



PIDA

AUSTRALASIAN
PACKAGING
INNOVATION & DESIGN
AWARDS 2021

ACCESSIBLE & INCLUSIVE PACKAGING DESIGN SPECIAL AWARD

ACCESSIBLE & INCLUSIVE PACKAGING DESIGN ENTRY FORM



APPLICATIONS CLOSE 5 MARCH 2021

EXCLUSIVE ENTRY POINT: WORLDSTAR PACKAGING AWARDS

ENDORSED BY



MEDIA PARTNERS



EXCLUSIVE ENTRY TO



COORDINATED BY



AUSTRALIAN INSTITUTE
OF PACKAGING

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2021 ACCESSIBLE & INCLUSIVE PACKAGING DESIGN SPECIAL AWARD ENTRY FORM



Please provide relevant specifications that demonstrate the benefit of your packaging based on the criteria below if possible

CRITERIA 1. PACKAGING MUST BE EASY-TO-OPEN AND USE FOR THOSE WITH LIMITED FUNCTIONAL ABILITIES

Low opening forces – packaging shall have low opening forces that consumers can exert within the intended grip position (e.g. pinch grip). *Refer to relevant Food Packaging Accessibility Design Guidelines: 2, 9, 11, 12, 13, 14 & 15*

Obvious opening point / intuitive to use and open – consumers shall be able to use the packaging in an intuitive way and understand how to open and interact with the product or opening features. Consumers may be assisted with understanding the opening process with legible and easy to understand opening instructions. *Refer to relevant Food Packaging Accessibility Design Guidelines: 9, 16, 17 & 19*



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Easy to grip, control and manoeuvre – the shape, size and surface finish of the packaging and opening features (e.g. tabs and handles), shall be easy for the consumer to grip, hold and interact with. *Refer to relevant Food Packaging Accessibility Design Guidelines: 1, 2, 3, 6, 10, 12 & 15*

Doesn't require fine motor control, simultaneous actions or an excessive number of actions
Refer to relevant Food Packaging Accessibility Design Guidelines: 4, 7 & 8

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Doesn't cause pain or discomfort – consumers should not feel pain or discomfort when interacting with the packaging, for example, from sharp edges or needing to undertake awkward hand movements. *Refer to relevant Food Packaging Accessibility Design Guidelines: 6*

Doesn't require the use of tools – consumers should not need a tool, such as a knife or scissors, to open or remove packaging. *Refer to relevant Food Packaging Accessibility Design Guidelines: 5*



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CRITERIA 2. PACKAGING LABELLING SHALL BE HIGHLY LEGIBLE

Packaging labelling including opening and usage instructions, best before dates, warnings, allergens and ingredients should be easy to read and understand. The font size, typeface, layout, format and contrast of text should all be considered. *Refer to relevant Food Packaging Accessibility Design Guidelines: 17, 18 & 19*

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CRITERIA 3. INNOVATION FOR ACCESSIBILITY

Developed a new innovative manufacturing technique or process to improve accessibility in a way not previously achieved.

Developed a new innovative packaging feature that improved the packaging accessibility in a way not previously achieved.



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CRITERIA 4. PACKAGING SHALL BE FIT-FOR-PURPOSE

Packaging shall be designed to meet market and consumer needs, while minimising net impact in a cost-effective way. *As per The APCO Sustainable Packaging Guidelines.*

OTHER CRITERIA TO BE ELIGIBLE:

- o Packaging shall be new or redeveloped and launched in the last 18 months.
- o Packaging must commercially used in either Australia and New Zealand.

ADDITIONAL CONSIDERATION – DEMONSTRATING ACCESSIBILITY:

- Companies demonstrated they have actively worked with consumer groups when developing accessible packaging.
- Companies validated their packaging accessibility through evidence-based research.

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CONTACT DETAILS

(Contact to be able to answer questions regarding the submission that may require clarification) NB: This information will also be used for the PIDA Award entry invoice, unless otherwise advised.

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/or for the Australia and/or New Zealand markets and the packaging/product is now commercially available in store. (The innovation must be new on-shelf in the last 18 months)
- I understand that I am required to email two 300 dpi high resolution images of the packaging/product. (Please do not send low resolution images/gifs).
- I understand that samples must be mailed as a party of the entry including before and after, if available.
- I understand that there will be a \$350 +GST entrance fee and that an invoice will be sent upon receipt of this entry.

Mr/Mrs/Miss

Given Name

Surname

**PLEASE EMAIL THIS FORM AND IMAGES TO PIDA@AIPACK.COM.AU
SAMPLES TO BE POSTED TO: 2021 PIDA AWARDS
34 LAWSON STREET, OXLEY, QUEENSLAND, AUSTRALIA 4075**