

# Elevate Your Mind to Creative Design

AICC's 2011 Independent  
Packaging Design Summit  
Corrugated/Folding Carton/Rigid Box

Held in conjunction with  
the AICC 2011 Annual Meeting  
October 26-28, 2011, Salt Lake City, Utah



Association of Independent  
Corrugated Converters

# Independent Packaging Design Summit

**“Elevate Your Mind to Creative Design”**

*Register your entries today at [www.aiccbox.org/pdc](http://www.aiccbox.org/pdc)*



**October 26 – 28, 2011  
The Grand America Hotel  
Salt Lake City, Utah**

Since 1981, AICC has been proud to recognize, showcase and reward those independents who have met and exceeded their customers' expectations of their packaging designs and displays in its packaging design competition. This sophistication and skill is exhibited in the overwhelming number of entries AICC receives during each competition in which independent packaging manufacturers 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 Awards.



**Entering your best packaging designs into the AICC 2011 Independent Design Summit 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 packaging designs including your employees, customers and suppliers
- Enhance the independent packaging manufacturers' visibility in the industry
- **NEW in 2011** competition includes categories for corrugated, folding carton and rigid box



**Additional information on the Independent Design Summit available at [www.aiccbox.org/pdc](http://www.aiccbox.org/pdc)**



# COMPETITION CATEGORIES

Detailed category descriptions are available at [www.aiccbox.org/pdc](http://www.aiccbox.org/pdc).

See descriptions to ensure proper placement and to review judging criteria for your entry.

## CORRUGATED

All corrugated material must be paper. Corrugated Plastic material only allowed in category 10. To view the 2009 corrugated winners visit [www.aiccbox.org/pdc](http://www.aiccbox.org/pdc)

**Category 1: Innovative Structural Design, Consumer & Industrial Focus (Structure/Graphics)** Structural design in industrial or consumer product protection.

**Category 2: Counter, Shelf, Power Wing and PDQ Displays (Structure/Graphics)** Point-of-purchase displays that are intended to be used in or on existing retail fixtures (shelving, counters etc).

**Category 3a: Floor Displays, Standees Without Product (Structure/Graphics)** Point-of-purchase floor displays that physically do not hold product (e.g., movie promotions, celebrity standees, banners, or other pure promotional pieces).

**Category 3b: Floor Displays, Product Merchandising (Structure/Graphics)** Point-of-purchase floor displays that physically hold product.

**Category 4: Direct Print on Combined Board - Line Work & Non-Process Screen (Graphics)** Direct flexo and/or letterpress printing, which includes line work, flat screens, mezzotints, halftones, duotones composed of one or more non process color.

**Category 5a: Direct Print on Combined Board - Standard or Modified Process Colors used in reproduction of built color images - Cartoon Art or Computer Art (Graphics)** 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 5b: Direct Print on Combined Board - Standard or Modified Process Colors used in the reproduction of photographs or original art continuous tone images. (Graphics)** 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 6a: Flexo Printing on Combined Brown Board - Line Work (Graphics)** Single or multi color line print corrugated product printed directly onto combined kraft board utilizing flexo and/or letterpress printing.

**Category 6b: Flexo Printing on Combined Brown Board - Line/Screen Combination (Graphics)** Single or multi color line/screen print on a corrugated product directly onto combined kraft board utilizing flexo and/or letterpress printing.

**Category 7: Best Application of Spot or 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.

**Category 8: Preprinted Linerboard (Graphics)** Image reproduction (Text, Line, Screen, Built Color Images or Standard of Modified Process Colors) on type of uncombined linerboard.

**Category 9: Form and Function: Using Corrugated outside of Packaging and Displays. (Graphics & Structure)** Unique use of corrugated board beyond conventional shipping containers or point-of-purchase displays.

**Category 10: Best Use of Corrugated Replacing Other Substrate (e.g. plastic, etc.) (Structure)** Demonstrates use of corrugated to replace another packaging medium.

**Category 11: Best Corrugated Self-Promotion (Structure/Graphics)** 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 12: 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!

**\*Category 12 is not eligible for the Judge's Choice Award.**



# FOLDING CARTON



All entries in the Folding Carton Categories noted below must be predominantly of Paperboard construction, excepting items of other substrates which may be entered into categories 12 & 17. For purposes of this competition folding cartons are packages that can be supplied in the knock-down form or blanks to be erected by the manufacturer or user as three-dimensional containers.

