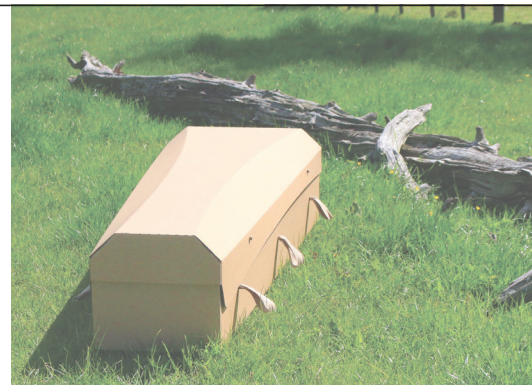


PIDA
AUSTRALASIAN
PACKAGING
INNOVATION & DESIGN
AWARDS 2021

DESIGN INNOVATION OF THE YEAR
OUTSIDE OF THE BOX

OUTSIDE OF THE BOX CRITERIA



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 OUTSIDE OF THE BOX CATEGORY CRITERIA



DESIGN INNOVATION OF THE YEAR AWARD – OUTSIDE OF THE BOX CATEGORY

Please note that the Outside of the Box category has been established for miscellaneous packs and materials that are not included in any other category within the Australasian Packaging Innovation & Design (PIDA) 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. The judges will also take consideration the sustainability of the packaging and whether the packaging is meeting the 2025 National Packaging Targets. This category is also eligible for the WorldStar Packaging Awards.

Please consider nominating for other relevant categories at the same time for the same innovation within the 2021 PIDA Award Special Award Categories. e.g. Sustainable Packaging Design, Save Food Packaging Design, Accessible & Inclusive Packaging Design and Marketing. 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 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.

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 active and intelligent packaging e.g. time temperature indicators, shelf-life sensors, thermochromic inks and labels etc.

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.

2021 DESIGN INNOVATION OF THE YEAR AWARD OUTSIDE OF THE BOX CATEGORY CRITERIA



AUSTRALIAN AND/OR NEW ZEALAND PACKAGING DESIGN & INNOVATION

All entrants must confirm that the design submitted has been either developed either in, or for, Australia and/or New Zealand. (The innovation must be new on-shelf in the last 18 months) 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.

JUDGING

The PIDA Award judges are 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. Finalists will be announced before the 2021 PIDA Awards ceremony.

SAMPLE PRODUCT-PACKAGING SYSTEM/FORMAT

It is a mandatory requirement that all entries submitted must include physical and soft copy samples of the packaging; including any Before and After samples. 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: 2021 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 Australasian 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 and the WPO reserves the right to publish details of the winners of the PIDA Awards on websites, trade magazines, at tradeshow 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 at the 2021 Australasian Packaging Innovation & Design Awards ceremony/virtual event.

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. A trophy will be awarded to the Gold Winner. Silver, Bronze and High Commendations will receive a Certificate.
2. All winners will be recognised within the AIP Newsletter, website and communication channels, as well as within the wider packaging and processing industry trade magazines and websites.
3. All winners will receive a PIDA Award winner logo for use within their marketing material and promotions.
4. All Gold, Silver, Bronze and High Commendation winners will be encouraged to enter into the same category within the WorldStar Packaging Awards in October 2021. 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.