



ASIASTAR 2018



INTERNATIONAL AWARDS FOR EXCELLENCE IN PACKAGING

CALL FOR ENTRIES
1 AUGUST - 7 September 2018



Asia Star 2018 Awards

For Excellence in Packaging

CALL FOR ENTRIES

Asian Packaging Federation (APF)

The APF, a non-profit organization, established in Tokyo, Japan in 1967, unites the packaging interests of all trade and industries in the Asia-Pacific region and beyond, under one cooperative umbrella.

Enter the Asian Packaging Awards: AsiaStar 2018

Winning an international competition brings prestige to every organization. AsiaStar is the only regional packaging award anywhere in Asia – as such it is The Packaging Award of Asia.

The Benefits of AsiaStar

Since each AsiaStar entry is a National Award Winner, an AsiaStar Award Winner is recognized regionally as 'the best of the best' in Asia.

- All AsiaStar winners will receive a magnificent engrave glass trophy and a packaging excellence certificate.
- All AsiaStar winner designers will also receive a packaging excellence certificate. This is to recognize that package production is not a solo effort.
- All AsiaStar winners will have the right to prominently display the AsiaStar logo to benefit their business.
- All AsiaStar winners will be featured in an AsiaStar Winners Trophy Book and receive 10 copies to distribute as part of a PR campaign. (Additional duplicate trophies and booklets can be ordered separately at a nominal charge.)

Eligibility

To ensure that entries represent the highest quality of packaging. AsiaStar entries must be a winner at a national packaging-related award in their country in the period of 2016, 2017 or 2018. No package which has been entered for any previous AsiaStar competition will be reconsidered. All entries should be sent through Executive Member of APF member countries

For intellectual property reasons, each entry must NOT carry any commercial trademark on the package, unless it is accompanied by a letter of authorization from the brand or trademark owner.

Award Categories

There are six (6) award categories:

- **Consumer Package** – The package directed toward a consumer or household.
- **Transport Package** – The package form used to ship, store, and handle the product or inner packages.
- **Eco-Package (Environmentally Sustainable Package)** - The package designed with special consideration for the environmental impacts of the package and product during its whole lifecycle.
- **Point of Purchase (PoP)** – The package referred as POP or POS display designed for retail display in order to attract consumers or promote sales.
- **Packaging Material and Components (PMC)** – The packaging material is referred to as primary or secondary material / component / adjunct, they are intended to be in direct or indirect contact with the product.
- **Student category** – The packaging aimed to encourage students to explore innovative ideas packaging design, graphics and product.

In addition, the **APF President s' Award** will be presented to the entry scoring maximum marks, weighted by the President's own personal criteria. **It is also proposed that we may not consider two new category like sustainability award and packaging for save food initiative.**

The Judging Process

Based on merit alone, AsiaStar 2018 will be judged in a secret conclave by National representatives. All packages are judged strictly on a weighted-points basis, in which each APF member country has one vote. Detail of judging criteria can be found on APF website. **For AsiaStar 2018, the judging will be held on 30th September 2018 in Tokyo, Japan.**

AsiaStar Award Function

AsiaStar 2018 Award will be handed over to the winners at the Awards Presentation on 2nd October 2018 in Tokyo, Japan. In the event that a winner is unable to attend the Award function, the trophy will be handed over to their APF representatives who will make delivery arrangements.

Deadline

Call for entries will be opened during 1st August to 7th September, 2018. The Entry submission and payment slip is to reach APF Secretariat office in Thailand by 7th September, 2018.

However, the Sample package is to reach Tokyo, Japan between 27 August and 21 September (NOT before 27 August), 2018.

Entry Submission

Please submit entry for the AsiaStar award consideration as detailed below. Online submission which can be accessed at APF website: www.asianpackaging.org is highly recommended. The entry forms along with payment slip to the Secretariat by 7th September, 2018. However, the original samples of the entries must arrive at Japan Packaging Institute between 27th August and 21st September (NOT before 27th August) to the following address;

1. **Entry Form:** One completed entry form, for each package.
(Please Photocopy if necessary)
2. **Entry Fee**
Entry submitted with endorsement letter by **APF executive member** is entitled to a special entry fee rate. (Please see the list of APF members at www.asianpackaging.org)
US\$ 300 (Thai Baht 10,000) for each entry **with** APF executive member endorsement
US\$ 20 (Thai Baht 700) for each student entry with APF executive member endorsement
US\$ 450 (Thai Baht 15,000) for each entry from non-member organizations of the APF should be submitted with APF executive member endorsement.

Payment can be made only by Bank Transfer to APF account:
(No Draft or Personal Check shall be accepted)

Account Name: Asian Packaging Federation

Account Number: 002610471993

Swift Code: HBLILKLX

Bank Name: Hatton National Bank, City Office, Colombo, Sri Lanka

Please submit copy of bank transfer to APF account:

Entries without payment / confirmation or proof of payment will not be considered for judging.

