

Samarqand by Sajad Izadi Wins Silver in A' Packaging Design Awards

Innovative Baklava Qazvin Packaging Design Recognized for Excellence in International Competition

COMO, CO, ITALY, October 31, 2025 /EINPresswire.com/ -- The A' [Design Award](#), a highly respected and well-recognized award in the field of [packaging](#) design, has announced Samarqand by [Sajad Izadi](#) as a Silver winner in the Packaging Design category. This prestigious recognition highlights the significance of Samarqand's innovative design within the packaging industry, acknowledging its contribution to advancing industry standards and practices.

Samarqand's award-winning packaging design offers practical benefits for consumers and the industry, aligning with current trends and needs. The design's functionality, aesthetics, and innovative aspects set it apart in the market, providing a user-friendly experience while maintaining the product's quality and integrity. This recognition underscores the design's potential to influence packaging practices and inspire future innovations.

The Samarqand packaging design showcases a unique combination of traditional art and modern industry, creating a remarkable visual identity for the Baklava Qazvin product. The design incorporates a matte coating technique on cardboard and water-based materials to create a tactile texture, while selective embossing draws attention to key elements. The use of metallic green and gold colors in the offset printing process conveys a sense of value and premium quality to the audience.

This recognition from the A' Packaging Design Awards serves as a motivation for Sajad Izadi and



the design team to continue striving for excellence and innovation in their future projects. The award highlights the design's potential to inspire future packaging solutions that prioritize functionality, aesthetics, and environmental sustainability, contributing to the advancement of the packaging industry as a whole.

Samarqand was designed by Sajad Izadi, who served as the project's graphic designer.

Interested parties may learn more at:

<https://competition.adesignaward.com/ada-winner-design.php?ID=170163>

About Sajad Izadi

Sajad Izadi is an Iranian designer immersed in a world of creativity, constantly striving to deepen his understanding through observation and experiential learning. He approaches design with a humble and inquisitive mindset, viewing himself as a perpetual student of the world. Sajad Izadi's work reflects his belief in the transformative power of design and its ability to shape our experiences and perceptions.

About Hekayat Qand Parsi

Hekayat Qand Parsi is a brand that combines traditional culinary knowledge with modern industrial machinery to produce healthy and nutritious sweets. Established in 2021, the brand aims to create a vast market by offering high-quality products that honor ancestral recipes. With a focus on production in Iran and global distribution and export, Hekayat Qand Parsi is actively working towards expanding its reach and sharing its delectable creations with the world.

About Silver A' Design Award

The Silver A' Design Award recognizes top-tier designs that demonstrate excellence and innovation in the Packaging Design category. Recipients are acknowledged for their contributions to raising industry standards and advancing the practice of design through their highly functional and aesthetically pleasing creations. The award celebrates designs that incorporate original innovations, reflect the designer's expertise and skill, and make a notable impact on the improvement of everyday life. The rigorous selection process, involving blind peer review by a panel of design professionals, packaging industry experts, journalists, and academics, ensures that only the most deserving works receive this prestigious recognition.

About A' Design Award

The A' Packaging Design Award is a prestigious international competition that recognizes exceptional packaging designs from innovative designers, forward-thinking agencies, leading manufacturers, and influential brands. The award provides a platform for entrants to showcase their creativity, gain global recognition, and be acknowledged for their outstanding contributions to the packaging industry. Through a rigorous blind peer-review process, entries are evaluated by a panel of design professionals, packaging industry experts, journalists, and academics based on pre-established criteria. By recognizing and celebrating remarkable achievements in packaging design, the A' Design Award aims to inspire future innovations and promote the principles of

good design, ultimately contributing to the creation of a better world. 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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