



# ASIA STAR 2017



**INTERNATIONAL AWARDS  
FOR EXCELLENCE IN PACKAGING**

**CALL FOR ENTRIES**



The Asian Packaging Federation

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 2017

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 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 2015, 2016 & 2017. 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 Six(6) awards categories:

## CONSUMER PACKAGE

The package directed toward a consumer or household.

## TRANSPORTATION PACKAGE

The package form used to ship, store, and handle the product or inner packages.

## ECO - PACKAGE (Environmentally Sustainable Package)

The package designed with special consideration for the environmental impacts of the package and product during its whole lifecycle.

## POINT OF PURCHASE (POP)

The package referred as POP or POS display designed for retail display in order to attract consumers or promote sales.

## PACKAGING MATERIAL AND COMPONENTS (PMC)

The Packaging material is referred to as primary or secondary material / component / adjunct, they are intended to be in direct or indirect contact with the product.

## STUDENT CATEGORY

This aims to encourage students to explore innovative ideas, packaging design, graphics and product.



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## THE JUDGING PROCESS

Based on merit alone, AsiaStar 2017 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 2017, the judging will be held in

**December 2017 at Colombo, Sri Lanka.**



## ASIASTAR AWARD FUNCTION



AsiaStar 2017 Award will be handed over to the winners at the AsiaStar 2017 Gala Award Night on 12th December 2017 at Colombo, Sri Lanka. In the event that a winner is unable to attend the function, the Award 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 30 September 2017.

The Sample package is to reach **SRI LANKA INSTITUTE OF PACKAGING** by 30 September 2017.

## ENTRY SUBMISSION

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

Online submission which can be accessed at APF website: [www.asianpackaging.org](http://www.asianpackaging.org) is highly recommended.



### Entry Form

One completed entry form, for each package. (Please photocopy if necessary)

### 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 [www.asianpackaging.org](http://www.asianpackaging.org))



**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)

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Account Name - **Asian Packaging Federation**

Account Number - **6124474207**

IFSC Code - **IDIB000M238**

MICR Code - **400019066**

Swift Code - **IDIBINBBBFT**

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](mailto: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.



## 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)

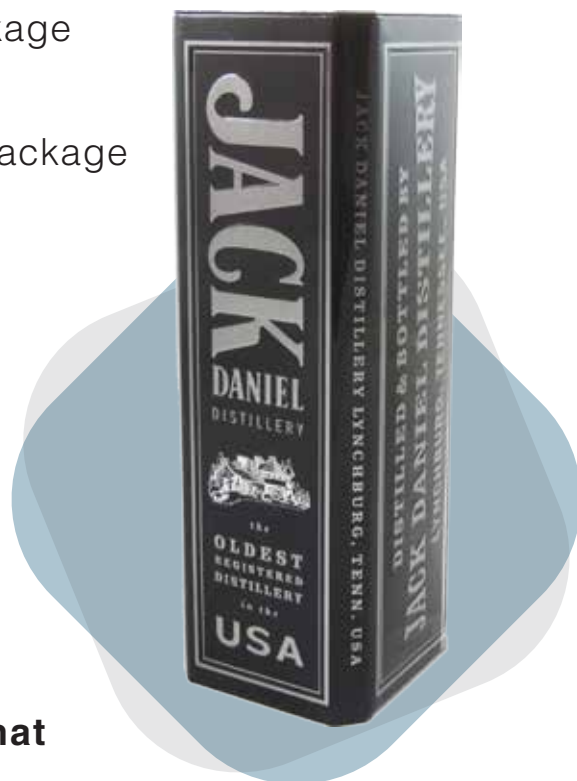
Provide information of material used for the package

### 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.



## 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)

## 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](http://www.asianpackaging.org)**. Any entry without APF member endorsement must submit a document to prove that the entry has won a national packaging award competition and pay US\$450 entry fee.

## Approval/Authorization letter

Approval/Authorization letter from the package Brand Owner that their intellectual property may be entered for this AsiaStar Award Competition. (if applicable)



## Entry Submission

Electronic files such as pictures, and statements should be submitted in CD-ROM or by email to [iipend@iip-in.com](mailto: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](mailto:sg@asianpackaging.org) / [iipend@iip-in.com](mailto:iipend@iip-in.com)

Website: [www.asianpackaging.org](http://www.asianpackaging.org)

**Before the deadline: 30 September 2017.**

## Sample Package

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 2017 Award. No commercial value”**

**The sample package must be addressed to  
Attention: Sri Lanka Institute of Packaging No.37,  
Level 2, Elibank Road, Colombo 05, Sri Lanka.**

**Tel: +94 114 734751, +94 112 081238**

**Fax: +94 11 2081238**

**Email: [slip@sltnet.lk](mailto:slip@sltnet.lk)**

**Attn to: Mr. Rohan Victoria (President)**

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 2017, please contact:  
Dr. N.C. Saha, (Secretary General-APF)  
on **Tel: +91 (022) 28219803/9469**  
**Fax: +91 (022) 28375302**  
Email: [sg@asianpackaging.org](mailto:sg@asianpackaging.org)  
/ [iipend@iip-in.com](mailto:iipend@iip-in.com)  
**Website: [www.asianpackaging.org](http://www.asianpackaging.org)**

**Executive  
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Member  
Countries**



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China



Bangladesh



Iran



Japan



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Vietnam



Thailand



Sri Lanka



Kazakhstan



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