

Burgopak wins Red Dot Award for Inne Minilab Packaging Design

Packaging design studio Burgopak has won a Red Dot Award: Brands & Communications Design 2026, for its work with healthtech startup inne.

LONDON, UNITED KINGDOM, August 19, 2026 /EINPresswire.com/ -- The Award was given for the packaging design of [inne's minilab product](#) – the world's first at-home hormone testing kit.

The minilab allows users to deposit a few drops of saliva into a reader, with resulting fertility levels available to view on an accompanying app.

The brief was multifaceted: Reflect inne's brand values while reducing costs, improving sustainability, optimising fulfilment, and protecting the device during shipping.

“

"The inner team cares deeply about their brand and understand that packaging acts as a brand ambassador - visual identity, messaging, materials, finishes, shape - they all convey a story.

//

*Alexander Parker, Head of
Wellness, Burgopak*

With sustainability in mind, one material was used for the entire pack. Close attention was also paid to the packaging proportions and keeping the design lines simple, to minimise bowing. This creates a premium experience when lifting the lid, which covers the entire structure.

Alexander Parker, Head of Wellness, [Burgopak](#), said:
"The inne team care deeply about their brand and understand that packaging acts as a brand ambassador - visual identity, messaging, materials, finishes, shape - they all convey a story."

"A tremendous amount of thought went into the overall

packaging design. It's fantastic to see that this attention to detail has been recognised by the Red



Burgopak packaging for inne's minilab

Dot judging panel.”

Filip von Hauswolff, Director of Industrial Design at inne, said:

“User experience informed every decision for the minilab’s packaging design, a principle we consistently apply across all of our physical and digital touchpoints. The result is elegantly simple, yet carefully considered. What we’ve achieved together with Burgopak is the perfect fit for the minilab.”

The Red Dot Award follows Burgopak’s win of a GDUSA Health + Wellness Award in 2025 for Thriva’s autodraw test kit packaging and in 2024, for their packaging for Know Your Pet DNA by Ancestry® and the lactase enzyme supplement Milky.

CM O'Shaughnessy

Burgopak

+44 7980 820420

[email us here](#)

Visit us on social media:

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/935033526>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.