



**“For immediate release.”**

**AUG 15, 2012**

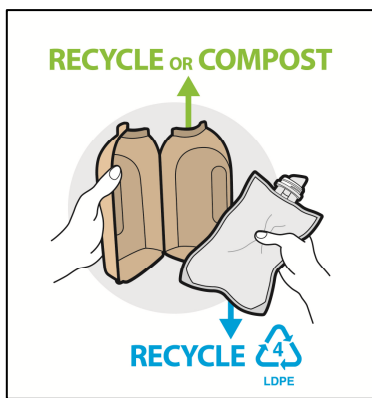
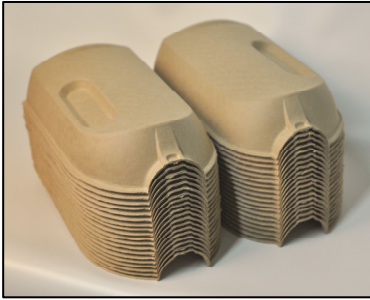
**DW Product Development Inc. (DW) of Ottawa, ON wins major international product design award for eco-conscious bottle design!**

DW Product Development Inc. is proud to announce that it has won a Gold 2012 IDSA International Design Excellence Award for the design of a very eco-friendly molded-paper packaging solution for liquids. The Ottawa-based firm is pleased to be among the 35 honored with a Gold Award, selected from 1700 entrants, in recognition of the firm’s contribution to green design at an international level. The awards are being presented August 18<sup>th</sup> in Boston at the annual Industrial Designers Society of America (IDSA) conference.



## The Ecologic story: “the best bottles in the world”

The winning design, developed for Ecologic Brands, consists of an - recyclable or compostable bottle made from 100% post-consumer recycled



molded paper shells (similar to an egg carton) and a thin plastic liner (similar to a Canadian milk bag) and cap. It allows for 75% less plastic to be used for liquid packaging and transportation systems compared to conventional rigid plastic bottles while maintaining the strength and stability needed in the shipped containers. The materials used allow for easy separation of the plastic from paper components enabling efficient shipping and proper disposal. The pulp shells and pouches are shipped flat before filling, requiring six times less space for transport of unfilled bottles than regular bottles. When empty, the paper and plastic are easily disassembled allowing all materials to be diverted from the landfill - where plastic packaging has traditionally been sent - making full use of compost and recycling systems!

DW Product Development Inc. successfully met the many challenges in developing the innovative product, developing novel pulp-molding and plastic pouch manufacturing processes while maintaining the bottle's structural integrity and using standard fill-lines for liquid containers.

The award winning result is currently available in over 7,000 stores across the US, Canada, and the Caribbean and is expected to expand greatly. The Ecologic bottle has helped Seventh Generation, the largest green cleaning products company in US, gain market share and build brand value through the sales of a new 4-times concentrated detergent, launched in the grocery channel in March 2011 and still in stores today – the ultimate proof of successful design.



The DW Product Development Inc. design team is available to tell you the full story of the creation of this innovative design and can demonstrate sample product.

## **About the IDEA awards, Industrial Designers & IDSA**

The 2012 IDEA award program fosters business and public understanding about the impact of industrial design excellence on the quality of life and the economy. 35 entries were awarded the coveted Gold award, while 71 entries received Silver awards and 123 won Bronze awards from more than 1700 entries. 6 awards were given to Canadian firms. The IDEA awards are sponsored by the Industrial Designers Society of America (IDSA).

Industrial designers determine the form, use features and interaction qualities of manufactured products, packaging and digital media systems. They study people at work, at home and in motion to create satisfying experiences with products from the kitchen and the office to the hospital and the warehouse, shaping these to fit their customers and to make effective use of industrial processes. In this way, industrial designers have a quiet but profound presence in almost everything people encounter during the day.

IDSA is the nonprofit association that represents the profession of industrial design to education, business, government and the public and serves the profession's needs for information and networking.

### **DW Product Development Inc.**

**DW Product Development Inc.** is an award-winning, world-class product development consulting firm. We are dedicated to successfully bringing each client's idea from a conceptual phase through production and ultimately to market.

Our 31 year history of proven success enables us to deliver high quality, innovative designs including; consumer, commercial, high-tech, sports, protective and medical products. Our use of leading edge technology ensures that our clients benefit from the latest design processes and tools.

Each project draws on our history of success and innovation to rigorously address each client's unique needs. Our bilingual, multi-disciplinary team continues to demonstrate that our creative process effectively produces on-time, on-budget, successful design solutions. DW expertise covers conceptual development through to final production design release. DW's development process places a solid emphasis on prototyping throughout the development process.

DW has also won numerous other awards including: the International Green Awards 2011, the Good Design Award 2011, the Medical Design Excellence Award 2010, the 2009 National Post/Design Exchange Award, the Gold, Silver and Bronze 2004 National Post/Design Exchange Awards, a Gold IDSA/IDEA 2000 award, a Silver IDSA/ADEA Award 2005, Bronze IDSA/IDEA 2004 award, a 2003 National Post/Design Exchange Award, an Appliance Manufacturer Award, and ID Magazine awards.

For more information on this project, the firm and other notable projects, contact:

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## **How design creates Canadian jobs and know-how in a global economy.**

Consumer product manufacturers have to leverage their resources in the new global economy. Successful manufacturers have used innovation and design to maintain and grow their markets. Many of our clients, including Ecologic Brands Inc., are using this strategy successfully - using the best resources to be found in North America to develop the products the global market demands and using offshore (Asian) and North American manufacturing to manufacture the products at an attractive cost. This is where DW fits in. DW has the skills and knowledge to develop world class products and assist clients with the challenges of the global manufacturing environment to successfully bring their product(s) to market.

**Samples:** Samples are available for review.

**Images:** High quality / high resolution images are available on request

### **Websites:**

**DW Product Development Inc.**

[www.dwcanada.com](http://www.dwcanada.com)

**Ecologic Brands Inc.** (contact Julie Corbett)

[www.ecologicbrands.com](http://www.ecologicbrands.com)

**IDSA**

[www.idsa.org](http://www.idsa.org)

**Seventh Generation**

[www.seventhgeneration.com](http://www.seventhgeneration.com)