

DESIGN INNOVATION OF THE YEAR AWARD  
– FOOD CATEGORY



PIDA<sup>TM</sup>  
PACKAGING & PROCESSING  
INNOVATION AND DESIGN  
AWARDS

A PACKAGING & PROCESSING WEEK EVENT

APPLICATIONS CLOSE FRIDAY THE 27TH OF JANUARY 2017

EXCLUSIVE ENTRY POINT FOR WORLDSTAR AWARDS

COORDINATED BY



AUSTRALIAN INSTITUTE  
OF PACKAGING



Australian Packaging and Processing  
Machinery Association Limited



WORLD  
PACKAGING  
ORGANISATION

PLATINUM PARTNERS



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SUPPORTERS



# DESIGN INNOVATION OF THE YEAR AWARD – FOOD CATEGORY

**ENTRIES CLOSE 20TH OF JANUARY 2017**



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PACKAGING & PROCESSING  
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AWARDS

The Packaging & Processing Innovation & Design Awards will recognise companies designing innovative packaging and processing materials, packaging and machinery/equipment within the Food, Beverage, Health, Beauty & Wellness and Domestic & Household markets.

**IN ADDITION THERE WILL BE TWO SPECIAL COMPANY AWARDS:**

**1.Sustainable Packaging & Processing and 2.Save Food Packaging & Processing.**

The PIDA Awards are the exclusive award program for all Australian entries into the prestigious WorldStar Packaging Awards.

## DESIGN INNOVATION OF THE YEAR AWARD – FOOD CATEGORY

The Design Innovation of the Year Award - Food Category will recognise organisations that have designed innovative packaging and processing materials, packaging and machinery/equipment within food packaging and processing including fresh, frozen or other.

It is recommended that the submissions showcase an innovative solution designed either in collaboration for an existing customer or market. Judges will look for entries that display innovative – design and thinking, technology and/or material use; benefit to consumers; functional and /or convenient elements. They will also take into account design and cost elements between standard packaging and premium/promotional packaging.

The Food Category will have two winners: 1.Materials & Packaging and 2.Machinery/Equipment.

The criteria and judging will be different for Materials & Packaging and Machinery/Equipment. This is a WorldStar Awards category.

## CRITERIA FOR MATERIALS & PACKAGING CATEGORY

Under the Materials and Packaging Category the judges will be looking for:

### CRITERIA 1. PACKAGING DESIGN

Packaging that demonstrates originality and creativity with graphics, decoration, shape and structure. Design which links packaging with a brands heritage.

In this category the judges will be looking for:

- Outstanding structural creativity.
- Quality of artwork.
- Use of images, colour and texture.
- Creative use of brand heritage.
- How the design adds value to the brand.
- How export markets have influenced design.

## CRITERIA 2. PACKAGING FUNCTIONALITY

Packaging that demonstrates superior functionality traits such as, antimicrobial properties, increased shelf life, design for dexterity challenges including supply chain enhancements such as improved logistics, traceability and, active and intelligent packaging.

The judges will be looking for:

- Innovation in functional design which solves problems for which no or few solutions currently exist e.g. in the area of improved design for dexterity challenges.
- How the enhanced functionality adds value to the brand.
- How improved functionality e.g. increased shelf life can demonstrate less product wastage versus standard package.
- How use of smart and intelligent packaging technology has positively impacted the functionality of the packaging e.g. spoilage indicators.

## CRITERIA 3. PROCESSING INNOVATION

Use of new technologies, products, materials, services or processes resulting in changes to the previously designed packaging or packaging format, providing a beneficial enhancement in the supply chain.

In this category the judges will be looking for:

- Entries where packaging equipment and/or processes have been modified to take advantage alternative raw materials.
- Implementation of new technologies to improve reduce overall packaging material required e.g. lightweighting.
- Where collaborative partnerships between distributors, producers and packaging manufacturers has driven process improvements to avoid packaging waste.
- Following a life-cycle analysis or carbon footprint examination of the previous design to use resources more efficiently and to reduce transport related CO2 emissions.
- Detail any smart and intelligent technologies e.g. time/temperature indicators and RFID technologies to improve inventory control & prevent wastage.

## CRITERIA FOR PACKAGING & PROCESSING MACHINERY/EQUIPMENT CATEGORY

Should the submission be for Packaging & Processing Machinery only, rather than a collaborative solution, then the criteria will recognise the development of a packaging or processing line or module that results in the significant advancement of packaging and processing machinery technology by either introducing a new idea or modifying an existing principle. The design concept and implementation are weighted highly in the award decision, where better business performance must be achieved.

Criteria for this category will include:

- Identifying the significant advancement of the packaging and processing machinery – including unique technology or design aspects that makes this equipment stand out as innovative.
- Identifying Return on Investment for customers – including where possible references and testimonials from existing customers.
- Identifying the greater benefits of the machinery/equipment for the wider industry.
- The equipment or product must have proven efficiency and productivity gains, be innovative and have proven and improved cost of ownership.
- If the machinery is not manufactured in Australia, but rather sold into Australia the submission must demonstrate measurable outcomes for the Australian market.

