

AICC
2019

**Independent Packaging
Design Competition**
September 16-18, 2019

Design TO ENGAGE
ENGAGE BY Design

TORONTO

Registration will open in May 2019!

Held in conjunction with AICC 2019 Annual Meeting
September 16-18, 2019 - Westin Harbour Castle Hotel - Toronto, Ontario, Canada

**Special Entry Price and
Meeting Discount!**
details inside



Design TO ENGAGE ENGAGE BY Design

2019 Independent Packaging AICC Design Competition

September 16-18 — Toronto, Ontario, Canada

Competition registration opening May 2019 at www.aiccbox.org/pdc

Each year, independent corrugators, sheet plants, folding carton, and rigid box manufacturers from around the world continue to display an increasing sophistication and skill in the use of graphics and artistic design as well as innovative, highly technical, and environmental applications in the marketplace. The applications of these materials are far reaching and have been used to market, promote and protect, as well as package, ship, and sell.

Entering your best packaging designs into the Independent Packaging Design Competition is a great opportunity to:

- ◆ Show off your company's creativity, innovation, and excellence in package design and production capabilities.
- ◆ Recognize the people behind the scenes who helped manufacture your best packaging designs including your employees, customers, and suppliers.
- ◆ Enhance the independent manufacturers' level of professionalism in the industry.

ENTRY CATEGORIES

Detailed category descriptions and judging criteria are available online at www.aiccbox.org/pdc. See descriptions to ensure proper placement and to review judging criteria for your entry.



CORRUGATED CATEGORIES

All corrugated material must be paper. Plastic corrugated material is not allowed except in Category 11. Judging criteria can be found at www.aiccbox.org/pdc.



CATEGORY 1

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

CATEGORY 2

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



CATEGORY 3A

Floor Displays, Standaees
Designed to be Used Without
Product: Structure and Graphics-
Based Category

CATEGORY 3B

Floor Displays, Designed to
Merchandise Product:
Structure and Graphics-Based
Category

CATEGORY 4A

Direct Printing on Combined Brown Board—Line
Work: Graphics-Based Category

CATEGORY 4B

Direct Printing on Combined Brown Board— Line/Screen
Combination: Graphics-Based Category

CATEGORY 5

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

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

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

CATEGORY 7

Best Application of Spot or Full Label With or Without
Direct Print: Structure and Graphics-Based Category

CATEGORY 8A

Digital Printing on Combined Board:
Graphics-Based Category

CATEGORY 8B

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

CATEGORY 9

Form and Function: Using Corrugated Outside of Packaging and
Displays: Structure and Graphics-Based Category

CATEGORY 10

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

CATEGORY 11

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

CATEGORY 12

Preprinted Linerboard: Graphics-Based Category

CATEGORY 13

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

*Category 13 is not eligible for
the Judges' Choice Award but is
eligible for the People's Choice
Award.



Corrugated



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

CATEGORY 2

Women & Men's
Cosmetics

CATEGORY 3

Confections

CATEGORY 4

Retail Food & Beverages &
Alcohol Packaging

CATEGORY 5

Hardware, Automotive,
Marine, Household &
Recreation

CATEGORY 6

Technology, Electronic, Computer Products, Toys, Games, Hobbies,
Crafts

CATEGORY 7

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

CATEGORY 8

Hybrid Packaging (combination packages)

CATEGORY 9

Improvement over Former Package

CATEGORY 10

Counter & Floor Display Boxes

CATEGORY 11

Family of Packages

CATEGORY 12

Paperboard & Corrugated Package Unit

CATEGORY 13

Online Packaging Only

CATEGORY 14

Folding Carton Art & Design

**Category 14 is not eligible for the Judges' Choice Award but is eligible for the People's Choice Award.*



Folding Carton



RIGID BOX CATEGORIES

All entries entered into the Rigid Box Categories must be predominantly of paperboard construction. For purposes of the competition, rigid box 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 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 and Medical Devices

