

**CRITERIA: DESIGN INNOVATION OF THE YEAR AWARD  
– HEALTH, BEAUTY & WELLNESS 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**



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**A PACKAGING & PROCESSING WEEK EVENT**

# **CRITERIA: DESIGN INNOVATION OF THE YEAR AWARD – HEALTH, BEAUTY & WELLNESS CATEGORY**



## **ENTRIES CLOSE 23RD FEBRUARY 2018**

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 Design.

The PIDA Awards are the exclusive award program for all Australia and New Zealand entries into the prestigious WorldStar Packaging Awards.

### **DESIGN INNOVATION OF THE YEAR AWARD – HEALTH, BEAUTY & WELLNESS CATEGORY**

The Design Innovation of the Year Award – Health, Beauty & Wellness Category will recognise organisations that have designed innovative packaging and processing materials, packaging and machinery/equipment within cosmetics, toiletries, personal hygiene, supplements, vitamins, perfumes, hair body and oralcare.

This award will also cover packaging and processing of all medicines including over the counter medicines, medical equipment packaging. 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 Health, Beauty & Wellness 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 Packaging 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 and New Zealand, but rather sold into Australia and New Zealand the submission must demonstrate measurable outcomes for the Australian and New Zealand markets.

# CONDITIONS OF ENTRY: DESIGN INNOVATION OF THE YEAR AWARD – HEALTH, BEAUTY & WELLNESS CATEGORY



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

All entrants must confirm that the packaging design submitted has been either developed in Australia and/or New Zealand and the packaging/product will be commercially available now/or from May 2018. Packaging equipment must be either manufactured in Australia and/or New Zealand or principally designed by an overseas supplier who is represented by an Australian and/or New Zealand company.

## JUDGING

The PIDA 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.

## SAMPLE PRODUCT-PACKAGING SYSTEM/FORMAT

It is critical that all entries include samples of products. 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 2018 PIDA Awards, PO BOX 1348, OXLEY Queensland, Australia 4075. If entries reflect design innovation change to an existing product/package it is essential to provide judges with sample of both formats. Images at minimum are required for Before and After re-designs.

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, the Packaging Council of NZ and the WPO reserves the right to publish details of the winners of the PIDA Awards 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 PIDA Awards gala dinner, which will be held alongside the prestigious international WorldStar Packaging Awards, on 2nd May 2018 to be held at the Marriott Resort Surfers Paradise, Queensland, Australia.

## SUBMISSIONS

All nominations for awards must be submitted in fillable pdf (or Microsoft word only if unable to access Adobe) and all essential 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. If your entry is a sustainable redevelopment of an existing package please provide Before and After images and samples. Images at minimum are required for Before and After re-designs.

The written submission must only answer the required criteria for the award category. The document can ONLY be submitted in a fillable pdf (or Microsoft word only if unable to access Adobe). All supporting images must be individually emailed as 300 dpi jpegs and NOT embedded in the word document.

## RECOGNITION:

1. All finalists are encouraged to attend the gala awards dinner, which will be held alongside the prestigious international WorldStar Packaging Awards, on 2nd May 2018 to be held at the Marriott Resort Surfers Paradise, Queensland, Australia.
2. A trophy will be awarded to the winner at the gala awards dinner, which will be held alongside the prestigious international WorldStar Packaging Awards, on 2nd May 2018 to be held at the Marriott Resort Surfers Paradise, Queensland, Australia.
3. All winners will be encouraged to enter into the WorldStar Packaging Awards in October 2018.
4. All winners will be recognised within the AIP, APPMA and the Packaging Council of NZ Newsletters, websites and communication channels, as well as within the wider packaging and processing industry trade magazines and websites.