

Asia Star 2008 Awards

For Excellence in Packaging

CALL FOR ENTRIES

Asian Packaging Federation (APF)

The APF, a non-profit organization, established in Tokyo, Japan in 1976, unites the packaging interests of all trade and industries in the Asia-Pacific region and beyond, under one cooperative umbrella. The objective of the Federation is to enhance cross country cooperation among all packaging-related bodies, covering a wide range of subjects like training & education, package development, technology & industry progress, environmental aspects, law and regulations.

Enter the Asian Packaging Oscars: AsiaStar 2008

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

An AsiaStar cannot be purchased for the price of an advertisement, or 'donated' by a supplier in recognition of the business you have, or might do with supplier. Unlike many other so-called awards AsiaStar is recognition of Packaging Excellence.

The Benefits of AsiaStar

AsiaStar is 'the Asian Packaging Oscars' and since each entry is a National Award Winner, an AsiaStar Award Winner is recognized regionally as 'the best of the best' in Asia.

- All AsiaStar winners receive a handsome engraved glass trophy and a packaging excellence certificate which they can display prominently for guests, customers and competitors alike to covet.
- To recognize that package production is not a solo effort, packaging excellence certificate will also be provided to the designer of all AsiaStar winners.
- All AsiaStar winners will have the right to prominently display the AsiaStar logo on stationary, corporate brochures, annual reports, letterheads, namecards, websites and wherever else they care to use it to benefit their business.
- All AsiaStar winners are invited to attend the Gala Awards Presentation Dinner in China in November 2008.
- All AsiaStar winners will be featured in an AsiaStar Winners Trophy Book and receive 15 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 2006, 2007, or 2008. No package which has been entered for any previous AsiaStar competition will be considered.

For intellectual property reasons, each entry must be accompanied by a letter of authorization from the Owner of the package (usually the brand owner). Both commercial

and student entries must NOT carry any commercial trademark on the package which could make the entry subject to copyright claims without the authorization of the brand or trademark owner.

Award Categories

There are three (3) award categories for the AsiaStar awards:

- **Consumer package** - that is directed toward a consumer or household
- **Transport package** - the package form used to ship, store, and handle the product or inner packages
- **Student category** – this aims to encourage students to explore innovative ideas packaging design, graphics and production.

In addition, the **APF President s' 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 2008 will be judged in a secret conclave by a National representative from each of the following 14 Countries: Australia, Bangladesh, China, India, Indonesia, Japan, Korea, Malaysia, Philippines, Russia, Singapore, Sri Lanka, Thailand and Vietnam.

All packages are judged strictly on a weighted-points basis, in which each APF member country has one vote. The Six judging criteria namely, Innovation, Functionality, Graphic Appeal, Appropriateness, Environment Performance, and Overall Impression, are individually assessed for each package. Packages having scored above the APF standard are awarded an AsiaStar. AsiaStar 2008 Judging will be held on 7th October 2008 in Tokyo, Japan in concurrent with TokyoPack exhibition.

AsiaStar Award Function

AsiaStar 2008 Award Certificates will be handed over to the winners at a glittering Gala Awards Presentation Dinner in November, 2008 in China. (Detail will be provided soon!!).

- In the event that a winner is unable to attend the trophy will be handed over to their APF representatives who will make delivery arrangements.
- Note: The Packaging Excellence Certificate for designer can only be awarded in person.

Entry Fee

US\$ 300 (Baht 9,600) for each entry from APF member countries

US\$ 350 (Baht 11,200) for each entry from eligible non-member countries in Asia.

US\$ 20 (Baht 640) for each student entry from APF member countries

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

Deadline

The Document Entry submission is to reach Bangkok, Thailand by **26 September, 2008**.

Optionally, the sample package is to reach Tokyo, Japan by **30 September, 2008**.

Entry Submission

Please submit entry for the AsiaStar award consideration as detailed below.

1. **Entry Form:** One completed entry form, for each package
2. **Entry fee** payment can be made only by Bank Transfer to APF account :

Asian Packaging Federation, Account Number: 026-428648-0 Swift Code: SICOTHBK
Bank Name: Siam Commercial Bank, Ramathibodi Branch,
270 Rama 6 Rd., Phayathai Ratchatavee, Bangkok, 10110, THAILAND

Please submit copy of bank transfer receipt with the entry. (No Demand Draft or Personal Check)

3. **Your company logo** (letterhead).
4. **A Statement** in English in less than 60 words: "Why your entry should receive an AsiaStar?"
5. **Pictures:** Entry should be accompanied by digital images in CD ROM (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)
6. **Endorsement by the Ordinary Member of APF**, in that country – of the entry having won the national / student category award.
7. **Approval/Authorization letter** from the package Brand Owner that their intellectual property may be entered for this AsiaStar Award.
8. **Detailed Description (Optional)** A detailed description of less than 300 words with additional information such as process, equipment used, materials, etc.
9. **Submission:** Electronic files such as pictures, statement and other detail description should be submitted in CD-ROM. Please make sure that all entry documents, entry form duly filled in along with copy of bank transfer receipt, reach the Secretariat of Asian Packaging Federation at

Attention: Suwit Kankamrai
Bureau of Supporting Industries Development (APF Secretariat Office)
Department of Industrial Promotion, Soi Treemitr, Rama 4 Rd., Klongtoey,
Bangkok, THAILAND 10110
Tel: +66 2367 8185 Fax: +66 2367 8184 Email: apf@dip.go.th

before the deadline, i.e. 26th September, 2008.

10. **Sample Package (Optional)** In addition to Entry Document, entrant is encouraged to submit sample package for judging consideration to judging venue in Japan. Entrants should ensure that one empty package and one package filled with the product (if possible) should reach the judging venue in Japan **on or before September 30, 2008**. Please enclose a copy of your entry form with the package and mark clearly on the parcel "**Sample Pack for entry for AsiaStar 2008 Award. No commercial value**". Please also make sure that the package will not be returned. The sample package should be addressed to

Attention: Ms. Nahoko Ishizaki
Japan Packaging Institute
Togeki Bldg. 10F, 4-1-1 Tsukiji, Chuo-ku, Tokyo 104-0045, Japan
Tel: +81-3-3543-1189 FAX: +81-3-3543-8970 Email: pack@jpi.or.jp

NOTE : Entry DOCUMENT and SAMPLE PACKAGES are to be sent to Different Addresses.

Please contact Suwit Kankamrai, APF Secretariat Officer at Tel: +66 2367 8185 Fax: +66 2367 8184, Email: apf@dip.go.th for any further information regarding AsiaStar 2008



AsiaStar 2008 Entry Form

Name of Package

Please print details in CAPITAL

CP

Consumer Package

TP

Transport Package

ST

Student Category

Name of the Designer of the Package

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

Contact Person

Address

City

Zip Code

Country

Tel.

Fax

E-mail

URL

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

Name of the Brand Owner/Customer's Company

Contact Person

Address

City

Zip / Pin

Country

Tel.

Fax

E-mail

URL

Note: this information is strictly confidential

Check List:

Entry Form

Copy of Bank Transfer Receipt

Company logo, Letterhead

"Why this entry should receive an AsiaStar" Note

Authorisation letter of TradeMark.Brand Owner where required

CD ROM containing photographs of the entry

Endorsement by APF Ordinary Member

Optional: Up to 300 words detailed description

Optional: A sample package, if size allows

sent to Japan

First Name

Last Name

Title – Position

Signature / Date

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