



PIDA
AUSTRALASIAN
PACKAGING
INNOVATION & DESIGN
AWARDS 2021

AWARD CATEGORIES

PIDA AWARD CATEGORIES

Food • Beverage • Health, Beauty & Wellness • Domestic & Household
Labelling & Decoration • Outside of the Box • Sustainable Packaging Design
Save Food Packaging Design • Accessible & Inclusive Packaging Design • Marketing
Young Packaging Professional of the Year • Industry Packaging Professional of the Year

APPLICATIONS CLOSE 5 MARCH 2021

EXCLUSIVE ENTRY POINT: WORLDSTAR PACKAGING AWARDS

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EXCLUSIVE ENTRY TO



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2021 PACKAGING INNOVATION & DESIGN AWARDS CATEGORIES



Coordinated by the Australian Institute of Packaging (AIP), the 2021 Australasian Packaging Innovation & Design (PIDA) Awards are designed to recognise companies and individuals who are making a significant difference in their field in Australia and New Zealand. The PIDA Awards are the exclusive award program for all Australia and New Zealand entries into the prestigious WorldStar Packaging Awards, which are coordinated by the World Packaging Organisation (WPO). The AIP are the Member for Australia and New Zealand for the WPO.

NB: Should you wish to enter the same product in multiple categories the first entry will cost \$350 + GST with additional category entries costing \$100 + GST per entry.

The Design Innovation of the Year company awards will recognise organisations that have designed innovative packaging within each of these six manufacturing categories:

1. Food
2. Beverage
3. Health, Beauty & Wellness
4. Domestic & Household
5. Labelling & Decoration
6. Outside of the Box

There are four special awards available:

1. Sustainable Packaging Design
2. Save Food Packaging Design
3. Accessible & Inclusive Packaging Design
4. Marketing

In addition there are two awards designed for people who have made specific contributions to the packaging industry.

These Individual Awards will include:

1. Young Packaging Professional of the Year
2. Industry Packaging Professional of the Year

1. DESIGN INNOVATION OF THE YEAR AWARD – FOOD CATEGORY ([DOWNLOAD CRITERIA AND ENTRY FORM](#))

The Design Innovation of the Year Award - Food Category will recognise organisations that have designed innovative packaging materials, packaging within food packaging 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. This is a WorldStar Packaging Awards category.

2. DESIGN INNOVATION OF THE YEAR AWARD – BEVERAGE CATEGORY ([DOWNLOAD CRITERIA AND ENTRY FORM](#))

The Design Innovation of the Year Award – Beverage Category will recognise organisations that have designed innovative packaging materials, packaging 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 either in collaboration for an existing customer or market. This is a WorldStar Packaging Awards category.

3. DESIGN INNOVATION OF THE YEAR AWARD – HEALTH, BEAUTY & WELLNESS CATEGORY (DOWNLOAD CRITERIA AND ENTRY FORM)

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

This award will also cover packaging 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. This is a WorldStar Packaging Awards category.

4. DESIGN INNOVATION OF THE YEAR AWARD – DOMESTIC & HOUSEHOLD CATEGORY (DOWNLOAD CRITERIA AND ENTRY FORM)

The Design Innovation of the Year Award – Domestic & Household Category will recognise organisations that have designed innovative packaging materials, packaging within domestic and household items, toys, stationary, gifts, clothing, garden equipment, decorating. 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.

This category will also cover packaging of all electrical items. It is recommended that the submissions showcase an innovative solution designed either in collaboration for an existing customer or market. This is a WorldStar Packaging Awards category.

5. DESIGN INNOVATION OF THE YEAR AWARD - LABELLING & DECORATION CATEGORY (DOWNLOAD CRITERIA AND ENTRY FORM)

The Design Innovation of the Year Award - Labelling & Decoration Category is designed to recognise the addition of content to a pack which creates a unique or innovative appearance, function or communication. This may include labels, sleeves, tags, coding/markings, etching, directly applied inks or by any other similar process. This is a WorldStar Packaging Award Category.

