



AICC 2019 Independent Package Design Competition

CATEGORY DESCRIPTIONS

Corrugated Categories

All corrugated material must be paper. Plastic corrugated material is not allowed except in category 11.

Category 1: Innovative Structural Design, Consumer & Industrial Focus ***Structure-Based Category***

Description: Awards for the most innovative structural design in industrial or consumer product protection. Examples include, but are not limited to, furniture packaging, appliance packaging, bulk packs, corrugated pallets, palletized containers, and other forms of protective packaging for industrial products. For the consumer product protection examples would be glassware, pharmaceutical packaging, etc.

Inner packaging should emphasize the use of corrugated inserts, corrugated die-cuts, corrugated build-ups, or other forms of protective packaging manufactured from corrugated. Due to the judging emphasis of the category, entrants are strongly encouraged to include the product to show how the package protects the product. If product cannot be provided, a photo of the packaging in use should be included. Entrants are encouraged to note in their entry description how the package met the customer's needs. Judges will also consider the design's ease of assembly and set up. Entry must be a production run.

Category 2: Counter, Shelf, Power Wing and PDQ Displays (promotional displays not requiring floor space at the retailers) ***Structure and Graphics-Based Category***

Description: Awards for the most innovative in point-of-purchase displays that are intended to be used in or on existing retail fixtures (shelving, counters etc.). Entry may be a self-shipper or non-shipper. Judges will consider the entry's graphic appeal, structural space-saving features, point-of-purchase effectiveness, structural ease of assembly and product protection. Entry can be any type of graphic application. Digitally printed production run items are allowed in this category. BUT judges will assign a lesser level of evaluation weight in the general areas of degree of difficulty and level of execution when comparing other printing process to the digital piece. This includes, but not limited to, direct print, spot label, full litho, or preprint. Entrants are encouraged

to note in their entry description how the package met the customer's needs, especially at the point of sale. Entry must be a production run.

Category 3a: Floor Displays, Standees Designed to be used Without Product Structure and Graphics- Based Category

Description: Awards for the most innovative free-standing point-of-purchase floor displays that physically **do not** hold product (e.g., movie promotions, celebrity standees, banners, or other pure promotional pieces). Judges will consider the entry's graphic quality and appeal, ease of assembly and set up, space-saving features, the integrity of its stability, and point-of-purchase effectiveness. Entry can be any type of graphic/print application. Digitally printed production run items are allowed in this category. BUT judges will assign a lesser level of evaluation weight in the general areas of degree of difficulty and level of execution when comparing other printing process to the digital piece. Entrants are encouraged to note in their entry description how the package met the customer's needs. Entrants are also strongly encouraged to discuss the display's ease of assembly at both the retail and manufacturing levels in the entry description. Must include one copy of the display's assembly directions with the entry form(s). Entry must be a production run.

Category 3b: Floor Displays, designed to merchandise product Structure and Graphics-Based Category

Description: Awards for the most innovative point-of-purchase floor displays designed to physically hold product. Judges will consider the entry's graphic quality and appeal, ease of assembly and set up, space-saving features, integrity and stability, and point-of-purchase effectiveness. Entry can be any type of graphic/print application. Digitally printed production run items are allowed in this category. BUT judges will assign a lesser level of evaluation weight in the general areas of degree of difficulty and level of execution when comparing other printing process to the digital piece. Entrants are **strongly encouraged** to include the actual product with the entry and to discuss the display's ease of assembly at both the retail and manufacturing levels in the entry description. If product cannot be provided, a photo of the display with product must be included. Must include one copy of the display's assembly directions with the entry form(s). Entrants are encouraged to note in their entry description how the package met the customer's needs. Entry must be a production run.

Category 4a: Direct Printing on Combined Brown Board – Line Work Graphics-Based Category

Description: Entry may be any single or multi-color line print corrugated product printed directly onto combined kraft board utilizing flexo and/or letterpress printing. This category awards for the best direct flexo and/or letterpress printing of line work on kraft board. Judges will consider the entry's visual appeal, quality of full coverage areas, color-to-color registration, and

registration of print-to-cut. Entry must be a production run. Entry can be any type of graphic application excluding digital printing.

