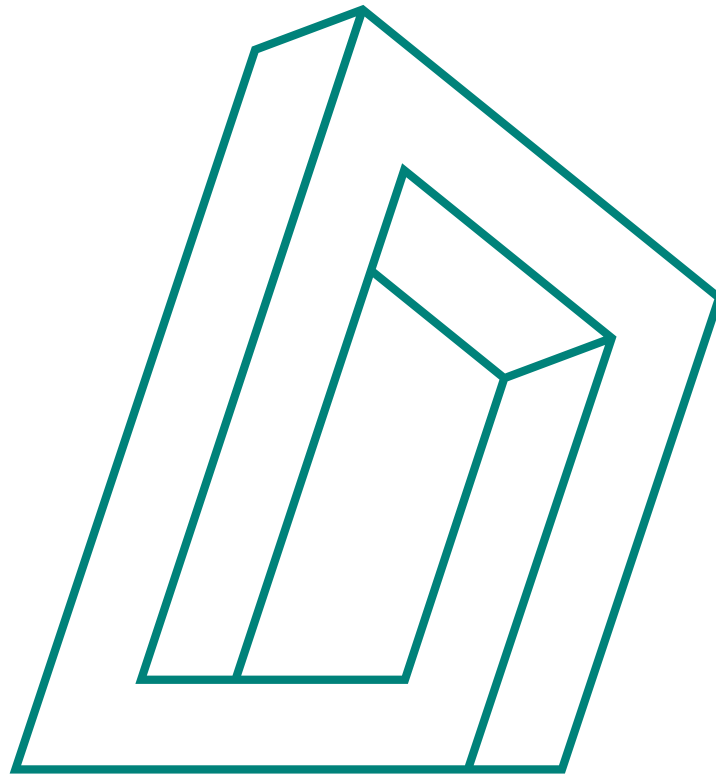




PIDATM
 PACKAGING
 INNOVATION & DESIGN
 AWARDS 2019

**2019 DESIGN INNOVATION OF THE
 YEAR AWARD BEVERAGE CATEGORY
 CRITERIA**



PIDATM
 P A C K A G I N G
 I N N O V A T I O N & D E S I G N
 A W A R D S 2 0 1 9

APPLICATIONS CLOSE 8 MARCH 2019

EXCLUSIVE ENTRY POINT: WORLDSTAR PACKAGING AWARDS

INTERNATIONALLY
 ENDORSED BY



MEDIA PARTNERS



EXCLUSIVE
 ENTRY TO



COORDINATED BY



AUSTRALIAN INSTITUTE
 OF PACKAGING



DESIGN INNOVATION OF THE YEAR AWARD – BEVERAGE CATEGORY

The Design Innovation of the Year Award – Beverage Category will recognise organisations that have designed innovative packaging materials, packaging and within packaging for liquid or dry tea, coffee, water and soft drinks including wine, beer and spirits.

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. It is recommended that the submissions showcase an innovative solution designed for an existing customer or market. This is a WorldStar Packaging Awards category.

Please consider nominating for other relevant categories at the same time for the same innovation within the 2019 PIDA Award Special Award Categories. e.g. Sustainable Packaging Design, Save Food Packaging Design, Accessible Packaging Design and Labelling & Decoration. The Special Award categories will be judged independently and based on specific criteria.

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 4. SUSTAINABLE PACKAGING DESIGN CONSIDERATIONS

With the 2025 Sustainable Packaging target packaging designers and technologists needs to start considering and designing packaging that is reusable, recyclable or compostable. Seventy per cent of Australia's plastic packaging should be recycled or composted and a 30 per cent average recycled content should be included across all packaging by 2025. Please indicate what design and materials improvements or changes you have made, if any, in this design. Have you included an LifeCycle Analysis to your packaging designs? NB: The scoring for this criteria will be lower than the others due to the recent introduction of this target.

2019 DESIGN INNOVATION OF THE YEAR AWARD BEVERAGE CATEGORY CRITERIA



AUSTRALIAN AND/OR NEW ZEALAND PACKAGING DESIGN & INNOVATION

All entrants must confirm that the design submitted has been either developed in Australia and/or New Zealand and the packaging/product will be commercially available from May 2018.

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 a mandatory requirement that all entries submitted must include physical and soft copy samples of the packaging. 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: 2019 PIDA Awards, 34 Lawson Street, OXLEY, Queensland, Australia 4075. If entries reflect design innovation change to an existing product/package it is essential to provide judges with samples 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, Packaging New Zealand 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 Packaging Innovation & Design gala awards dinner on 30 April 2019 to be held at the SOFITEL Wentworth, Sydney, New South Wales, 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

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 Packaging Innovation & Design gala awards dinner on 30 April 2019 at the SOFITEL Wentworth, Sydney, New South Wales, Australia.
2. A trophy will be awarded to the winner at the Packaging Innovation & Design gala awards dinner on 30 April 2019 at the SOFITEL Wentworth, Sydney, New South Wales, Australia.
3. All winners will be encouraged to enter into the WorldStar Packaging Awards in October 2019. Entries to the WorldStar Packaging Awards enable international recognition and opportunities for the nominees. The WorldStar Packaging Awards will incur a cost to enter by the nominee.
4. All winners will be recognised within the AIP and Packaging New Zealand Newsletters, websites and communication channels, as well as within the wider packaging and processing industry trade magazines and websites.