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# Blue Marlin picks up fifth award for Isklar

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Martin Grimer, Blue Marlin Executive Creative Director.

Blue Marlin has added a Diamond Gramia award to its collection of accolades for the packaging for glacial mineral water brand Isklar. The Grocer Marketing and Advertising Industry Awards presentation took place on October 29.

This latest win comes hot on the heels of the Pentaward Gold, which was awarded to Blue Marlin at the beginning of the month.

The Gramias celebrate creative excellence in FMCG marketing. Blue Marlin won the ultimate award for packaging for Isklar’s stunning crystalline bottle. The design won three Water Innovation awards last year including the Grand Prix, best new brand and best environmental or sustainability concept. It was also a finalist in this year’s FAB awards and has been shortlisted for further awards.

Blue Marlin global creative director Martin Grimer comments: “To paraphrase Oscar Wilde, to win one award might be regarded as fortunate; to win two looks like carefulness. Frankly, winning five – and possibly even more – is a tremendous recognition of the sheer creativity that went into Isklar’s packaging.”

Blue Marlin’s inspiration for Isklar’s beautiful bottle came from the Norwegian glaciers from which the mineral water is sourced.

## About Blue Marlin Brand Design

Blue Marlin is an independent strategic brand design consultancy with an international network of offices across the UK, USA, Australia and the Far East. The company creates and grows brands through its expertise in brand strategy, innovation, brand identity, structural packaging and brand environments.

Clients range from large multinationals, including Unilever, Shell, GSK and Reckitt Benckiser, to small owner managed entrepreneurial businesses like Yeo Valley Organic and Kettle Foods.

For more information, please contact:

For further information contact:

Martin Grimer

Global Creative Director

Tel: +44 207 471 6330

Email: [martin.grimer@bluemarlinbd.com](mailto:martin.grimer@bluemarlinbd.com)