

PRESS RELEASE

Award Winning Design for a Healthy Homemade Lunch – Bento Lunch Box from Aladdin

July 2010. Inspired by Japanese bento boxes the Bento Lunch Box from Aladdin makes it possible to pack healthy homemade food in a practical and stylish way. The double-wall foam insulation keeps food at the right temperature, hot or cold, for up to five hours*. In addition the single Bento Boxes can be combined through an align-and-rotate locking system, adapting desired volume to every recipe.

Available in the two capacities .35 liter and .6 liter the Bento Lunch Box can also be purchased in a .95 liter combination. The removable divider of the .6 liter version makes the Bento Lunch Box even more adaptable: it allows transporting two meals separately from each other within the same Bento Box.

To date the innovative approach of the Bento Lunch Box has been awarded with the 2010 iF Product Design Award, the 2010 Red Dot Product Design Award as well as the 2010 Design Plus Award. In addition the Lunch Box also received a nomination for the 2011 Design Award of the Federal Republic of Germany.

The 100 percent leak proof and microwave safe Bento Lunch Box is available in blue, white, gray, green and pink and can be sourced via info.europe@pmi-worldwide.com. The suggested retail price of the Bento Lunch Box is €39.95 for the .95 liter combination and €24.95 for the .6 liter version.

* temperature of contents was measured from 95°C to 60°C for hot and 1.67°C to 10°C for cold, outside temperature was held at 23°C

P R E S S R E L E A S E

About Red Dot Product Design Award:

Since 1955 the competition for Red Dot Product Design Award has been held annually by Design Zentrum Nordrhein Westfalen and is awarded to industrial products from 17 product groups. Jurors change every year in order to ensure objectivity and fairness. Products are rated based on the criteria of innovation, functionality, design quality, ergonomics, symbolic and emotional value as well as its self-explanatory aspects. For the 2010 Red Dot Award: Product Design 4.252 products from 1.636 manufactures from 57 countries were submitted.

About iF Product Design Award:

The iF Product Design Award covers all areas of product design and has been awarded annually since 1953 by International Forum Design in Hannover/Germany. A jury of international experts selects the winning products based on the criteria of functionality, usability, aesthetics, innovation and design. For the 2010 iF Product Design Award 2.486 products from 1.016 competitors out of 38 countries were submitted. Manufacturers and designers of mass produced products that have not been on the market for longer than three years before the awards year are eligible to compete for an iF product design award.

About Design Plus:

The annual competition for Design Plus was launched for the first time in 1983 by Messe Frankfurt in cooperation with the German Chamber for Industry and Commerce. The theme was defined: "There is often too much design around, but never enough good design." The award which has established itself as reliable seal for good design is awarded to

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products from exhibitors at the Ambiente international trade fair in Frankfurt. Only products from the consumer goods sector which at the time of the fair that have not been on the market for more than two years may be entered into the competition.

About Design Award of the Federal Republic of Germany:

The Design Award of the Federal Republic of Germany is the country's highest distinction in the field of design and sets strict criteria on entries: a company can only enter the competition for the Design Award if its product has already been awarded a national or international design prize. Another precondition for entry is that companies must have been nominated by the Ministries and Senators of the Federal States or by the Federal Ministry of Economics and Technology.

About Pacific Market International:

Pacific Market International (PMI) was established in 1983 and produces stylish and eco-friendly on-the-go food and drinkware for its brands Aladdin® and Stanley®.

PMI places a special emphasis on sustainability, design, functionality and quality of its products. The company is thoroughly committed to Corporate Social Responsibility and Code of Conduct.

PMI is based in Seattle/USA with offices in Shanghai/China and Manila/Philippines. The company employs around 150 employees worldwide.

PRESS RELEASE

Available images:



Bento Lunch Set .95L blue food



Bento Lunch Box .6L blue food



Bento Lunch Set .95L white



Bento Lunch Set .95L gray



Bento Lunch Set .95L green



Bento Lunch Set .95L blue



Bento Lunch Set .95L pink



Bento Lunch Box .6L white



Bento Lunch Box .6L gray



Bento Lunch Box .6L green



Bento Lunch Box .6L blue



Bento Lunch Box .6L pink



Bento group with pink container



Bento group without pink container

PRESS RELEASE



reddot design award
winner 2010

2010 Red Dot Design Award

DESIGN PLUS

Design Plus



product
design
award

2010

2009 iF product design award



Designpreis
Deutschland
2011

NOMINEE

2011 Design Award of the Federal
Republic of Germany nominee

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