The general end-use of the package will be used as a basis for the judging including: packaging innovation, consumer convenience, communication excellence, marketing value, distribution assistance, production quality excellence and environmental sensitivity.

**Category 1 - Pharmaceuticals & Health Care Products/ Non Pharmaceutical and Medical Devices** – such as chemicals, dental supplies, drugs, proprietary medicines, and similar products not specifically classified below and – For Organic Soaps, Shaving cream, vitamins, food supplements, health specific food products, surgical & sanitary supplies.

**Category 2 - Women & Men's Cosmetics** – such as perfume, beauty cleanser creams, cologne & specialty care products

**Category 3 - Personal Accessories, Jewelry, And Eyewear** – such as combs, hairbrushes, pen & pencil sets, shaving equipment, wallets, key cases, eyeglass cases, etc.

**Category 4- Confections** – such as candies and chewing gum.

**Category 5 - Retail Food & Beverages** – including all products (except those defined in Category 4 as “confections”) produced for consumption as food or drink, cereal, fast food, cookies & frozen entrees.

**Category 6 - Hardware, Automotive, Marine, Household & Recreation** – such as tools, locks, garden products, auto parts, scissors, flashlights, electrical appliances, glassware, dishes, pet products, candles etc.

**Category 7 - Technology, Electronic or Computer Products** – such as electronic games, test and operational equipment, radios, audio & video equipment, cameras, and phones. Limited strictly to computer hardware, software and related products, including CD's & DVD's. Also, includes audio and media.

**Category 8 - Toys, Games, Hobbies, Crafts**

**Category 9 - Paper Products, Office Supplies & Retail Store Boxes** – which include greeting cards, stationery, gift packaging, cocktail napkins, bridal invitations. Also includes all regular and holiday packages for consumer purchases or garments, millinery gifts, etc.

**Category 10 - Advertising, Promotional, Product Promotion & Collector's Items** – to include packages primarily designed to promote a service, concept, or product line (not product samples; not self promotion) and packages specifically designed to contain product samples, but not for sale. Also includes collectors items; precious-metal ingots, coins, etc.

**Category 11 - Company Self Promotion** – for packages that promote a boxmaker and/or its products.

**Category 12 - Hybrid Packaging (combination packages)** All combination packages produced by participants which include as a major component either/or a rigid box and folding carton, but which are predominantly of other package forms such as plastic, foam, paperboard, corrugated or combination packages produced by participants using single face corrugated laminated, printed substrate or direct entry and die cut to form a box (other than RSC style). May be printed and coated by any method.

**Category 13 - Improvement Over Former Package** – Recognizing entries which, through contrast to the previous package in use, best demonstrate significant overall improvement. (Note: A sample of the “former package” utilized must be supplied).

**Category 14 - Counter & Floor Display Boxes** – Limited to containers of multiple units and specifically designed to display merchandise. (Ease of erection, display and merchandising values will be considered). Multi-use, folding carton, micro flute and rigid box

**Category 15 - Family Of Packages** – Awards made in recognition of the best “family” of boxes, i.e. a “family” consisting of a minimum of three (3) packages with a common denominator (graphics or construction and covering papers) manufactured for the same company.

**Category 16 - Alcohol Packaging** – to include all alcohol related product packaging including wine, beer and spirits.

**Category 17 - Paperboard & Corrugated Package Unit** – Any combination package unit combining a corrugated package component with a paperboard folding carton or rigid box. The overall package unit must incorporate both paperboard and corrugated packaging components in its end use form. Examples might include pre-filled POP displays or Club Store bulk package units.

**Category 18 - Sustainable Packaging** – all end use categories that include packaging sourced and manufactured responsibly, designed to be effective and safe throughout its life cycle, and can be recycled efficiently. To include packaging that maximizes the use of renewable or recycled source materials, manufactured using best practices, physically designed to optimize materials, and is effectively recovered and utilized in the manufacturing process.

## RIGID BOX

All entries entered into the Rigid Box Categories must be predominantly of Paperboard construction. For purposes of the competition shall be considered as the following: Any box constructed of paperboard or other materials of whatever shape, or any combination of Rigid Boxes and other materials delivered for packaging in finished set-up form (not molded or extruded unless in combination with above-defined parts).

