

Great Design is No Gamble

AICC's 14th International
Corrugated Packaging Design Competition



Held in conjunction with
the AICC 2009 Annual Meeting & PackEXPO 2009
October 5-7, 2009, Las Vegas, NV



Association of Independent
Corrugated Converters

AICC's 14th International Corrugated Packaging Design Competition

Each year, independent corrugator and sheet plant manufacturers from around the world continue to display an increasing sophistication and skill in the use of graphics and artistic design as well as innovative, highly technical, and environmental applications of corrugated in the marketplace. The application of corrugated is far reaching and has been used to market, promote and protect, as well as package, ship, and sell.

Since 1981, AICC has been proud to recognize, showcase and reward those independents who have met and exceeded their customers' expectations of their corrugated packaging designs and displays in its International Corrugated Packaging Design Competition. This sophistication and skill is exhibited in the overwhelming number of entries AICC receives during each competition in which independent boxplants compete for first, second, third place and honorable mention awards as well as to become the industry's People's Choice and take home the prestigious Judges' Choice Award.

Entering your best corrugated packaging designs into the International Corrugated Packaging Design Competition is a great opportunity to:

- Show off your company's creativity, innovation and excellence in package design and production capabilities.
- Recognize the people behind the scenes who helped manufacture your best corrugated packaging designs including your employees, customers and suppliers
- Enhance the Independent boxplants' level of professionalism in the corrugated industry

EXTRA EXPOSURE! This year's competition is being co-located with PackEXPO 2009 at the Las Vegas Convention Center in Las Vegas, NV. The AICC package design competition will be located in the Containers & Materials Pavilion. The Containers & Materials Pavilion brings machinery and materials - paperboard, glass, metal, plastic, and flexible packaging. More than 65,000 square feet of exhibit space will be dedicated to the latest innovations in materials, containers and converting machinery.

PackEXPO attracts over 25,000 customers and buyers from over 75 countries around the world. PACK EXPO attendees represent a targeted, wide range of industries end-users: food & beverage/wine; bakery & snack; cosmetics & toiletries; dairy; drugs & pharmaceutical/medical; chemical; candy & confection; raw materials; paper &

textiles; electronics/parts; computer hardware/software; entertainment; soaps & detergents; and many more.

CO-LOCATION

PROCESS EXPO will be co-located with PACK EXPO Las Vegas. The focus of the PROCESS EXPO will be on the newest developments in processing technology to meet the challenges faced by the industry's food and beverage manufacturers. PROCESS EXPO exhibitors will demonstrate state-of-the-art equipment in the fruit and vegetable, beverage, canning/freezing, environmental, instrumentation, prepared foods; can making, meat, dairy and snack food industries.

CPP (Converting & Package Printing) EXPO will also be co-located with PACK EXPO Las Vegas. Reflecting the new market synergies of the package printing, converting, finishing machinery and supplies industries, CPP EXPO showcases the latest in printing, coating, slitting and other state-of-the-art finishing processes. Over 2,800 converting professionals and nearly 250 exhibiting companies attended CPP EXPO in 2007 in search of equipment, materials and services for streamlining operations and improving quality.

ELIGIBILITY

The 14th International Corrugated Packaging Design Competition is open to all independent corrugator plants and sheet plants, AICC member or not. Competition entries designed and manufactured as part of a production run between October 2007 and October 2009 are eligible for submission. Test and sample runs are not eligible to compete. An exception to the production run rule is Category 14: Corrugated Art & Design.

WHAT YOU CAN WIN

First Place, Second Place, Third Place or Honorable Mention Awards in each of the 17 competition categories. The People's Choice Award allows AICC Annual Meeting attendees to have their say and cast their votes for the best entry overall. The Judges' Choice Award recognizes the competition's best of show winners overall in both the structural and graphics categories. Determined by an expert panel of judges, these are the two entries in the entire competition that exemplify the many innovations in corrugated. The competition winners will be announced during the closing dinner at AICC's 2009 Annual Meeting on Wednesday, October 7, 2009. Competition awards will be shipped to all winners following the meeting. Additional copies of the competition awards may be ordered to share with customers and suppliers who participated in making the entry a winner.

COMPETITION CATEGORIES

Detailed category descriptions available at www.aiccbbox.org/pdc.

Category 1: Innovative Structural Design, Industrial Focus (Structure) - Awards for the most innovative structural design in industrial product protection.

Category 2: Innovative Structural Design, Consumer Focus (Structure) - Awards for the most innovative structural design in consumer product protection.

Category 3: Counter, Shelf, Power Wing and PDQ Displays (Structure/Graphics) - Awards for the most innovative in point-of-purchase displays that are intended to be used in or on existing retail fixtures (shelving, counters etc).

Category 4a: Floor Displays, Standees Without Product (Structure/Graphics) - Awards for the most innovative point-of-purchase floor displays that physically do not hold product (e.g., movie promotions, celebrity standees, banners, or other pure promotional pieces).

Category 4b: Floor Displays, Product Merchandising (Structure/Graphics) - Awards for the most innovative point-of-purchase floor displays that physically hold product.

Category 5: Direct Print on Combined Board - Line Work & Non-Process Screen (Graphics) - Awards for the best direct flexo and/or letterpress printing, which includes line work, flat screens, mezzotints, halftones, duotones composed of one or more non process color.

Category 6a: Direct Print on Combined Board - Standard or Modified Process Colors used in reproduction of built color images - Cartoon Art or Computer Art (Graphics)

Awards for the best direct flexo and/or letterpress printing with standard process printing using yellow, magenta, and cyan with or without a fourth (key) color, or with modified process printing of three or more superimposed halftone images (not necessarily using standard process colors).

