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Suzanne Howe wins at the Women in Packaging Excellence Awards

“A standout voice with unstoppable impact, Suzanne has set the gold standard in packaging communications.”

Suzanne Howe Communications’ founder and Managing Director Suzanne Howe was the Packaging Marketing Excellence Award winner in the Women in Packaging Excellence Awards.

Organised by Packaging News, the awards were held at the Hilton Bankside in London on 10th July 2025.

A standout voice with unstoppable impact

The judging panel said: “Suzanne Howe is a trailblazer in packaging PR and marketing, building Suzanne Howe Communications into a sector-leading agency over nearly 30 years.

“What began as a bold leap to balance career and family has evolved into a powerhouse team of specialists, delivering consistent, high-quality content across traditional and digital channels.

“Suzanne’s holistic, relationship-driven approach has earned the loyalty of long-term clients and the trust of industry media, with SHC achieving nearly 400 pieces of coverage in 2024 alone.

“Judges praised her unwavering commitment to excellence, consistency, and integrity, hallmarks of a business built on mutual respect and deep sector expertise.

“A standout voice with unstoppable impact. From shaping narratives to building brand power, Suzanne has set the gold standard in packaging communications. A truly deserved honour!”

A tribute to the loyal, hard-working and talented SHC team

“I am both humbled and delighted to have won the Packaging Marketing Excellence category of these important awards, which celebrate the outstanding achievements of women in the packaging industry,” Suzanne said.

“When my colleague Bill Bruce nominated me and wrote the entry, as a courtesy he showed it to me first, and to be honest I thought it was a long shot as there were sure to be many worthy contenders. Then in May, when I was announced as a finalist, I was surprised, and quietly thrilled – and wondered if I should be at the event at the Hilton Bankside.

“I attended with two of my colleagues, Deborah Sparkes and Vicky Huxford and we had a great evening. Well done to the Packaging News and EMAP events team for organising an important new awards scheme and for staging such an excellent event. When I was announced as a winner, I was shocked!

“To be involved in an awards scheme which puts the spotlight on the important role of women in the packaging industry is a real honour. To be a winner is a real accolade. My thanks go to the judging panel.

“This award acknowledges my close to 30 years supporting our clients in the packaging industry, but is also a tribute to the loyal, hardworking and talented SHC team. I thank you all.”

Ends

Visit: <https://www.suzannehowe.com/>



SHC founder and Managing Director Suzanne Howe was the Packaging Marketing Excellence Award winner in the Women in Packaging Excellence Awards. Suzanne received the award from the event host Olympic champion Sally Gunnell OBE, and the editor of Packaging News, Waqas Qureshi.

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Notes for editors:

About Suzanne Howe Communications

Founded by experienced PR professional Suzanne Howe in 1996, Suzanne Howe Communications (SHC) is widely recognised as a specialist trade PR and marketing agency.

Based in Kent, SHC operates in four sectors – packaging, food, cleaning & FM, and furniture. The talented SHC team also has experience in sustainability communications. SHC includes a hand-picked team of professionals delivering PR, social media management, marketing strategy and content generation.

Clients have direct access to SHC's combined knowledge and skills and can be assured that the senior team give business direction and support at the level clients require. SHC works with experienced marketing partners, offering clients integrated and creative PR and marketing campaigns, website design, exhibitions and digital marketing.