

GCI 2004 Packaging Innovation Awards Finalists



Joico Laboratories, a subsidiary of **Zotos International**, refined its packaging design with **CCL Container's** velvet touch overvarnish. Applied in the final stage of production, the overvarnish enhances the bottle's design with a smooth, matte finish. Used for the K-Pak Thermal Designing Foam and Protective Hairspray products, the velvet touch application gives a consistently soft, sueded feel to the aluminum aerosol containers.



TIGI's Bed Head brand repackaged its popular Shine Junkie product in a can. The easy-to-handle, brushed aluminum can holds 2 oz of product, which is dispensed through a small, plastic nozzle. The ergonomic package features a trendy, translucent purple cap with a protruding button that releases the cap when pressed with the thumb, making it ideal for one-handed usage.