

## PRESS RELEASE

### Satino Black wins prestigious Pentaward 2011

**NEW YORK, 29 September 2011 – Satino Black has been awarded the Silver Pentaward 2011. Almost 1000 companies from 5 continents participated in this international competition for packaging design. The awards were handed out today at Times Square in New York.**

Nick op den Buijsch: "We are proud of having won this prestigious award in a competition that included so many well known leading companies from all over the world. After having received the Red Dot Design Award 2010 in Germany, this is the 2<sup>nd</sup> international communication design prize awarded to Satino Black, once again underlining the success of this trendy but offbeat form of communication.



During the ceremony in New York, the Pentawards were handed out for the 5<sup>th</sup> time. An international jury, led by Gérard Caron from France, judged the hundreds of entries. The prize was a handsome certificate, printed on parchment, displaying the Pentaward logo printed in silver. The winning designs will also be exhibited in the DesignPack Gallery in Paris, where permanent packaging exhibitions from all over the world are on display. Van Berlo Communications from Eindhoven came up with the creative concept for packaging Van Houtum's line of Satino Black

products. Mark Hoevenaars, Director of Strategy: "Van Houtum's decision to go with the 'Dare to be Black' concept took a bit of courage. The paper industry has traditionally focused on emphasizing the whiteness of toilet paper, so it was not such an easy decision to opt for black as the primary packaging colour and the name Black. Opting for total sustainability is a tough and daring choice, and that's the message we wanted to send out via the packaging. Obviously, we're happy to see that our strategy worked. After all, we can come up with a beautiful packaging design, but the market still has to accept it, and that's exactly what has happened."

Increasing numbers of businesses and organizations are opting for sustainability, and Satino Black is a simple and effective way of transitioning to the most sustainable method of outfitting and supplying sanitary areas. Satino Black is unique in offering the most sustainable and environmentally friendly toilet paper and hand towel paper in the world: CO2 neutral, produced without any harmful chemicals and certified with environmental quality marks such as Cradle to Cradle, European Ecolabel and FSC recycled. The Satino Black range of products includes toilet paper, paper towels, hand soap, foam, and dispensers.

Nick op den Buijsch: "The Silver Pentaward signifies international recognition for Satino Black. A study has shown that our packaging design is very effective in getting attention and communicating the desired message, whereas the association with accessories for toilet areas is not even made initially. Once they have become familiar with the product, people don't forget it, and that's one of the most important strengths of the 'Dare to be Black' concept. Winning the Pentaward 2011 will contribute further to raising the international profile of Satino Black."





## **NOTE FOR JOURNALISTS**

For 75 years Van Houtum has been an independent producer of hygienic paper and is a leader in the area of Corporate Social Responsibility.

**For more information please contact Henk van Houtum, General Director,  
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