The general end-use of the package will be used as a basis for the judging including: packaging innovation, consumer convenience, communication excellence, marketing value, distribution assistance, production quality excellence and environmental sensitivity.

**Category 1 - Pharmaceuticals & Health Care Products/Non Pharmaceutical and Medical Devices** – such as chemicals, dental supplies, drugs, proprietary medicines, and similar products not specifically classified below and– For Organic Soaps, Shaving cream, vitamins, food supplements, health specific food products, surgical & sanitary supplies.

**Category 2 - Women & Men's Cosmetics** – such as perfume, beauty cleanser creams, cologne & specialty care products.

**Category 3 - Personal Accessories, Jewelry, And Eyewear** – such as combs, hairbrushes, pen & pencil sets, shaving equipment, wallets, key cases, eyeglass cases, etc.

**Category 4- Confections** – such as candies and chewing gum.

**Category 5 - Technology, Electronic or Computer Products** – such as electronic games, test and operational equipment, radios, audio & video equipment, cameras, and phones. Limited strictly to computer hardware, software and related products, including CD's & DVD's. Also, includes audio and media.

**Category 6 - Toys, Games, Hobbies, Crafts**

**Category 7 - Paper Products, Office Supplies & Retail Store Boxes** – which include greeting cards, stationery, gift packaging, cocktail napkins, bridal invitations. Also includes all regular and holiday packages for consumer purchases or garments, millinery gifts, etc.

**Category 8 - Advertising, Promotional, Product Promotion & Collector's Items** – to include packages primarily designed to promote a service, concept, or product line (not product samples; not self promotion) and packages specifically designed to contain product samples, but not for sale. Also includes collectors items; precious-metal ingots, coins, etc.

**Category 9 - Company Self Promotion** – for packages that promote a boxmaker and/or its products.

**Category 10 - Family Of Packages** – Awards made in recognition of the best “family” of boxes, i.e. a “family” consisting of a minimum of three (3) packages with a common denominator (graphics or construction and covering papers) manufactured for the same company.

**Category 11 - Alcohol Packaging** – to include all alcohol related product packaging including wine, beer and spirits.



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Association of Independent Corrugated Converters – PO Box 25708, Alexandria, VA 22313 – [www.aiccbox.org](http://www.aiccbox.org)

## AWARDS

**First Place, Second Place, Third Place or Honorable Mention** will be awarded for each category receiving sufficient entries. AICC will award a first place in all categories that receive entries and that qualify by meeting the criteria. 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 the corrugated structural and graphics categories, folding carton and rigid box.

## ELIGIBILITY

The Independent Packaging Design Summit is open to all independent corrugator plants, sheet plants, folding carton and rigid box plants, AICC member or not. Competition entries designed and manufactured as part of a production run between October 2009 and October 2011 are eligible for submission. Test and sample runs are not eligible to compete. An exception to the production run rule is Category 12: Corrugated Art & Design.

## JUDGING

Judging will take place on Wednesday, October 26 at The Grand America Hotel in Salt Lake City, Utah.

Winners will be announced on Thursday, October 27 at the awards happy hour from 6:00 pm - 7:00 pm at the Grand America Hotel.

*AICC requires judges to select winners in all categories which receive entries that meet the category criteria. Honorable mention will be at the discretion of the judges. Judges' Choice will be chosen from only first place entries in categories eligible for Judges' Choice.*

## 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.

Entries/AICC Members: Fees are \$250.00 for the first entry, \$150.00 for 2nd and 3rd entry, \$125 for 4th and subsequent entries.

Entries/Non Members: Fees are \$450.00 for each entry.

## DEADLINE - FRIDAY OCT. 7, 2011

Entries (online forms and samples) must be received by AICC and warehousing company by Friday, October 7, 2011.

## QUESTIONS

Any questions? Please contact Cindy Guarino at [cguarino@aiccbox.org](mailto:cguarino@aiccbox.org) or Laressa Gaitan at [lgaitan@aiccbox.org](mailto:lgaitan@aiccbox.org) or toll-free at (877) 836-2422

## ENTRY DETAILS and COMPETITION RULES

For entry details, competition rules, shipping instructions and to register your entries visit [www.aiccbox.org/pdc](http://www.aiccbox.org/pdc) or scan this QR code below.



[WWW.AICCBX.ORG/PDC](http://WWW.AICCBX.ORG/PDC)



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