



The Asian Packaging Federation

AsiaStar 2015 Awards

INTERNATIONAL AWARDS For Excellence in Packaging

A large, circular, gold-colored graphic with a dark center containing the text 'CALL FOR ENTRIES'. The graphic is surrounded by several large, 3D-style gold stars and smaller gold stars scattered across the background.

**CALL FOR
ENTRIES**



AsiaStar 2015 Awards **INTERNATIONAL AWARDS** For Excellence in Packaging

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 2015

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 Oscar 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 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' Catalogue and receive 10 copies to distribute as part of a PR campaign. (Additional duplicate trophies & 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 2013, 2014 & 2015. 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

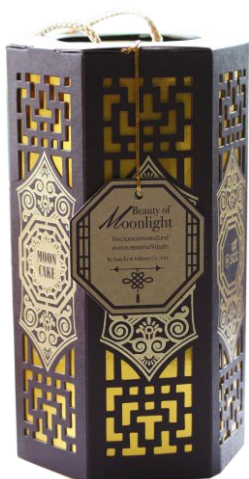
There are four (4) award categories:

- 1) **Consumer Package** – the package directed toward a consumer or household.
- 2) **Transportation Package** - the package form used to ship, store, and handle the product or inner packages.
- 3) **Eco-Package** (Environmentally Sustainable Package) - the package designed with special consideration for the environmental impacts of the package and product during its whole lifecycle.
- 4) **Student category** – this aims to encourage students to explore innovative ideas, packaging design, graphics and product.

In addition, the **APF Presidential Award** will be presented to the entry scoring maximum marks, weighted by the President's own personal criteria.

The Judging Process

Based on merit alone, AsiaStar 2015 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. Details of judging criteria can be found on APF website. **For AsiaStar 2015, the judging will be held in November 2015 at Istanbul, Turkey.**

AsiaStar Award Function

AsiaStar 2015 Award will be handed over to the winners at the AsiaStar 2015 Award Night in last week of **November 2015 at Istanbul, Turkey**. 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

The Entry submission is to reach APF Secretariat, Indian Institute of Packaging (IIP), Mumbai, India by 31st August 2015.

The Sample package is to reach ASD - TURKISH PACKAGING MANUFACTURERS ASSOCIATION, Turkey by 10th September, 2015.

Entry Submission

Please submit entry for the AsiaStar award consideration as detailed below. Online submission which can be accessed at APF website: is highly recommended.

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

US\$ 300 for each entry **with** APF executive member endorsement

US\$ 20 for each student entry **with** APF executive member endorsement

US\$ 450 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 Cheques shall be accepted)

Account Name - Asian Packaging Federation Account Number - 6124474207

IFSC Code - IDIB000M238

MICR Code - 400019066

Swift Code - IDIBINBBFT

Bank Name - Indian Bank

Bank Address - Marol Branch, CTS/31, Premier Emperor, Opp. Awesome Heights

Ashok Nagar, Off Military Road, Marol, Andheri (East), Mumbai-72



Please submit copy of bank transfer receipt with details of payment transfer on iipend@iip-in.com and also along with the entry. Entries without payment/confirmation or proof of payment will not be considered for judging. Entry fees to be paid without deduction of any charges levied by bank for transfer. Entrant Company shall pay statutory bank charges in addition to entry fees.

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 letter 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 without APF member endorsement must submit a document to proof that the 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 or by email to iipend@iip-in.com. Please make sure that all entry documents reach the Secretariat Office of Asian Packaging Federation at



Attn: Dr. N. C. Saha
Secretary General
Asian Packaging Federation (APF) Secretariat
C/o Indian Institute of Packaging
E-2, MIDC Area, Post Box No. 9432, Andheri (E.), Mumbai-400093, India.
Tel: +91 (022) 28219803/9469
Fax: +91 (022) 28375302
Email: sg@asianpackaging.org / iipend@iip-in.com
Website: www.asianpackaging.org

Before the deadline: 31st August 2015.

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 2015 Award. No commercial value"**.

The sample package must be addressed to

Attention: Mr. Cihan DAG & Mr. Emre ERDOGAN
ASD - TURKISH PACKAGING MANUFACTURERS ASSOCIATION
Kosuyolu Katip Salih S No. 13
Kadikoy, Istanbul 34718, TURKEY
Tel: +90(216)5454948, Fax: +90(216)5454947
Email: asiastar@ambalaj.org.tr / asd@ambalaj.org.tr

Before the deadline: 10th September, 2015. 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 2015, please contact:

Dr. N.C. Saha, (Secretary General-APF) on Tel: +91 (022) 28219803/9469 Fax: +91 (022) 28375302
Email: sg@asianpackaging.org / iipend@iip-in.com Website: www.asianpackaging.org



The Asian Packaging Federation

AsiaStar 2015 Entry Form

Name of Package

Please print details in CAPITAL

CP Consumer Package

TP Transport Package

EP Eco Package

ST Student Category

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

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

Contact Person

Title

Fist Name

Last Name

Position

Address

City

Zip Code

Country

Tel.

Fax

E-mail of Contact Person

Company/Institute's Website

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)

Name of the Brand Owner/Customer's Company

Contact Person of Brand Owner/Customer's Company

Address

City

Zip Code

Country

Tel.

Fax

Contact E-mail of Brand Owner / Customer

Brand Owner/Customer's Website

Check List:

Entry Form

CD / email for statement & photos of the entry

Copy of Bank Transfer Receipt

Endorsement by APF Executive Member (if applicable)

A sample package sent to ASD - TURKISH PACKAGING MANUFACTURERS ASSOCIATION, Turkey on above given address.

Authorization of Trademark/Brand Owner (if applicable)

Signature / Date

Please send Entry document to: Dr. N. C. Saha (Secretary General-APF)

Asian Packaging Federation Secretariat

C/o INDIAN INSTITUTE OF PACKAGING

E-2, MIDC Area, Post Box No. 9432, Andheri (E.), Mumbai-400093, India.

Tel: +91 (022) 28219803/9469 Mob: Fax: +91 (022) 28375302

Email: sg@asianpackaging.org / asiastar@asianpackaging.org / iipend@iip-in.com

Website: www.asianpackaging.org