



2018 30TH AWARDS FOR PACKAGING INNOVATION

IT'S AS EASY AS **1-2-3**



Open to brand owners, retailers, packaging designers, converters and technology providers around the world, the **2018 30th Awards for Packaging Innovation** honors innovations in packaging design, materials, technology and processes across the entire packaging value chain. Originated by DuPont, and now sponsored by Dow, these Awards for Packaging Innovation are globally recognized as one of the leading packaging awards programs offered throughout the industry.

Submitting an entry is easy. Here are three steps to guide you:

STEP 1 EXPLORE

1. Review past winners by visiting [here](#).
2. Review the [award criteria](#).
3. Collaborate with your colleagues about what should be submitted and what can and cannot be shipped from your region.
4. When you are ready to begin the entry process, visit www.dowpackagingawards.com.

STEP 2 PREPARE YOUR ENTRY

Here's what the judges look for:

- Write a compelling, high-level Executive Summary. This can help your entry stand out. Detail the essence of your entry and what's unique.
- Explain how your entry is different from what's currently in the market.
- Include relevant attributes about your entry. Avoid general statements like, "a luxurious glass container that reflects the essence of the world."
- Keep your statements succinct and to the point. Eliminate all information that does not illuminate your entry.
- Back up your claims. Provide technical data, information on market and/or social relevance behind the innovation to validate your entry.
- Specifically, provide how your innovation addresses a need in your region. Include "before" and "after" photos to better illustrate your points:
 - If possible, submit photos, video clips, etc. of your entry in its intended use. For new generation packages, submit photos of the original packaging.

STEP 3 SUBMIT

1. Submit your completed entry form online.
2. Clearly identify the name of your innovation and ship your samples to the address indicated on the form.
Entry deadline is April 12, 2018. Samples MUST be received by April 30th, 2018.
3. For your entry to be considered, we must have your samples at the time of judging.

For international sample shipments, work with your local shipping provider and provide them with the proper information so your samples clear customs and arrive at our receiving offices by April 30, 2018.

If you have any questions, contact: [Heather Savas](#).
For entry form and more details, click [here](#).