

**ENTRY FORM: DESIGN INNOVATION OF THE YEAR AWARD - FOOD MATERIALS & PACKAGING CATEGORY**



**PIDA<sup>TM</sup>**

**PACKAGING & PROCESSING  
INNOVATION & DESIGN  
AWARDS 2018**

**TO BE HELD ALONGSIDE THE INTERNATIONAL  
2018 WORLDSTAR PACKAGING AWARDS**

**APPLICATIONS CLOSE 23RD FEBRUARY 2018**

**EXCLUSIVE ENTRY POINT: WORLDSTAR PACKAGING AWARDS**

**BRONZE PARTNER**



**GOLD PARTNERS**

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**A PACKAGING & PROCESSING WEEK EVENT**

# APPLICATION FORM: DESIGN INNOVATION OF THE YEAR AWARD – FOOD MATERIALS & PACKAGING CATEGORY



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## 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:**

## ACCEPTANCE STATEMENT

We agree that the submission has been either developed in Australia and/or New Zealand and the packaging/product must be commercially available between May 2018 to May 2019.

Mr/Ms/Miss

Given Name

Surname

Signature

Date

**PLEASE EMAIL THIS FORM AND IMAGES TO [PIDA@AIPACK.COM.AU](mailto:PIDA@AIPACK.COM.AU)  
SAMPLES TO BE POSTED TO: 2018 PIDA AWARDS, PO BOX 1348, OXLEY, QUEENSLAND, AUSTRALIA 4075**



## **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 brand's 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 FOR MATERIALS & PACKAGING CATEGORY**

### **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.