Category 4b: Direct Printing on Combined Brown Board – Line/Screen Combination ***Graphics-Based Category***

Description: Entry may be any single or multi-color line/screen print on a corrugated product printed directly onto combined kraft board utilizing flexo and/or letterpress printing. This category awards for the best direct flexo and/or letterpress printing of line and/or screen work, such as halftones, duotones, and mezzotint on kraft board. Judges will consider the entry's visual appeal, line screen count, quality of full coverage areas, color-to-color registration, and registration of print-to-cut. Entry must be a production run. Entry can be any type of graphic application excluding digital printing.

Category 5: Flexo Print on Combined Board – Line Work & Non-Process Screen ***Graphics-Based Category***

Description: Awards for the best direct flexo and/or letterpress printing of work which includes line work, flat screens, mezzotints, halftones, duotones composed of one or more non process colors. Judges will consider the entry's visual appeal, line screen count, quality of full coverage areas, color-to-color registration, and registration of print-to-cut. Entry may be any corrugated product. If the entry includes litho labels, only the direct print flexo areas will be judged. Entry can be any type of graphic application excluding digital printing. If this entry was previously printed with another process, include samples or photos of the former process if possible. Entry must be a production run.

Category 6a: Flexo Print on Combined Board – Standard or Modified Process Colors used in the reproduction of built color images – Cartoon Art or Computer Art ***Graphics-Based Category***

Description: Awards for the best direct flexo and/or letterpress printing with standard process printing using yellow, magenta, and cyan with or without a fourth (key) color, or with modified process printing of three or more superimposed halftone images (not necessarily using standard process colors). Entry may be any corrugated product. If the entry includes litho labels, only the direct print flexo areas will be judged. Judges will consider the entry's visual appeal, line screen count, quality of full coverage areas, color-to-color registration, and registration of print-to-cut. In the entry description, entrant is strongly encouraged to place particular emphasis on pre-press work done to achieve desired results. If this entry was previously printed with another process, include samples or photo of the former process if possible. Entry must be a production run. Entry can be any type of graphic application excluding digital printing.

Category 6b: Flexo Print on Combined Board – Standard or Modified Process Colors used in the reproduction of photographs or original art continuous tone images
Graphics-Based Category

Description: Awards for the best direct flexo and/or letterpress printing with standard process printing using yellow, magenta, and cyan with or without a fourth (key) color, or with modified process printing of three or more superimposed halftone images (not necessarily using standard process colors). Entry may be any corrugated product. If the entry includes litho labels, only the direct print flexo areas will be judged. Judges will consider the entry's visual appeal, line screen count, quality of full coverage areas, color-to-color registration, and registration of print-to-cut. If this entry was previously printed with another process, include samples or photo of the former process if possible. Entry must be a production run. Entry can be any type of graphic application excluding digital printing.

Category 7: Best Application of Spot or Full Label with or without Direct Print
Structure and Graphics-Based Category

Description: Awards for the best application of a printed label and/or top sheet which is combined directly to the flutes or liner. Judges will consider all aspects of the entry's manufacturing quality including warp, joining quality, registration to direct print, print-to-cut registration, and single face/spot label laminating. If combined with direct print, emphasis will be on how the direct printing complements the spot label application(s), including the color match. Judges will also consider the entry's success in meeting the needs of the customer. Entry must be a production run. Entry can be any type of graphic application excluding digital printing.

Category 8a: Digital Printing on Combined Board
Graphics-Based Category

Description: Awards will be given for best image reproduction (Text, Line, Screen, Built Color Images or Standard or Modified Process Colors) on any type of uncombined or combined linerboard (preprint or direct print) that is used in the design and manufacture of a corrugated package or display. Judges will consider the entry's Graphic/P-O-P Appeal and execution as follows: resolution, quality of full coverage areas, color-to-color registration. Entry must include documentation on how this item met customers' needs.

