

PIDA

AUSTRALASIAN
PACKAGING
INNOVATION & DESIGN
AWARDS 2025

LABELLING & DECORATION

LABELLING & DECORATION DESIGN CRITERIA



APPLICATIONS CLOSE 24 JANUARY 2025

ANZ EXCLUSIVE ENTRY POINT: WORLDSTAR PACKAGING AWARDS

MEDIA PARTNERS



SCHOLARSHIP PARTNER



COORDINATED BY



ENDORSED BY



ANZ EXCLUSIVE ENTRY TO



**WORLDSTAR
GLOBAL
PACKAGING
AWARDS**

LABELLING & DECORATION DESIGN CATEGORY

The Labelling and Decoration Award will recognise organisations that have designed innovative labelling and decoration for packaging across Food, Beverage, Health, Beauty & Wellness, Domestic & Household and emerging areas including Save Food Packaging Design and Sustainable Packaging Design. The Labelling & Decoration Category is a WorldStar Packaging Awards category.

The judges are looking for the addition of content to a pack which creates a unique or innovative appearance, function or communication. This may include labels, sleeves, self-adhesive, wet gum, in-mould flexible labels, flexowrap, embossing, adhesive embellishments, tags, coding/markings, etching, directly applied inks or by any other similar, or combination of printing processes.

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. The judges are also interested to see if any unique sustainable packaging design features may have been incorporated into the pack such as QR codes, ARL logos, washable adhesives, mono material shifts, new recyclable labels, linerless labels, changes to inks and adhesives etc.

The award is designed to recognise Labelling and Decoration that demonstrates originality and creativity with graphics, decoration, shape and structure and even the introduction of technologies for advanced customer engagement including augmented reality, fingerprinting, QR codes and collaborative apps. How does the design add value to the brand and/or for customer engagement?

Please consider nominating for other relevant categories at the same time for the same innovation within the 2025 PIDA Award Categories. eg. Food, Beverage, Domestic & Household, Health, Beauty and Wellness and Sustainable Packaging Design. The Other Award categories will be judged independently and based on specific criteria.



The judges will consider the following criteria:

1. **Purpose of Overall Label or Decoration – Is it Fit for Purpose?**
2. **Protection and preservation of contents**
3. **Visual & Shelf Appeal including outstanding structural creativity**
4. **Uniqueness and Innovative Design**
5. **Materials - Ingenuity of construction**
6. **Customer Engagement with the brand**
7. **Technology Inclusion if available**
8. **Functionality including Ease of handling, filling, opening and closing**
9. **Adequacy of information on label or pack**
10. **Economy of material, cost reduction**
11. **Sustainability and Environmental Considerations**

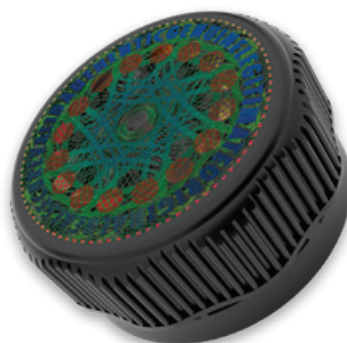
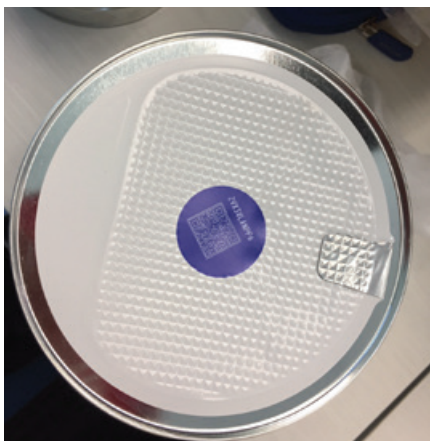
For Criteria #11 the judges are also interested to see if any unique sustainable packaging design features may have been incorporated into the pack such as QR codes, ARL logos, washable adhesives, mono material shifts, new recyclable labels, linerless labels, changes to inks and adhesives etc.

la-bel (ley-buhl) n.

An item used to identify something or someone, as a small piece of paper or cloth attached to an article to designate its origin, owner, contents, use, or destination.

dec-o-ra-tion (dek-uh-rey-shuhn) n.

The act, process, technique, or art of decorating. An addition that renders something more attractive or ornate; adornment.



2025 LABELLING & DECORATION DESIGN 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 \$500 + GST with additional category entries costings \$150 + 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 2025 PIDA Awards ceremony, which will be held on the 6th of May at the Sofitel Wentworth, Sydney, New South Wales, Australia.

SAMPLE PRODUCT-PACKAGING SYSTEM/FORMAT

It is a mandatory requirement that all entries submitted must include 3x physical 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 Australasian 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 delivered to: 2025 PIDA Awards, 19 Jumbuck Street, Jindalee Queensland 4074. 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 tradeshows and on-line media outlets, nationally and internationally, to acknowledge the winners and raise the profile of the award program. The AIP will showcase the samples after the awards in multiple exhibitions.

WINNERS ANNOUNCEMENT

Winners will be announced at the 2025 Australasian Packaging Innovation & Design Awards ceremony on the 6th of May at the Sofitel Wentworth, Sydney, New South Wales, Australia.

SUBMISSIONS *UPDATED

All nominations for awards must be submitted via the online platform <https://pida.awardsplatform.com> Once you have created a user account in the competition platform, simply fill in the submission form. There is a limit of words for each section. You can also link to external web pages with additional information or a video about your submission. Please upload up to five high resolution images to not only help the judges but to also be used in any marketing material for the awards program. Please include images of ARL on-pack. The judges also encourage all entrants to submit video talking about the criteria and showing the packaging in real-time. Please answer the criteria on the video and upload to your own YouTube or Vimeo platform. In addition, the judges require 3x samples of the pack design including any before and after sample packs, if available. With the on-line platform you can save your entry and finish it later. Don't forget to complete all sections of the form by the 24th January 2025.

RECOGNITION:

1. A trophy will be awarded to the Gold Winner. Silver & Bronze will receive a plaque 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 eligible to enter in to THE SAME category within the WorldStar Packaging Awards in October 2025. 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.