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Press release

Valora Retail with “ADC award”

The success story goes on: «ok.-» awarded Design Prize

Last weekend the annual presentation of the Art Directors Club Switzerland prize was held in the “Kaufleuten Club” in Zürich. The association of leading creatives awarded prizes to work from advertising, photography and design which had been particularly striking in the past year.

In the Design category, the product range of Valora Retail's own «ok.-» brand was assessed as above-average by the specialist jury. «ok.-» was the only packaging design to win the coveted 2010 Creative prize.

The ok.- energy drink, the first ok.- product, has also been a great success on the market. Over 6 million packs have been sold from its launch at the end of June until the end of 2009! In the meantime, more than 60 ok.- products are already on sale in avec., compared to 20 items in k kiosks. In all, about 200 products will be available by the end of March.

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