Entry must be a production run.

Entry can be any type of graphic application. Entry can be anything (standee, box, etc.)

Category 8b: Hybrid Print (flexo & digital) ***Graphics-Based Showcase Category***

Description: There will be no official awards given for this category except “Judges’ Choice” award(s). This category is a look to the future to see how member companies are leveraging traditional and digital methods. Showcase your most creative projects that must contain both flexo and digital print components on the same piece. Consider the unique qualities and other effects that digital allows you to apply. Category 8b is not eligible for People’s Choice Award.

Category 9: Form and Function: Using Corrugated outside of Packaging and Displays ***Structure-Based and Graphics-Based Category***

Description: Awards for the unique use of corrugated board beyond conventional shipping containers or point-of-purchase displays. The entries in this category can be innovative and represent unique approaches to solving a problem or addressing a market need. Entries can also represent everyday items in which corrugated has been substituted in place of other materials. Examples of everyday items from the past are corrugated retail products being sold in the retail marketplace and include, but are not limited to, furniture, toys, stationery, gift wrap, etc. In the entry description, the entrant is strongly encouraged to explain why the entry was developed and manufactured and how customer’s requirements were met.

Judging emphasis will be on the entry’s form and function as something other than a standard corrugated package, the uniqueness of the application, graphic appeal, the production run quantity, and its ability to meet the needs of the customer.

Entry must be a production run. Entry can be any type of graphic application. Digitally printed production run items will be allowed in this category, BUT judges will assign a lesser level of evaluation weight in the general areas of degree of difficulty and level of execution when comparing other printing process to the digital piece.

Category 10: Best Corrugated Self-Promotion ***Structure and Graphics-Based Category***

Description: Awards for the best design and graphics of a self-promotion piece designed and produced to highlight your company’s best design, manufacturing, and printing capabilities. Your entry description should describe these capabilities and how they were used in the production of this entry. Entry must use corrugated as a primary medium and be manufactured by the converter. Judging emphasis will be placed on the entry’s technical and converting qualities, innovation, and marketing success. Entry can be any type of graphic application. Digitally printed production run items will be allowed in this category, BUT judges will assign a lesser level of evaluation weight in the general areas of degree of difficulty and level of execution when comparing other printing process to the digital piece.

Category 11: Best Use of Corrugated Replacing Other Substrate (plastic, etc.) ***Structure-Based Category***

Description: Awards for the best demonstration of corrugated replacing another medium. Entry can be any product. Judges will consider the benefits derived from using corrugated, the entry's enhanced performance, or the protective qualities required by the customer and/or best use of corrugated in meeting the customer's need(s) for environmental considerations. The entry must be a production run. Use of plastic based corrugated is allowed in this category.

Category 12: Preprinted Linerboard ***Graphics-Based Category***

Description: Awards will be given for best image reproduction (Text, Line, Screen, Built Color Images or Standard or Modified Process Colors) on any type of uncombined linerboard which is used in the design and manufacture of a corrugated package or display. Judges will consider the entry's visual appeal, line screen count, quality of full coverage areas, and color-to-color registration. Entry must be a production run. Entry can be any type of graphic application.

Category 13: Corrugated Art & Design ***Structure and Graphics-Based Category***

Description: A designer free-for-all in which box plant designers and closet artists are encouraged to submit their corrugated artwork and designs that they consider to be the absolute in innovation. There are no limitations to your creativity! Judging emphasis will be on the entry's creativity and innovation. In the entry description, entrants are strongly encouraged to note what the motivation in designing/creating this entry was. Entry cannot be part of a production run or produced for self-promotion. Entry must be a ONE OF A KIND.

Please note: Category 13 *is not* eligible for the Judge's Choice Award, but Category 13 *is* eligible for People's Choice Award.

