

FOR IMMEDIATE RELEASE**15th June 2010****FIFA World Cup 2010 hospitality pack uses Burgopak slider box**

London, 15 June 2010 – World Cup fever has generated huge excitement and anticipation on a global scale, and nowhere is this more prominent than when a fan receives their long awaited tickets to their team's game. To magnify this momentous occasion, London-based design company Burgopak have developed their sliding packaging format to deliver the coveted FIFA World Cup 2010 event tickets, venue information and accompanying products.

Local to this year's official World Cup venue, South Africa's Aries Packaging approached Burgopak to use the company's patented slider pack design for their FIFA project. An event so integral to English culture, Burgopak's innovative piece of British packaging design was a perfect fit.

Capturing the essence of anticipation, the slider pack provides a clever and playful opening experience, creating intrigue and a sense of novelty to complement the exciting nature of receiving World Cup tickets. With the games officially now underway, the high quality format of the Burgopak design further encourages fans to retain the pack, lending itself as a keep-safe of World Cup memorabilia.

The design underwent a lengthy development process in collaboration with Aries Packaging before the final product was approved by FIFA. With official World Cup artwork supplied by client, the vibrant green pack features an acetate window, black foam fitments and an overall matte laminate.

Burgopak is an award-winning global packaging design company with offices in the United Kingdom, US, Germany, France, China and Australia. Their patented slider packs and bespoke designs have been used by leading brands around the globe for a range of products and markets. To find out more about their FIFA World Cup 2010 package design, visit <http://www.burgopak.com>

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Editors Notes

Burgopak is an award-winning packaging design company. Our structural design team offers creative and innovative packaging solutions, utilising Burgopak's patented sliding mechanism as well as unique, bespoke designs.

Burgopak works with a variety of products and markets, including SIM and gift cards, CD/DVDs, mobile phones, USBs, electronics, chocolate, confectionary, cosmetics and pharmaceuticals.

With offices around the globe, we offer a full range of creative services including structural design, graphic design, 3D animation and visualisation, virtual 24-hour production artworking, dedicated print and account management. Burgopak is based in London, with offices in the US, Germany, China, France and Australia.