3. **A Statement** in English describing your package in the following topics;
 - a) **Description** : (Limit 50 Words) Briefly describe application / function of package
 - b) **Material** : (Limit 30 Words) Provide information of material used for the package
 - c) **Size** : (Limit 30 Words) Provide size dimension of the package
 - d) **Inspiration** : (Limit 60 Words) Extra information such as design concept of the package, inspiration of package, etc.
4. **Pictures:** Entry should be accompanied by digital images (maximum of 6 images) in JPG format (300 dpi) showing a good representation of the packages, features and marked with name, package and company. (No Powerpoint pictures)
5. **Endorsement by the Executive Member of APF** that the entry has won a packaging award in the national level (if applicable). Please see list of APF members at www.asianpackaging.org. Any entry has won a national packaging award competition and pay US\$450 entry fee.
6. **Approval/Authorization letter** from the package Brand Owner that their intellectual property may be entered for this AsiaStar Award Competition. (if applicable)
7. **Entry Submission:** Electronic files such as pictures, and statements should be submitted in CD-ROM. Please make sure that all entry documents reach the Secretariat Office of Asian Packaging Federation at

APF Secretary General
Industrial Design Supporting Sub-Division
Division of Creative Industry Development
Department of Industrial Promotion (DIP)
86/6 Industrial Design Bld., Soi Trimitr, Rama 4 Road., Phrakanong, Klongtoei,
Bangkok, 10110 THAILAND
Tel./fax +662 381 1603
Mobile. +6661 423 4926/+6688 614 7410
E-mail: apf.pattra@gmail.com, Website: www.asianpackaging.org

8. **Sample Package** In addition to Entry Document, entrant is strongly encouraged to submit sample package for judging consideration. Entrants should ensure that one empty package and one package filled with product (if possible) reach the judging venue before the deadline. Please enclose a copy of your entry form with the package and mark clearly on the parcel "**Sample Package entry for AsiaStar 2018 Award. No commercial value**". The sample package must be addressed to

Ms. Hiroko Akieda or Mr. Takehiro Kaneko
International Business Dept., JAPAN PACKAGING INSTITUTE
10F,4-1-1, Tsukiji, Chuo-ku, Tokyo 104-0045, JAPAN
Tel: +81-3-3543-1189, Email: pack@jpi.or.jp or kaneko@jpi.or.jp

The package should not include the content such as food, liquid, etc. If the total value of the product (package), sending cost and insurance exceeds JPY10,000 (around USD90), the tax will be required for customs clearance in Japan. So, the applicants for AsiaStar contest are required to contact the courier company for further details before sending.

Before the deadline: 21st September 2018
The sample package will not be returned.

Note: Entry DOCUMENT and SAMPLE PACKAGE are to be sent to different address.

For any further information regarding AsiaStar 2018, please contact:

Secretary General
Industrial Design Supporting Sub-Division
Division of Creative Industry Development
Department of Industrial Promotion (DIP)
86/6 Industrial Design Bld., Soi Trimitr, Rama 4 Road., Phrakanong,
Klongtoei, Bangkok, 10110 THAILAND
Tel./fax +662 381 1603
Mobile. +6661 423 4926/+6688 614 7410
E-mail: apf.pattra@gmail.com,
Website: www.asianpackaging.org

AsiaStar 2018 Entry Form



Name of Package

Please print details in CAPITAL

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CP Consumer Package

TP Transport Package

EP Eco Package

ST Student Category

POP Point of Purchase

PMC Packaging Material and Components

Name of the Designer/s of the Package (*maximum of 4 persons*)

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Name of the Entrant Company (or Name of Academic Institute for Student Category)

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Contact Person

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Address

City

Zip Code

Country

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Tel.

Fax

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E-mail

Company / Institute's Website

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Name of the National Award, the entry has already won along with endorsement by the APF Executive Member of the Country. (See list of APF Members at www.asianpackaging.org)

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Name of the Brand Owner/Customer's Company

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Contact Person of Brand Owner / Customer's Company

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Address

City

Zip / Pin

Country

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Tel.

Fax

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Contact E-mail of Brand Owner / Customer

Brand Owner / Customer's Website

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Check List:

Entry Form

CD ROM containing photographs of the entry

Copy of Bank Transfer Receipt

Endorsement by APF Ordinary Member

Authorization of Trademark / Brand Owner (if applicable)

A sample package, **sent to Japan**

Signature / Date

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Please send Entry document to:

APF Secretariat Office
 Industrial Design Supporting Sub-Division
 Division of Creative Industry Development
 Department of Industrial Promotion (DIP)
 86/6 Industrial Design Bld., Soi Trimitr, Rama 4 Road.,
 Phrakanong, Klongtoei, Bangkok, 10110 THAILAND
 Tel./fax +662 381 1603
 Mobile. +6661 423 4926/+6688 614 7410
 E-mail: apf.pattra@gmail.com
 Website: www.asianpackaging.org