

AUSTRALIAN AEROSOLS SHOOT FOR THE STARS

The winners of the 2022 Australian Aerosol Awards were announced at the 'aerosol2022' event in Sydney on 31 March.

Astrophysicist and Director of the Space Technology and Industry Institute at Swinburne University, Professor Alan Duffy, presented the Awards at a sell-out Gala Dinner on the edge of Sydney harbour.

In between a presentation which covered everything from the dangers of using aerosols in space to the strange attraction of aerosol cheese, Professor Duffy presented Awards for innovation in Product Design and Packaging as well as the premiere award of the night for 'Best New Aerosol Product'.

The Award for **Product Innovation** went to Melbourne-based contact packer Ensign Laboratories for its 'Whipped Sun Cream SPF50'.



The innovative whipped mousse sunscreen was developed to address concerns about traditional aerosol sunscreens such as their application in windy conditions and the difficulty consumers reportedly experience in understanding how much to apply to ensure effective sun protection.

At the same time the product's appealing foam texture delivers a luxurious texture that is pleasing to the touch.

The Award for **Innovation in Packaging** went to Sundae Body for its range of 'Sundae Whipped Shower Foams' [below].



Evoking the look of a can of aerosol whipped cream, the product's packaging skilfully combines colour, texture and typography to deliver a playful and cheeky vibe. The stylish satin/matte finish aluminium cans are manufactured by Jamestrong Packaging with the product filled by Sydney-based contract packer Moorebank Aerosol Fillers.

The Awards Judging Panel took the decision to also award a 'Highly Commended' award in the category, which went to the 'INOX MX Range' from Candan Industries.



The judges were impressed by how the company's new aerosol packaging effectively linked their products into the one family whilst helping the consumer to easily identify the right product for their situation. At the same time, use of an attractive matte/satin finish - carried through on the overcaps - also provided an 'upmarket' touch not traditionally seen in the category.

The Award for '**Aerosol Product of the Year**' went to Sundae Body for their 'Sundae Whipped Shower Foams'.

The Judges noted that Sundae Body had truly addressed the brief for the category - which called for a product that 'championed' the potential and appeal of the aerosol format - skilfully using the image and the sensory experience of an existing aerosol – whipped cream – and extending it into the cosmetics/toiletry category.

Combining excellence in vision and execution, the result is a new and exciting aerosol product that expertly utilises the unique benefits of aerosol delivery to deliver a customer experience that no other package could.

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