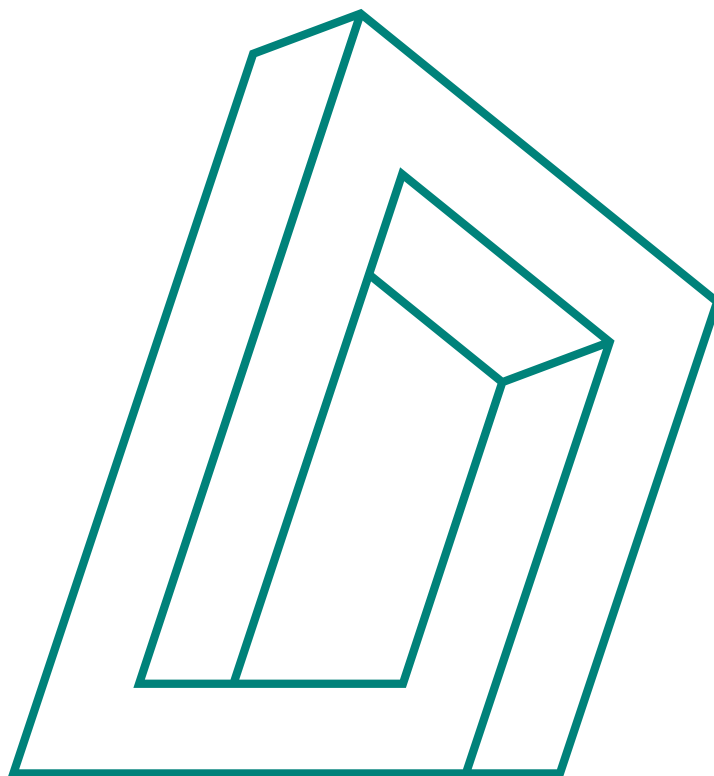




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2019 DESIGN INNOVATION OF THE YEAR AWARD BEVERAGE CATEGORY ENTRY FORM



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APPLICATIONS CLOSE 8 MARCH 2019

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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.



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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.

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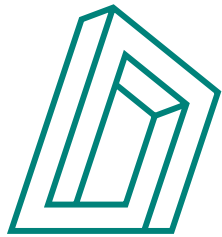


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CRITERIA 3. PROCESSING INNOVATION

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.



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CRITERIA 3. PROCESSING INNOVATION

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.

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CRITERIA 3. PROCESSING INNOVATION

Following a lifecycle 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.



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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.

NB: the scoring for this criteria will be lower than the others due to the recent introduction of this target.

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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 from May 2018.

Mr/Ms/Miss

Given Name

Surname

Signature

Date

**PLEASE EMAIL THIS FORM AND IMAGES TO PIDA@AIPACK.COM.AU
SAMPLES TO BE POSTED TO: 2019 PIDA AWARDS
34 LAWSON STREET, OXLEY, QUEENSLAND, AUSTRALIA 4075**