



AICC 2019 Independent Packaging Design Competition

Judging Points / Criteria for Categories

CORRUGATED CATEGORIES

Category 1: Innovative Structural Design, Consumer & Industrial Focus

- Design Meets Customer's Needs
- Die Cutting, Scoring/Slotting Quality
- Converting Complexity
- Assembled to Fit All Parts
- Ease of assembly and set up
- Joining Quality
- Innovativeness

Category 2: Counter, Shelf, Power Wing and PDQ Displays (not requiring floor space)

- Design Meets Customer's Needs
- Image Quality
- Print Complexity
- Graphic/P-O-P Appeal
- Converting Complexity
- Assembled to Fit All Parts
- Ease of assembly and set up
- Die Cutting, Scoring/Slotting Quality
- Joining Quality

Category 3a: Floor Displays, Standees to be used w/o Product

- Design Meets Customer's Needs
- Graphic/P-O-P Appeal
- Image Quality
- Print Complexity
- Die Cutting, Scoring/Slotting Quality
- Converting Complexity
- Assembled to Fit All Parts
- Joining Quality
- Ease of assembly and set up
- Stability

Category 3b: Floor Displays, Product Merchandising

- Design Meets Customer's Needs
- Graphic/P-O-P Appeal
- Image Quality
- Print Complexity
- Die Cutting, Scoring/Slotting Quality
- Converting Complexity
- Assembled Fit All Parts
- Joining Quality
- Ease of assembly and set up
- Stability

Category 3b: Floor Displays, Product Merchandising

- Design Meets Customer's Needs
- Graphic/P-O-P Appeal
- Image Quality
- Print Complexity
- Die Cutting, Scoring/Slotting Quality
- Converting Complexity
- Assembled Fit All Parts
- Joining Quality
- Ease of assembly and set up
- Stability

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

- Graphic/P-O-P Appeal
- Print Complexity
- Image Quality

Category 4b: Direct Printing on Combined Brown Board – Line/Screen Combination

- Graphic/P-O-P Appeal
- Print Complexity
- Image Quality

Category 5: Flexo Print on Combined Board—Line Work & Non-Process Screen

- Graphic/P-O-P Appeal
- Print Complexity
- Image Quality

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

- Graphic/P-O-P Appeal
- Print Complexity
- Image Quality

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

- Graphic/P-O-P Appeal
- Print Complexity
- Image Quality



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Judging Points / Criteria for Categories

CORRUGATED CATEGORIES—continued

Category 7: Best Application of Spot or Full Label with or without Direct Print

- Graphic/P-O-P Appeal
- Print Complexity
- Image Quality
- Label Application

Category 8a: Digital Printing on Combined Board

- Design meets customer's needs
- Graphic/P-O-P Appeal
- Execution

Category 8b: Hybrid Print (flexo & digital)

- Creativity/Unique Qualities
- Print Quality

Category 9: Form and Function: Using Corrugated outside of Packaging and Displays

- Design Meets Customer's Need
- Innovative Qualities/Creativity
- Converting Complexity
- Converting Execution
- Print Quality
- Print Complexity
- Assembled to Fit All Parts
- Die Cutting, Scoring/Slotting Quality

Category 10: Best Corrugated Self-Promotion

- Marketing Success/Power
- Converting Complexity
- Print Complexity
- Print Quality
- Innovative Qualities

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

- Design Meets Customer's Needs
- Converting Execution
- Converting Complexity
- Innovative Qualities
- Environmental Advantage
- Improved Production Protection
- Performance over Previous Solution

Category 12: Preprinted Linerboard

- Design Meets Customer's Needs
- Graphic/P-O-P Appeal
- Print Complexity
- Registration Color

Category 13: Corrugated Art & Design

- Creative/Unique Qualities
- Converting Execution
- Print Quality

FOLDING CARTON CATEGORIES

The general end-use of the package will be used as a basis for the judging. Please include actual products in your submitted samples as this affects the judging criteria.

Categories 1-14 Judging Points:

- Packaging Innovation
- Consumer Convenience
- Communication Excellence
- Marketing Value
- Distribution Assistance
- Production Quality Excellence
- Environmental Sensitivity

RIGID BOX CATEGORIES

The general end-use of the package will be used as a basis for the judging. Please include actual products in your submitted samples as this affects the judging criteria.

Categories 1-11 Judging Points:

- Packaging Innovation
- Consumer Convenience
- Communication Excellence
- Marketing Value
- Distribution Assistance
- Production Quality Excellence
- Environmental Sensitivity