6. DESIGN INNOVATION OF THE YEAR AWARD - OUTSIDE OF THE BOX CATEGORY (DOWNLOAD CRITERIA AND ENTRY FORM)

The Design Innovation of the Year Award - Outside of the Box category has been established for miscellaneous packs and materials that are not included in any other category. This category is also eligible for the WorldStar Packaging Awards.

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. This is a WorldStar Packaging Award category.

NB: All six company awards and three of the special awards will also be eligible to enter the WorldStar Packaging Awards in October the same year. The WorldStar Packaging Awards will incur an entry fee from the WPO.



2021 PACKAGING INNOVATION & DESIGN AWARDS CATEGORIES



SPECIAL AWARDS

1. SAVE FOOD PACKAGING DESIGN AWARD

(DOWNLOAD CRITERIA AND ENTRY FORM)

The Save Food Packaging Design Special Award is designed to recognise companies that are working to minimise or prevent food waste from paddock to plate using innovative and intuitive design features that can contain & protect, preserve and extend shelf life; all the while meeting global sustainable packaging targets. This is a WorldStar Packaging Award category.

2. SUSTAINABLE PACKAGING DESIGN AWARD

(DOWNLOAD CRITERIA AND ENTRY FORM)

The Sustainable Packaging Design Special Award is designed to recognise companies that have developed innovative packaging solutions that incorporates sustainability considerations. Elements would include Social, Material, Source Reduction, Energy and Recovery. This is a WorldStar Packaging Award category.

3. ACCESSIBLE & INCLUSIVE PACKAGING DESIGN AWARD

(DOWNLOAD CRITERIA AND ENTRY FORM)

The Accessible & Inclusive Packaging Design Special Award is designed to recognise packaging that is accessible, intuitive, easy-to-open and innovative. Accessible & Inclusive Packaging Design needs to include measuring techniques, understanding injuries caused by packaging and consumer satisfaction levels with packaging accessibility.

4. MARKETING AWARD

(DOWNLOAD CRITERIA AND ENTRY FORM)

Packaging can elicit emotional responses in consumers and should be seen as your best form of marketing. The right packaging design and eye-catching aesthetics can create emotional stimuli that ensures a brand is purchased.

Luxury packaging has the ability to be designed to create a memorable experience, link to the brand and its story. Emotional connection to packaging becomes a key asset of the brand to communicate, surprise, enchant and engage with the consumer, creating a different experience of usability. This can incorporate the functionality of the pack, the aesthetic design and the outstanding visual appearance that makes the pack stand out on shelf, the premium and gifting style design, and/or unique and interactive communication tools on the pack. The Marketing Award considers not only primary packaging but also secondary and tertiary packaging designs. This is a WorldStar Packaging Award category.

NB: Three of the above special awards are eligible to enter the WorldStar Packaging Awards in October the same year. The WorldStar Packaging Awards will incur an entry fee from the WPO.

INDIVIDUAL AWARDS

1. YOUNG PACKAGING PROFESSIONAL OF THE YEAR

(DOWNLOAD CRITERIA AND ENTRY FORM)

The purpose of the Young Packaging Professional of the Year Award is to provide incentive and recognition to young professionals who are both currently working in and wish to continue their career path within the Packaging industry in both Australia and New Zealand. This can be within any industries such as Food, Beverage, Health, Beauty & Wellness, Domestic & Household. This is a wonderful opportunity to showcase young professionals within our great industry. Under 35 years of age.

2. INDUSTRY PACKAGING PROFESSIONAL OF THE YEAR

(DOWNLOAD CRITERIA AND ENTRY FORM)

The Industry Packaging Professional of the Year Award is designed to recognise and acknowledge the outstanding achievements and contribution by an individual currently working within the Packaging in both Australia and New Zealand. The judges will be looking for individuals who have demonstrated vision and leadership, shows innovation and not afraid to take risks. For significant and continued contribution of an Individual to the packaging industry over a minimum period of 20 years. This is a WorldStar Packaging Awards category.