



PIDA

AUSTRALASIAN
PACKAGING
INNOVATION & DESIGN
AWARDS 2021

DESIGN INNOVATION OF THE YEAR BEVERAGE

BEVERAGE ENTRY FORM



APPLICATIONS CLOSE 5 MARCH 2021

EXCLUSIVE ENTRY POINT: WORLDSTAR PACKAGING AWARDS

ENDORSED BY



MEDIA PARTNERS



EXCLUSIVE ENTRY TO



COORDINATED BY



2021 DESIGN INNOVATION OF THE YEAR AWARD

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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 active and intelligent packaging technology has positively impacted the functionality of the packaging e.g. time temperature indicators, shelf-life sensors, thermochromic inks and labels etc.

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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

Has the company undertaken 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 ACTIVE AND INTELLIGENT PACKAGING TECHNOLOGIES e.g. time temperature indicators, shelf-life sensors, thermochromic inks and labels etc.

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CRITERIA 4. SUSTAINABLE PACKAGING DESIGN CONSIDERATIONS

With all manufacturers working towards meeting the 2025 National Packaging Targets now is the time to be designing innovative packs that show your commitment to sustainable packaging and the targets. Please indicate what your packaging changes have been to meet the targets of '100% of all Australia's packaging to be reusable, recyclable or compostable by 2025.' e.g. Material changes, recycled content, lightweighting, recyclability of materials in ANZ, closed loop collection programs, Australasian Recycling Label on-pack etc. It is also expected that 50% average recycled content will be included across all packaging by 2025 and problematic and unnecessary single-use plastic packaging will be phased out through design, innovation or introduction of alternatives.

NB: Please consider entering the Sustainable Packaging and/or Save Food Packaging Special Award as well.



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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**



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Exclusive Entry point for ANZ for WorldStar Packaging Awards