

## **TAPI'S SUSTAINABILITY IS GROWING FAST.**

*Tapi has been awarded as Bronze Medal at the Pentawards 2021 for its sustainable design.*

A closure with a sunflower seed inside: this is the idea that lead Tapi all the way to win one of the most prestigious design award worldwide. The solution isn't although as simple as it seems.

The award winning packaging concept is indeed a mix of state-of-the-art design and product innovation as it shows both an engaging aesthetics and some real sustainability. The cap is splittable in two parts: a recyclable top and a leg that can be planted straight into the ground.

This is what makes it interesting. It is not just a recyclable stoppage; it's a sunflower plant waiting to grow and the bottle itself is its special, specifically designed vase.

*"We are very proud of this award and especially of the whole concept."* Comments Domenico Liberati, Global R&D Manager of Tapi *"Sustainability is a key driver in our innovation and it is at the core of all the new solutions we are working on"*.

Eduardo Kennedy, Global Technology Development Manager, continues *"As a team we believe it's a great step towards*

*portraying Tapi core values as a creative, innovative and design oriented company, empowering value creation for our customers in each new product. We can all be proud that Tapi has once again showed that we are able to go head to head against the biggest players in the packaging industry as result of many years fostering an innovation driven culture and a workspace in which talent can flourish.”*

## **CREDITS**

Category: **PROFESSIONAL CONCEPTS**

Sub-Category: **Professional conceptual work – Sustainable design**

Brand: **Ikigai – Sowing Life...**

Entrant: **Tapi Group**

Country: **Mexico**

Product Development Coordination: **Ana Valencia**

Product Engineering: **Andrea Fernandez, Monica Fregoso**

Rendering: **Álvaro de la Serna**

Research & Development Management: **Eduardo Kennedy**

## The Tapi Group

Tapi is an international group specializing in the design, production and distribution of technological design closures dedicated to the premium beverage sector. Tapi currently develops products for the spirits, wine, condiments, cosmetics and beer markets. With over 400 employees all over the world, Tapi supports over 3,000 customers in more than 60 countries and has consolidated its global presence with sales offices, research and development facilities and distributors.

Tapi has also recently completed an important merger operation, incorporating the French brand Les Bouchages Delage into the Group, and effectively creating the first hub for closures aimed at the Premium and Super-Premium markets. The Group is today capable of offering the market a range of unparalleled closures from the point of view of variety, creativity and performance.

Tapi has always pursued a clear vision: to become the main supplier, on a global level, of alternative closures for the Packaging Design market. To achieve this goal, the company constantly invests in research and development, in people and in communicating the value and strength of the brand, aiming to grow as an international group.