Folding Carton Categories

All entries entered into the Folding Carton Categories noted below must be predominantly of Paperboard construction, excepting items of other substrates which may be entered into categories 8, 11, & 12. For purposes of this competition folding cartons are packages that can be supplied in the knock-down form or blanks to be erected by the manufacturer or user as three-dimensional containers.

The general end-use of the package will be used as a basis for the judging including: packaging innovation, consumer convenience, communication excellence, marketing value, distribution assistance, production quality excellence and environmental sensitivity.

****Please include actual products in your submitted samples as this affects the judging criteria.***

Category 1 – Pharmaceuticals & Non-Pharmaceutical and Medical Devices

Such as chemicals, dental supplies, drugs, proprietary medicines, and similar products not specifically classified below and for organic soaps, shaving cream, vitamins, food supplements, health specific food products, surgical & sanitary supplies.

Category 2 – Women & Men's Cosmetics

Such as perfume, beauty cleanser creams, cologne & specialty care products.

Category 3 – Confections

Such as candies and chewing gum.

Category 4 – Retail Food & Beverages & Alcohol Packaging

Including all products (except those defined in Category 3 as “confections”) produced for consumption as food or drink, cereal, fast food, cookies & frozen entrees.

Includes Alcohol Packaging (all alcohol related product packaging including wine, beer and spirits).

Category 5 – Hardware, Automotive, Marine, Household & Recreation

Such as tools, locks, garden products, auto parts, scissors, flashlights, electrical appliances, glassware, dishes, pet products, candles etc.

Category 6 – Technology, Electronic, Computer Products, Toys, Games, Hobbies, Crafts

Such as electronic games, test and operational equipment, radios, audio & video equipment, cameras, and phones. Limited strictly to computer hardware, software and related products, including CD's & DVD's. Also includes audio and media.

Category 7 – Company Self Promotion, Advertising, Promotional, Product Promotion, and Collector's Items (items not for sale)

Awards for the best design and graphics of a self-promotion piece designed and produced to highlight your company's best design, manufacturing, and printing capabilities. Your entry description should describe these capabilities and how they were used in the production of this entry.

Packages that promote a boxmaker and/or its products, packages primarily designed to promote a service, concept, or product line (not product samples) and packages specifically designed to contain product samples, but not for sale.

Also includes collectors' items such as precious-metal ingots, coins, etc.

Category 8 – Hybrid Packaging (combination packages)

All combination packages produced by participants which include as a major component either/or a rigid box and folding carton, but which are predominantly of other package forms such as plastic, foam, paperboard, corrugated or combination packages produced by participants using single face corrugated laminated, printed substrate or direct entry and die cut to form a box (other than RSC style). May be printed and coated by any method.

Includes Windowed Folding Carton – any combination of plastic and paperboard giving the product visibility would be considered.

Also includes Decorated Plastic Packaging – this must be a decorated folding carton that is made of 100% plastic substrate. Examples of acceptable materials would be APET, RPET, PVC, Polypropylene, etc. Decoration types could be offset printing, silk-screening, foil stamping, etc.

Category 9 – Improvement over Former Package

Recognizing entries which, through contrast to the previous package in use, best demonstrate significant overall improvement. More sustainable. A sample of the "former package" utilized must be supplied as well.

Category 10 – Counter & Floor Display Boxes

Limited to containers of multiple units and specifically designed to display merchandise. (Ease of erection, display and merchandising values will be considered). Multi-use, folding carton, micro flute and rigid box.

Category 11 – Family of Packages

Awards made in recognition of the best "family" of boxes, i.e. a "family" consisting of a minimum of three (3) packages with a common denominator (graphics or construction and covering papers) manufactured for the same company. Can consist of mixed substrates.

Category 12 – Paperboard & Corrugated Package Unit

Any combination package unit combining a corrugated package component with a paperboard folding carton or rigid box. The overall package unit must incorporate both paperboard and corrugated packaging components in its end use form. Examples might include pre-filled POP displays or Club Store bulk package units.

