

NJ Packaging Executives Club



2010 Package of the Year Award Entry Form

Submitter's Name _____ Club Member _____ Non-Member _____

Company _____

Street Address _____

City, State, Zip Code _____

Phone _____ Fax _____ Email _____

AWARD CATEGORY

- ___ Health and Beauty
- ___ Food and Beverage
- ___ Fragrance
- ___ Color Cosmetics
- ___ Label Graphics - Silkscreen/Deco
- ___ Household/Industrial
- ___ Garden and Outdoor

- ___ Sports, Toys and Games
- ___ Baby and Children's
- ___ Industrial Products
- ___ Pharmaceutical
- ___ Personal Care
- ___ Promotional

SPECIAL PACKAGING AWARDS

- ___ Sustainable Packaging
- ___ Luxury Packaging
- ___ Holiday Packaging
- ___ Label Graphics
- ___ Best Use of Stock Packaging
- ___ Private Label

Product Name _____

Launch Date _____

Entries must be created or placed in the store between December 1, 2009 & January 1, 2011.

Customer/Vendor _____

Signature/Date _____

PLEASE SUBMIT 2 PIECES OF THE ENTIRE PACKAGE WITH ALL COMPONENTS, INCLUDING COMPLETED RATIONALE FORM BY October 10, 2010.

**Samples can be retrieved at the Package of the Year Awards Ceremony.
Samples will not be mailed back to entrants.**

Send to:
Jeff Burke
14 Jumping Brook Place
Annandale, NJ 08801
908-319-0269
jeffreyeburke@aol.com

Fees:
Non-member entry fee: \$75.00 per submission.
Check made payable to NJPEC with submission.
Member submissions are free.

NJ Packaging Executives Club



NJPEC PACKAGE OF THE YEAR AWARDS JUDGING / RATIONALE CRITERIA

The following rationale is considered critical to achieve an award.

Type on an attached sheet (handwritten entries not acceptable), the special attributes your package submission possesses. The following areas should be considered:

| | |
|-----------------------------|--|
| Design Excellence | How does the package achieve a multiple of needs? |
| Shelf Impact | Does the package “grab” your eye? |
| Uniqueness | What makes the package unique and/or different? |
| Cost Effectiveness | What thought process or package requirement is different? |
| Graphic Presentation | Is this a “new” look? How does it position the product? Why were these graphics chosen? |

All entries will be reviewed by the Awards Committee and Judges. Suitability of any entry into a category will be at the discretion of the NJPEC Committee. Judges will be selected at the discretion of the board and will have the final say.

Awards

Gold, Silver, Bronze and Honorable Mention will be awarded for all categories at the judges’ discretion. Special awards will be given for Packaging Innovation, Technical Merit, Visual Impact, Marketing Impact and Best Use of Stock Packaging as well as Sustainable Packaging, Luxury Packaging, Holiday Packaging, Label Graphics and Private Label Packaging.

Awards will be held at the Marriott East Hanover on November 11, 2010.

You do not need to be present to win but it is a great networking and socializing event so please plan to attend if your schedule permits.

Eligibility

Products launched between December 1, 2009 and January 1, 2011 are eligible.

Please take care of any legal approvals that may be necessary.

NJ Packaging Executives Club



NJPEC 2010 JUDGING RATIONALE CRITERIA

(This form must be typed - additional pages can be used.)

Product/Package Name _____

Award Category _____

Submitter's Name _____

Primary Reasoning for Submission:
