



FOR IMMEDIATE RELEASE
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Color Changing Coffee Cup Lids Win 'Best of Show' AmeriStar Award

The Institute of Packaging Professionals Honors Australian Firm Smart Lid Systems with 'Best of Show' Packaging Award beating over 100 packaging companies across 15 categories.

Chicago, IL (PRWEB) May 14, 2008 -- Smart Lid Systems, the inventors of the disposable color changing coffee lid, have been awarded the 'Best of Show' AmeriStar Packaging Award. The AmeriStar Packaging Competition is hosted by The Institute of Packaging Professionals in the US and is considered the Oscars® of the packaging industry.

The smart lid alerts consumers their coffee may be too hot by changing from a dark coffee color to a bright red when the lid is applied to a hot drink. Your daily coffee will now be a more colorful experience as you watch it morph to bright red then change back to a dark brown as it cools.

"Receiving this level of recognition within the US packaging industry is huge news for an Australian company. The demand for our product is growing in all the major regions of the world. We are now seeking manufacturing, distribution and expansion partners across the US and Europe," said Nick Bayss, Managing Director of Smart Lid Systems.

Mr. Bayss added, "Online purchasing is now available on our website, with international sample packs allowing customers, both commercial and retail, to experience our product. Commercial foodservice quantities will be available for sale online in late 2008."

"Good coffee deserves great packaging, and the Smart Lid will complement quality printed and insulated cups and differentiate take-out venues from those using regular white lids."

The company has previously received two industry awards, and has been featured on CNBC, Good Morning America, the Discovery Science Channel and in Reader's Digest Magazine and Business 2.0 Magazine, to name but a few.

The Smart Lid also won a second AmeriStar Award for its individual category 'Food - Institutional'. The 'Best of Show' Award was sponsored by Lansmont Corporation, and The Institute of Packaging Professionals is the leading packaging body within the US.

High resolution pictures available at our Media Resource page or call / email for a full product brief / more photos.

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