

Sinten by Louis Yiu Wins Iron A' Design Award in Packaging Design Category

Louis Yiu's Innovative Coffee Packaging Design, Sinten, Earns Prestigious Iron A' Design Award Recognition

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[/EINPresswire.com/](https://www.einpresswire.com/) -- The A' Design Award, a highly respected and well-recognized award in the field of [packaging design](#), has announced [Louis Yiu's](#) exceptional work, "Sinten," as a winner in the Packaging Design category. This prestigious recognition highlights the significance of Sinten within the packaging industry, positioning it as a notable example of innovative design.

The Iron A' Design Award for Sinten holds relevance not only for Louis Yiu but also for the broader packaging industry and its customers. This

recognition showcases how Sinten aligns with current trends and needs in packaging design, demonstrating its practical benefits for users, the industry, and other stakeholders. By receiving this award, Sinten sets a new standard for innovation and functionality in coffee packaging.

Sinten stands out in the market through its unique visual identity, which seamlessly integrates the brand's message of providing customers with the freshest taste and aroma of roasted coffee beans. The packaging design features a clean, minimalist approach with an eye-catching orange color scheme, setting it apart from other coffee brands. The visual elements, inspired by the golden proportion of brewing the perfect cup of coffee, are presented in a rhythmic graphic illustration that closely associates with the product itself.

The recognition of Sinten by the A' Design Award serves as a motivator for Louis Yiu and his team to continue pushing the boundaries of packaging design. This achievement has the potential to



inspire future projects and directions within the brand, fostering further innovation and exploration in the field. By earning this prestigious award, Louis Yiu demonstrates a commitment to excellence and creativity that will undoubtedly influence the packaging industry as a whole.

Sinten was brought to life through the collaborative efforts of a talented team. Creative Director Louis Yiu led the project, with contributions from Motion Graphic Designer Jason Liu and Illustrator Louis Yiu. Their combined expertise and vision resulted in a packaging design that effectively communicates the brand's values and stands out on the shelf.

Interested parties may learn more about Sinten and its award-winning design by visiting the dedicated page on the A' Design Award website:

<https://competition.adesignaward.com/ada-winner-design.php?ID=158597>

About Louis Yiu

Louis Yiu, the founder and creative director of A.S.M.D. creations based in Taipei, brings extensive experience in diverse design disciplines to his work. With a background in brand and logo design, visual communication, and packaging design, Yiu has received numerous international awards throughout his career. His dedication and passion for the design industry drive him to remain open-minded and embrace challenges, consistently pushing the boundaries of creativity.

About SINTEN Coffee Roastery

SINTEN Coffee Roastery, located in Kaohsiung, Taiwan, is a prominent coffee roasting brand known for its commitment to sharing the taste of specialty coffee from around the world. Utilizing professional roasting technology and a new retail model powered by the mobile Internet, SINTEN creates high-quality products and services that allow customers to enjoy the perfect cup of coffee.

About A' Design Award

The Iron A' Design Award recognizes packaging designs that demonstrate a solid understanding of design principles, creativity, and practical innovation. Recipients of this award are acknowledged for their contributions to their respective fields, providing solutions that improve quality of life and foster positive change. The Iron A' Design Award is a testament to the skill and dedication of the creators, showcasing their ability to address real-world challenges through thoughtful design. Entries are blind peer-reviewed and evaluated based on pre-established criteria by an influential and expert jury panel consisting of design professionals, packaging industry professionals, journalists, and academics.

About A' Design Award

The A' Packaging Design Award is a prestigious competition that attracts a diverse range of participants, including innovative packaging designers, forward-thinking agencies, leading manufacturers, and influential brands. This platform allows entrants to showcase their creativity, gain international recognition, and be celebrated for their exceptional packaging design

capabilities. By participating in the A' Design Award for Packaging, designers and brands have the opportunity to earn global acclaim and elevate their status within the highly competitive industry. The A' Design Award is an international and juried design competition, organized across all industries since 2008, now in its 16th year. The ultimate aim of the A' Design Award is to recognize and promote superior products and projects that advance and benefit society, contributing to the creation of a better world through the transformative power of good design. Interested parties may learn more about the A' [Design Awards](#), explore jury members, view past laureates, and participate with their projects at: <https://packagingdesigncompetition.com>

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