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# Isklar becomes Blue Marlin's most awarded project ever

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Martin Grimer, Blue Marlin, Global Creative Director.

Blue Marlin has won a UK Packaging Award for glacial mineral water brand Isklar, bringing the total number of awards for the design to six and making it the agency's most recognised work to date. The awards, run by UK Packaging News, took place on November 4 in London.

The UK Packaging Awards recognise excellence in packaging. Isklar's stunning crystalline bottle won the rigid plastics packaging award and was praised by the judges for its "structural integrity and aesthetics". The award comes just a week after Blue Marlin picked up the Grocer Marketing and Advertising Industry Awards' ultimate packaging accolade, the diamond award, and a month after the independent integrated agency won a Pentaward Gold.

The groundbreaking 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.

Blue Marlin global creative director Martin Grimer comments: "It is very gratifying that the structural design has been recognised as excellent by Packaging News. It is like the final piece of the puzzle, as the design has been lauded for creativity, innovation, sustainability and its contribution to marketing. We are indebted to our client for being brave enough to embrace such a beautiful integrated graphic and structural brand solution and we are all reaping the benefits."



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

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## About Blue Marlin Brand Design

Blue Marlin is the home of landing big ideas, which are at the heart of everything we do. We pride ourselves on delivering relevant, unique and consistent experiences across brand touch points worldwide.

Blue Marlin is an independent integrated brand design consultancy with an international network of offices across the UK, USA, Australia and the Far East. We create and grow business through brand strategy, brand innovation, structural design, brand identity and graphic design, and brand environments. Clients range from large multinationals, including Unilever, Shell, GlaxoSmithKline and Reckitt Benckiser, to small owner-managed entrepreneurial businesses, such as Orchard Pig and Kettle Foods.

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