Category 6b: Direct Print on Combined Board - Standard or Modified Process Colors used in the reproduction of photographs or original art continuous tone images. (Graphics) - Awards for the best direct flexo and/or letterpress printing with standard process printing using yellow, magenta, and cyan with or without a fourth (key) color, or with modified process printing of three or more superimposed halftone images (not necessarily using standard process colors).

Category 7a: Flexo Printing on Combined Brown Board - Line Work (Graphics) - Awards for the best single or multi color line print corrugated product printed directly onto combined kraft board utilizing flexo and/or letterpress printing.

Category 7b: Flexo Printing on Combined Brown Board - Line/Screen Combination (Graphics) - Awards for the best single or multi color line/screen print on a corrugated

product directly onto combined kraft board utilizing flexo and/or letterpress printing.

Category 8: Flexo and/or Letterpress Printing on Combined Brown or White Board - Utilizing a Press configured with only Pull Rolls (Graphics) - Awards for the best single or multi color line/screen/process print on corrugated product printed directly onto combined board utilizing flexo and/or letterpress printing.

Category 9: Best Application of Single Face Laminating or Best Application of Full Label (Structure/Graphics) - Awards for the best application of a printed label (e.g. .10 or .12 sbs) which is combined directly to the flutes. No linerboard may be present between the printed label and the flutes. If an intermediate liner is used, it is to be considered a full label.

Category 10: Preprinted Linerboard (Graphics) - Awards for the best image reproduction (Line, Screen, Built Color Images or Standard of Modified Process Colors) on type of uncombined linerboard.

Category 11: Form and Function: Using Corrugated outside of Packaging and Displays. (Graphics & Structure) - Awards for the unique use of corrugated board beyond conventional shipping containers or point-of-purchase displays.

Category 12: Best Use of Corrugated Replacing Other Substrate (e.g. plastic, etc.) (Structure) - Awards for the best demonstration of corrugated replacing another packaging medium.

Category 13: Best Corrugated Self-Promotion (Structure/Graphics) - Awards for the best design and graphics on a self-promotion piece that has been designed and produced to highlight your company's design, manufacturing, and printing capabilities.

Category 14: Corrugated Art & Design (Structure/Graphics) - A designer free-for-all in which box plant designers and closet artists are encouraged to submit their corrugated artwork and designs that they consider to be the absolute in innovation!

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HOW TO ENTER

AICC offers you two ways to enter the 14th International Corrugated Packaging Design Competition: Online and On Paper!

Competition Registration will be open and available June, 2009.

ENTRY REQUIREMENTS

The following items must be included for each entry submitted into the competition. Note: When entering a design in more than one category, a separate entry packet must be submitted for each category, along with the additional entry fee.

- **Company Information:** Provide your complete company information as well as the name of your competition contact.
- **Entry Form:** Complete a category entry form for EACH Package being submitted into the competition.
- **Written Narratives:** The judges are influenced by what they see and read and you, the entrant, provide that information. It is to your benefit to be as detailed as possible in your written narrative. Please be factual, technical and detailed in your written narrative. In your description, emphasize how the entry meets the category's judging criteria (located in the category description).
- **Production/Manufacturing Details:** Complete the production/manufacturing details in full and include the names of major suppliers who helped in the production of the entry.
- **Entry Samples:** One sample of each entry is required; however, AICC strongly recommends you ship two samples of each entry in case of shipping damage. Samples will be used during the judging process and displayed at the exhibit in Las Vegas.
- **Entry Images:** Include one high quality, professional color image of each entry. Images may be sent one of two formats JPEG (RGB formatted) or GIF files. Electronic formats may be uploaded to the competition website in the "Photo" section or, if you are applying by paper only, emailed to AICC at lgaitan@aiccbbox.org.
- **Entry Fees:** All entry fees must be paid in full prior to the competition in order to be eligible for judging and display.

ENTRY SHIPPING

One sample of each competing package is required. However, AICC strongly recommends you ship two samples of each competing package in case of shipping damage. You are

also encouraged to include product(s) if available. Samples will be used during the judging process and displayed at the exhibit in Las Vegas.

VERY IMPORTANT: Entry samples should be sent already assembled to ensure display accuracy. If you send your samples unassembled, please make advance arrangements to have your entry set up onsite and/or include a clear set of assembly instructions for an AICC competition representative to use. AICC does not guarantee display accuracy and/or on time set up.

All entry samples must be shipped to the competition warehouse using the competition's official shipping labels that are available for downloading/printing at www.aiccbbox.org/pdc. Shipping information will be available in June 2009 at www.aiccbbox.org/pdc

ENTRY FEES

Payments will be accepted in the following formats: Visa, MasterCard, American Express and checks made payable to AICC. Payments must be made in U.S. funds drawn on a U.S. bank.

- Enter Online at www.aiccbbox.org/pdc
- Online Entries/AICC Members: Fees are \$250.00 for the first entry, \$175.00 for each additional entry from same company.
- Online Entries/Non Members: Fees are \$450.00 for each entry
- Paper Entries/AICC Members: Fees are \$300.00 for the first entry and \$225.00 for each additional entry
- Paper Entries/Non Members: Fees are \$525.00 for each entry

** Companies using paper entry forms are subject to higher competition entry fees to cover the additional time/labor required to key the entry data into a master database.

DEADLINE

Entries (online, paper forms, and samples) must be received by AICC and warehousing company by Friday, September 11, 2009.

THE JUDGING

Judging will take place on October 4, 2009 in Las Vegas.

QUESTIONS: Please contact Cindy Guarino at cguarino@aiccbbox.org or Laressa Gaitan at lgaitan@aiccbbox.org or toll-free at (877) 836-2422.

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