – an important aspect considered right from the beginning.

The ScanStar competition, organized by the Scandinavian Packaging Association (SPA) since 1969, is a competition targeted for all packaging-solutions that are designed, converted, or used in the Nordic countries. According to the Scandinavian Packaging Association participants represented the packaging industry broadly this year. The jury, impressed by the high quality of entries, particularly appreciated packages that embraced monomaterials and simple yet effective designs, ensuring ease of use, product protection and post-use recyclability.

Jenni Seva, Head of packaging- and label business at Grano Oy, highlights the importance of collaboration: "This victory proves that collaboration has power. A responsibly produced product, whether it's packaging or any other printed material, does not need to look boring."

The "Dancing Northern Lights" package was described by the jury as a beautiful, premium looking box, where various printing techniques have been used in many ways – embossing, print effects and very thin foiling. Furthermore, the jury gave appreciation to the box being possible to recycle as a normal cardboard.

"Congratulations to Arctic Blue Beverages, along this path we can proceed to the Worldstar-competition", says Ari-Veli Starcke, R&D and Chairman of the Board at Starcke Oy, smiling.



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About Us

Arctic Blue Beverages AB is a Nordic beverage company whose best-known products are the multi-award winning Arctic Blue Gin, Arctic Blue Gin Navy Strength and the world's first dairy-free gin-based oat liqueur, Arctic Blue Oat. The company invests heavily into international export and its products are sold in Finland, Sweden, Japan, Australia and more than a dozen other countries. For more information, visit *Arctic Blue Beverages webpage* <https://arcticbluebeverages.com>

Image Attachments

[The Dancing Northern Lights Package](#)

Attachments

[Arctic Blue Gin's "The Dancing Northern Lights" package shines as ScanStar 2023 winner](#)