



### WHAT'S ENTAILED IN THE SUBMISSION PROCESS?

The process from end to end is as easy as **1-2-3**.

**Step 1** – Visit [www.dowpackagingawards.com](http://www.dowpackagingawards.com) to learn about the awards.

**Step 2** – Complete the online form.

**Step 3** – Send in your samples.

### WHO JUDGES THE COMPETITION?

Packaging experts throughout the value chain are brought together to serve as the panel of judges. The judges are instrumental in keeping the industry's longest running, independently judged awards program competitive and relevant. The judges represent different parts of the value chain and different geographies so they can bring a broad and diverse perspective that enables them to thoroughly assess which entries are game-changing packaging innovations. These judges are independent of DuPont and Dow in order to keep the competition completely objective.

### WHAT IS THE AWARD STRUCTURE?

There are three award levels – Silver, Gold and Diamond. Winners are based on "excellence" in one, two or all three categories: technological advancement, responsible packaging and enhanced user experience.

- **Silver Award:** Demonstrates excellence in ONE criterion
- **Gold Award:** Demonstrates excellence in TWO criteria
- **Diamond Award:** Demonstrates excellence in ALL THREE criteria

### WHEN IS THE COMPETITION?

For 2018, **the deadline for entry submissions is April 12, 2018**. Winners will be announced 3rd quarter 2018. Regional celebrations will be held after the winners announcements. All winning entries will be recognized as part of the Showcase of Packaging Innovation® at Pack Expo 2018 in Chicago.

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



For more information, visit  
[www.dowpackagingawards.com](http://www.dowpackagingawards.com)

**INNOVATION**  
BEGINS WITH YOU.

**RECOGNITION** BEGINS  
WITH THE 2018 30<sup>TH</sup> AWARDS FOR  
PACKAGING INNOVATION.

**ENTRY DEADLINE:** APRIL 12, 2018

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

## INNOVATION TAKES MANY FORMS

It can be a container that blends rigid and flexible packaging for a myriad of possibilities or a medical package that plays a vital role in surgery preparation. Or, it may even be a squeezable mascara tube that ends product dispensing frustrations. But one thing is consistent... game-changing innovation takes hard work. Determination. Dedication. And in the packaging industry, it takes a strong passion for science.

That's what the **2018 30<sup>th</sup> Awards for Packaging Innovation** is all about – recognizing those innovations in the packaging supply chain that truly excel in Technological Advancement, Responsible Packaging and Enhanced User Experience.

## ABOUT THE AWARDS

Inaugurated in 1986, this award program has long been recognized globally as the leading packaging awards program. Created by DuPont and now continued by Dow, this program supports our commitment to recognize excellence and inspire innovations in packaging.

- It's an international, independently judged competition.
- It's an excellent networking program.
- It's free to enter. Plus if you receive an award, you can be eligible for other awards programs.
- It's prestigious and recognized as a top awards program in the industry.
- And, DuPont and Dow materials do not need to be in the packaging structure.

## WHY SHOULD YOU ENTER THE COMPETITION?

Over the years, recipients of this packaging award have received high visibility in trade and national publications, websites and blogs, as well as industry tradeshows. Examples include:

- **Front page covers and featured stories in publications**, such as *Packaging World*, *Embalagem Marca Magazine Packaging Digest*, *Packaging Europe*, *Plastics News*, *Environmental Leader*, *Greener Packaging*, *Sustainable Packaging*, *Market Watch*, and *Beyond the Dow*
- **Displays at major tradeshows**, such as Pack Expo's Showcase for Packaging Innovation®, Chinaplas, Interpack, ANTEC, and multiple conference programs
- **Twitter, LinkedIn, and YouTube postings** that reach thousands of key influencers

In addition, winning companies may proudly display the 2018 30<sup>th</sup> Awards for Packaging Innovation logo on their winning product package and use it for any product promotions, alerting key stakeholders that their company is recognized as a leader in packaging innovation by a panel of industry experts from around the world!

## WHAT SUBMISSIONS QUALIFY?

In evaluating entries, judges 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

**Note:** Only commercial products, technologies and processes are eligible. Entries must be commercially available in the market. Remember, the entry does not need to contain a DuPont or Dow material or technology.

## WHAT DID PAST AWARDS RECIPIENTS GAIN FROM THESE AWARDS?

### INK PRODUCER, RECOVERY COMPANY COLLABORATE ON ZERO WASTE TO LANDFILL PROGRAM

"An Award for Packaging Innovation is a badge of honor. It lends credibility to the packaging innovation. We saw sales increase 20% after we won the Award for Packaging Innovation. We believe that's because we won and because of the publicity surrounding our win."



*Rob Callif, Vice President, BCM Inks, USA  
2013 Silver Award Recipient*

### SNAP-TOP PACKAGE ENSURES FRESHNESS FOR MEXICAN DELI MEAT

"The experience of participating was great, not only because we were given the opportunity to share our innovative package with the world, but because of the network that was created with other global companies. I encourage all companies to participate in this experience."



*Marcelo Garza García, Packaging Innovation, Sigma Alimentos  
2014 Silver Award Recipient*

### NATURAL SOLUTIONS AND BIO-ADAPTATION THINKING YIELD TRIPLE BOTTOM-LINE SOLUTIONS

"Winning an Award for Packaging Innovation created a surge of interest and inquiries into our new packaging solution. The buzz from the award really facilitated the conversation that led to us eventually signing a licensing agreement that took our packaging solution to an entirely new level."



*Sam Harrington, Ecovative Design Marketing Director  
2011 Diamond Award Recipient*

### GREEN WATER COOLER BOTTLE MADE FROM 100% RECYCLED MATERIAL

"There is significant market value and visibility in winning the Award for Packaging Innovation. Winning validates our packaging solution and helps open the door for new business."



*Ryan L'Abbe, Vice President,  
Ice River Springs Water Company Inc.  
2014 Silver Award Recipient*

## YOUR INNOVATION NEEDS TO BE RECOGNIZED.

The 2018 30<sup>th</sup> Awards for Packaging Innovation is an award that can set you apart from your competition and boost your business efforts! Plan to submit an entry. Deadline for submissions is **April 12, 2018**.