# DESIGN INNOVATION OF THE YEAR AWARD – FOOD CATEGORY CONDITIONS OF ENTRY



## AUSTRALIAN AND/OR NEW ZEALAND PACKAGING DESIGN & INNOVATION

All entrants must confirm that the packaging design submitted has been developed in Australia and the packaging/product will be commercially available now/or from the 8th of March 2017. Packaging equipment must be either manufactured in Australia or principally designed by an overseas supplier who is represented by an Australian company.

## JUDGING

The Sustainable Packaging & Processing Award judges are all leading experts in the field and have long-standing expertise in this field. All entrants understand that the judges will hold the final decision on the winner and no correspondence will be entered into on the subject of their decision.

## PACKAGING SAMPLES

All entrants understand that once the sample has been submitted that they become the property of the Australian Institute of Packaging Inc. The samples will not be returned to the entrant unless the entrant incurs all costs associated with the return delivery. Samples to be mailed to: say 2017 PIDA Awards, PO BOX 1348, OXLEY QLD 4075. If entries reflect design innovation change to an existing product/package it is helpful to provide judges with sample of both formats.

Frozen, Chilled and Short shelf life samples – should be clearly identified to indicate this and forwarded in protective packaging and conditions. Arrangement to the AIP National Office should be made for the best timing for these packs to be sent so judges will view the product in optimal conditions.

## PROPRIETARY INFORMATION

Should your submission include any proprietary information on your packaging design systems please ensure that you mark that section with 'private and confidential' so that the judges understand that the information provided is for the sole purpose of evaluating the submission.

## PROMOTIONS & MARKETING

The AIP, the APPMA and the WPO reserves the right to publish details of the winners of the Save Food Packaging Award on websites, trade magazines and on-line media outlets, nationally and internationally, to acknowledge the winners and raise the profile of the award program.

## WINNERS ANNOUNCEMENT

Winners will be announced during the Packaging & Processing Awards gala dinner on Wednesday the 8th of March at Sydney Olympic Park Novotel.

## SUBMISSIONS

All nominations for awards must be submitted in Microsoft Word format and all supporting material including Powerpoints, references and images emailed to [pida@aipack.com.au](mailto:pida@aipack.com.au)

Please ensure that you also include your signed application form. All submissions must ensure that high resolution photographs are submitted and physical samples are posted.

The written submission is to be NO MORE than 1000 words. The document can ONLY be submitted in a word document. All supporting images must be individually emailed as 300 dpi jpegs and NOT embedded in the word document. Please do not send pdf submissions as they will not be accepted.

## RECOGNITION:

1. All finalists are encouraged to attend the gala event on Wednesday the 8th of March 2017 to be held at the Novotel Sydney Olympic Park, Olympic Boulevard, NSW 2127.
2. A trophy will be awarded to the winner at the gala event on Wednesday the 8th of March 2017 to be held at the Novotel Sydney Olympic Park, Olympic Boulevard, NSW 2127.
3. All winners will be encouraged to enter into the WorldStar Awards in October 2017.
4. All winners will be recognised within the AIP and APPMA Newsletters, websites and communication channels, as well as within the wider packaging and processing industry trade magazines and websites.



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# DESIGN INNOVATION OF THE YEAR AWARD – FOOD CATEGORY APPLICATION FORM

## CONTACT DETAILS

*(Contact to be able to answer questions regarding the submission that may require clarification)*

Company Name

Mr/Ms/Miss Given Name

Surname

Telephone

Email

Packaging Technologists/Designers:

Graphic Designers/Agencies:

Brand Owner:

Packaging Suppliers Who Were Involved In Packaging Design:

List Any Other Companies Who Were Involved In Your Packaging Design:

**PLEASE ENSURE THAT YOU INDICATE BELOW THE EXACT COMPANY NAME FOR THE TROPHY, SHOULD YOUR SUBMISSION BE SUCCESSFUL:**

## PLEASE TICK THE RELEVANT AWARD CATEGORY

*(If the entry fits in to more than one category, please provide details of the role the solution plays in each category.)*

**MATERIALS & PACKAGING CATEGORY**       **MACHINERY/EQUIPMENT CATEGORY**

## ACCEPTANCE STATEMENT

We agree that the submission has been developed in Australia and the packaging/equipment/product must be commercially available between March 2016 to March 2017.

Mr/Ms/Miss Given Name

Surname

Signature

Date

**PLEASE EMAIL THIS FORM, IMAGES AND THE 1000 WORD OVERVIEW TO [PIDA@AIPACK.COM.AU](mailto:PIDA@AIPACK.COM.AU)**

**SAMPLES TO BE POSTED TO: 2017 PIDA AWARDS, PO BOX 1348, OXLEY QLD 4075**