



## **JAMES CROPPER TOASTS A GREEN SWEEP OF AWARDS**

In a year of overcoming challenges, paper innovator [James Cropper](#) has received recognition for its packaging innovations by a number of prestigious industry awards. The latest win, announced December 2020, is the Luxe Pack in Green & People's Choice Award 2020 award; presented to the company for its work with Pusterla 1880, on Maison Ruinart's revolutionary Second Skin Champagne case.

The award acknowledges consumer demand for sustainable packaging solutions and highlights the very best eco-designed and responsible approaches. The Second Skin case is made entirely from [COLOURFORM](#) moulded fibre and is nine times lighter than the existing box, reducing the carbon footprint by 60%. The disruptive design has been revered as setting a new standard in responsible luxury packaging.

This win follows a number of recent awards including the 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; all for the Maison Ruinart collaboration. The project has also been shortlisted for the Luxury Packaging Awards, the winner of which will be revealed in January.

Patrick Willink, managing director at James Cropper - COLOURFORM says: "We are delighted to be recognised for the pioneering work we have done in collaboration with Maison Ruinart.

"As we celebrate 175 years in the papermaking business, this latest work elegantly explains our longevity; it is our passion for innovation 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](#)

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.

