



# 2018 30<sup>TH</sup> AWARDS FOR PACKAGING INNOVATION JUDGING CRITERIA

The 2018 30<sup>th</sup> Awards for Packaging Innovation is the packaging industry's longest running, independently judged competition. It honors innovations in packaging design, materials, technology, processes, and service across the entire packaging value chain. Inaugurated in 1986 by DuPont, and growing to be recognized as the leading packaging awards program in the world, the program's tradition of excellence is now proudly continued by Dow.

In evaluating entries, jurors will consider excellence based on the following criteria:

## TECHNOLOGICAL ADVANCEMENT

- New and/or clever use of materials
- New technology integration
- Creative configuration and/or assembly
- Increased production and/or distribution efficiency

## RESPONSIBLE PACKAGING

- Responsible use of materials
- Clean and efficient energy consumption
- Reduction in product and package waste
- Benefits the greater good

## ENHANCED USER EXPERIENCE

- Fulfills a user need and/or provides an enhanced experience
- Aids product merchandising and motivates purchase
- Enables greater product accessibility
- Establishes a preferred price/value equation