Category 13 – Online Packaging Only

This must be a package that is used solely for goods sold on the internet and not available in stores.

Category 14 – Folding Carton Art & Design

A designer free-for-all in which designers are encouraged to submit the designs that they consider to be the absolute in innovation or creativity. In the entry description, entrants are strongly encouraged to note what the motivation in designing/creating this entry was. ENTRY MUST BE A ONE OF A KIND.

Please note: Category 14 is not eligible for the Judge's Choice Award, but Category 14 is eligible for People's Choice Award.

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Rigid Box Categories

All entries entered into the Rigid Box Categories must be predominantly of Paperboard construction. For purposes of the competition shall be considered as the following: Any box constructed of paperboard or other materials of whatever shape, or any combination of Rigid Boxes and other materials delivered for packaging in finished set-up form (not not molded or extruded unless in combination with above-defined parts).

The general end-use of the package will be used as a basis for the judging including: packaging innovation, consumer convenience, communication excellence, marketing value, distribution assistance, production quality excellence and environmental sensitivity.

****Please include actual products in your submitted samples as this affects the judging criteria.***

Category 1 – Pharmaceuticals & Health Care Products/Non-Pharmaceutical & Medical Devices

Such as chemicals, dental supplies, drugs, proprietary medicines, and similar products not specifically classified below and organic soaps, shaving cream, vitamins, food supplements, health specific food products, surgical & sanitary supplies.

Category 2 – Women & Men's Cosmetics

Such as perfume, beauty cleanser creams, cologne & specialty care products.

Category 3 – Personal Accessories, Jewelry, and Eyewear

Such as combs, hairbrushes, pen & pencil sets, shaving equipment, wallets, key cases, eyeglass cases, etc.

Category 4 – Confections

Such as candies and chewing gum.

Category 5 – Technology, Electronic, Computer Products, Toys, Games, Hobbies, Crafts

Such as electronic games, test and operational equipment, radios, audio & video equipment, cameras, and phones. Limited strictly to computer hardware, software and related products, including CD's & DVD's. Also, includes audio and media.

Category 6 – Paper Products, Stationery, Office Supplies & Retail Store Boxes

Which include greeting cards, stationery, gift packaging, cocktail napkins, bridal invitations. Also includes all regular and holiday packages for consumer purchases or garments, millinery gifts, etc.

Category 7 – Company Self Promotion, Advertising, Promotional, Product Promotion, and Collector’s Items (items not for sale)

Awards for the best design and graphics of a self-promotion piece designed and produced to highlight your company’s best design, manufacturing, and printing capabilities. Your entry description should describe these capabilities and how they were used in the production of this entry.

Packages that promote a boxmaker and/or its products, packages primarily designed to promote a service, concept, or product line (not product samples) and packages specifically designed to contain product samples, but not for sale.

Also includes collectors’ items such as precious-metal ingots, coins, etc.

Category 8 – Family of Packages

Awards made in recognition of the best “family” of boxes, i.e. a “family” consisting of a minimum of three (3) packages with a common denominator (graphics or construction and covering papers) manufactured for the same company.

Category 9 – Alcohol Packaging

To include all alcohol related product packaging including wine, beer and spirits.

Category 10 – Combination Rigid Set Box

This rigid set box category will consider “the whole package” and not just the box itself; a focus on the entire package contents. A rigid set box construction along with its components such as vacuum forms, foam inserts, sleeves, transparent lids, liners, etc. will be entered for its entire consideration as a complete package. This package should be one single unit for the rigid set box category.

Category 11 – Rigid Box Art & Design

A designer free-for-all. Designers are encouraged to submit the designs that they consider to be the absolute in innovation or creativity. In the entry description, entrants are strongly encouraged to note what the motivation in designing/creating this entry was. ENTRY MUST BE A ONE OF A KIND.

Please note: Category 11 *is not* eligible for the Judge’s Choice Award, but Category 11 *is* eligible for People’s Choice Award.