

FOR RELEASE

**CONTACT**

Marius Ursache  
Chief Creative Officer  
Tel/Fax: +40 332 403432  
E-mail: [whatsnew@grapefruit.ro](mailto:whatsnew@grapefruit.ro)

## Two Silver Pentawards 2009 for Packaging Designs by Grapefruit

**Iasi, Romania, October 5, 2009**— Grapefruit wins two Silver awards at Pentawards, the most important international competition for packaging design. The designs for Language of the Leaf teas (Canada) and STAS paints (Romania) have been granted awards by top international packaging design experts, from companies such as Danone, Henkel, Shiseido or top global agencies.

This is yet another international recognition for Grapefruit's valuable packaging design concepts—the agency has won two other Pentaward prizes: Silver Pentawards for Transavia (2007) and Bronze Pentawards for Vinexport (2008).

“We believe that a differentiating package highly contributes to boosting a brand's image and sales. That is why we always try to approach our projects as innovatively as possible, in ways that would bring new elements and ideas on increasingly competitive markets, where companies face increasingly selective consumers who can choose from tens or hundreds of options in each category.” says Marius Ursache, Chief Creative Officer and co-founder of the agency. “The fact that we are contacted by international clients, such as Language of the Leaf (a Toronto, Canada tea manufacturer) and that we are able to successfully meet their requests strengthens Grapefruit's position among the top Romanian branding agencies that deliver services at international quality standards”.

### **About Pentawards**

Pentawards is the first and only worldwide competition exclusively devoted to packaging design in all its forms. Apart from prize-giving, Pentawards' mission is the promotion of packaging design with companies, the press, the economic and political authorities and the public in general, throughout the world. The Pentawards jury consists of the most appreciated experts in the field, from top companies and agencies worldwide.

### **About Language of the Leaf**

Language of the Leaf is a Toronto, Canada tea manufacturer that sells premium teas in major retail networks in Canada.

## **About STAS**

STAS (formerly Spectral Paints) is a Romanian manufacturer of paints and other construction materials.

## **About Grapefruit**

[Grapefruit](#) is a Romanian branding consultancy, with offices in Iasi and Bucharest, specialized in strategy, verbal and visual identity, packaging design and digital branding. Grapefruit works for Antibiotice, Banca Transilvania, Dacia, Heidi, NNDKP, OTP Bank, Pepsi Americas, Renault, Țuca Zbârcea și Asociații. Grapefruit is the most awarded Romanian branding agency, with nominations and awards at Rebrand 100 (USA), Identity: Best of the Best 2007 (Russia), Pentawards 2007, 2008, 2009 (France).

# # #