



COLOURFORM TOASTS AN INDUSTRY WIN WITH MAISON RUINART

Known for beautifully designed moulded pulp packaging, COLOURFORM™ from James Cropper has taken home a prestigious award from the Luxury Packaging Awards for its collaboration with champagne house, Maison Ruinart.

The Kendal-based innovator is proud to have won the Luxury Resource Efficient Pack at the Luxury Packaging Awards 2020 – which had been postponed from the original 2020 date. It follows a number of recent wins for its work with Pusterla 1880, which saw COLOURFORM™ create a revolutionary Second Skin Champagne case for the iconic champagne brand, Maison Ruinart.

The Second Skin case is made entirely from COLOURFORM moulded fibre and is nine times lighter than the previous box, reducing the carbon footprint by 60%. The disruptive design has been revered as setting a new standard in responsible luxury packaging.

Achieving harmony between the use of a recyclable material and the need for functionality, whilst retaining a highly premium feel befitting the Maison Ruinart brand was one of the elements which stood out to the judging panel. One judge remarked that it was a 'true example of packaging innovation'.

Previous wins for the collaboration with Maison Ruinart include the 2020 LuxePack in Green and Peoples' Choice Awards, Best Folding Box gong at the Formes de Luxe Awards, the Resource Efficiency prize at the Sustainability Awards and Les Trophées Champenois 2020 'Packaging of the Year' award.

Patrick Willink, COLOURFORM managing director says: "This award acknowledges consumer demand for sustainable packaging solutions and highlights the very best eco-designed and responsible approaches. We are so proud of this project and absolutely thrilled to be recognised in the industry for the pioneering work we have created in collaboration with Maison Ruinart.

"The case, made entirely from COLOURFORM moulded fibre, elegantly demonstrates our passion for innovative design which respects our environment, people and communities which has been, and continues to be the driving force of our business."

COLOURFORM's partnership with Pusterla 1880 and Maison Ruinart, the very first champagne house founded 290 years ago, has been a long-term project focused on reimagining the packaging solution.

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NOTES TO EDITORS

About James Cropper COLOURFORM™



COLOURFORM is no stranger to innovation. The moulded-fibre packaging company has been born from a group with tremendous heritage, who continually looks to the future with its innovation and progressive thinking. Coupled with the creative capability to go head-to-head in the design stakes with undesirable plastics, COLOURFORM is meeting the needs of complex and high-end design, while blazing a trail for sustainable luxury packaging in the future. <https://www.jamescropper.com/Colourform>

About James Cropper

James Cropper is a prestige paper innovator based in the English Lake District, supplying distinct, custom-made paper products to many of the world's leading luxury brands, art galleries and designers.

Throughout 175 years of high-quality paper production, the business has been carefully stewarded and nurtured by six generations of the Cropper family and is renowned globally for individual expertise in colour and fibre innovation.