CATEGORY 2

Women & Men's Cosmetics

CATEGORY 3

Personal Accessories, Jewelry, and Eyewear

CATEGORY 4

Confections

CATEGORY 5

Technology, Electronic, Computer Products, Toys, Games, Hobbies, Crafts

CATEGORY 6

Paper Products, Stationery, Office Supplies & Retail Store Boxes

CATEGORY 7

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



CATEGORY 8

Family of Packages

CATEGORY 9

Alcohol Packaging

CATEGORY 10

Combination Rigid Set Box

CATEGORY 11

Rigid Box Art & Design

**Category 11 is not eligible for the Judges' Choice Award but is eligible for the People's Choice Award.*



Rigid Box

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HOW TO ENTER

Enter online at www.aiccbox.org/pdc. It's simple, easy to use and completely interactive to select your company and entry information, payments, and electronic entry images.

For entry details, competition rules, shipping instructions and to register your entries visit www.AICCbox.org/pdc.

ENTRY DETAILS

Company Information: Provide your complete company information as well as the name of your competition contact.

Entry Form: Complete an online entry form for EACH Package being submitted into the competition and include the name of the entry and your customer, overall dimensions of the entry and the name of your onsite contact (if applicable).

Written Narratives: The judges are influenced by what they see and read and you, the entrant, provide that information. It is to your benefit to be as detailed as possible in your written narrative. Please be factual, technical and detailed in your written narrative. In your description, emphasize how the entry meets the category's judging criteria.

Production/Manufacturing Details: Complete the production/manufacturing details in full and include the names of major suppliers who helped in the production of the entry.

Entry Samples: One sample of each entry is required; however, AICC strongly recommends two samples of each entry in case of shipping damage. Samples will be used during the judging process and displayed during the competition/meeting. Samples will NOT be returned unless pre-arrangements have been made with AICC.

Samples should not include anything of value as there is no security in the competition room. AICC is not responsible for lost or stolen items. AICC is not responsible if samples become damaged through the shipping process.

Entry Images: Include at least one high quality, color image of each entry. Images may be uploaded to the competition website in the "Image" section. By submitting images you give AICC permission to use them in promotions following the competition.

DEADLINE—AUGUST 16, 2019

Deadline: Entries (online forms) must be received by AICC by **Friday, August 16, 2019.**

ENTRY FEES

All entry fees must be paid in full prior to the competition in order to be eligible for judging and display.

Payments will be accepted in the following formats: Visa, MasterCard, American Express, and checks made payable to AICC. Payments must be made in U.S. funds drawn on a U.S. bank.

- ◆ Entries/AICC Members: Fees are \$250 for first entry and all subsequent entries are FREE!
- ◆ All companies that enter into the competition are eligible to receive 50% off one registration to attend the AICC 2019 Annual Meeting *.
- ◆ * Please note this discount is non-transferable to another AICC meeting or event and has no value if you do not register anyone for the meeting.
- ◆ NOTE: some categories do not require a fee to enter.

ELIGIBILITY

The Independent Packaging Design Competition is **open to AICC members ONLY** (corrugator, sheet, folding carton and rigid box plants). Competition entries designed and manufactured as part of a production run between September 2017 and September 2019 are eligible for submission. Test and sample runs are not eligible to compete. An exception to the rule are the Corrugated as Art & Design categories.

JUDGING

Judging will take place on Monday, September 16th at the Westin Harbour Castle Hotel in Toronto, Canada. The winners will be announced on Tuesday, September 17th during the Evening Reception taking place from 5:30 p.m. - 7:00 p.m. at the Westin hotel. Awards will be announced around 6:00 p.m.

AICC requires judges to select winners in all categories which receive entries that meet the category criteria. Honorable mention will be at the discretion of the judges. Judges' Choice will be chosen from only first place entries in categories eligible for Judges' Choice.

QUESTIONS

Please contact Cindy Huber at chuber@aiccbox.org or Laura Mihalick at lmihalick@aiccbox.org or toll-free at (703) 836-2422 with questions.



**When You Invest & Engage,
AICC Will Deliver Success**