



Asia Star 2009 Awards

For Excellence in Packaging

CALL FOR ENTRIES

Asian Packaging Federation (APF)

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 Oscars: AsiaStar 2009

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.

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 handsome engrave glass trophy and a packaging excellence certificate.
- To recognize that package production is not a solo effort, packaging excellence certificate will also be provided to the designers of all AsiaStar Winners.
- 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 Trophy Book and receive 10 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 2007, 2008, or 2009. No package which has been entered for any previous AsiaStar competition will be considered.

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 four (4) 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
- **Eco-Package (Environmentally Sustainable Package)** - The package that is designed with special consideration for the environmental impacts of the package and product during its whole lifecycle.
- **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 2009 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. Detail of judging criteria can be found on APF website. In 2009, AsiaStar judging will be held on 27th October 2009 in Shanghai, People's Republic of China.

AsiaStar Award Function

AsiaStar 2009 Award Certificates will be handed over to the winners at a glittering Gala Awards Presentation Dinner in 29th October 2009 in Shanghai, People's Republic of China.

Note: In the event that a winner is unable to attend the Award function, the trophy will be handed over to their APF representatives who will make delivery arrangements.

Deadline

The Entry submission is to reach Bangkok, **Thailand by 2 October, 2009.**

The Sample package is to reach Shanghai, **People 's Republic of China by 9 October, 2009**

Entry Submission

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

1. **Entry Form:** One completed entry form, for each package.
(Please Photocopy if necessary)

2. **Entry Fee**

US\$ 300 (Thai Baht 10,200) for each entry from APF member countries

US\$ 350 (Thai Baht 11,900) for each entry from non-member countries.

US\$ 20 (Thai Baht 680) for each student entry from APF member countries

Payment can be made only by Bank Transfer to APF account:
(No Draft or Personal Check)

Account Name: 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.

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

3. **Your company logo** (letterhead).
4. **A Statement** in English in less than 60 words: "*Why your entry should receive an AsiaStar?*" which describes the design concept of your package. *(Separately, you are encouraged to submit extra detailed description of less than 100 words with information such as process, equipment, and material used for your package.)*
5. **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)*
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 Competition. (if applicable)
8. **Submission:** Electronic files such as pictures, and statements 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 office of Asian Packaging Federation at

Attn: 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@asianpackaging.org
before the deadline, i.e. 2nd October, 2009.

9. **Sample Package** In addition to Entry Document, entrant is strongly encouraged to submit sample package for judging consideration to judging venue in Shanghai, People's Republic of China. Entrants should ensure that one empty package and one package filled with product (if possible) reach the judging venue in China **before 9th October 2009**. Please enclose a copy of your entry form with the package and mark clearly on the parcel "**Sample Pack for entry for AsiaStar 2009 Award. No commercial value**". The sample package must be addressed to

Attn: Mr. Wu ShangPing
Rm1108, Block 5, No. 1111 ZhenNan Street, PuTuo District, ShangHai
People's Republic of China 200331
Tel: +86(0)2166083082 Fax: +86(0)2166082999
E-mail: wushangping@126.com
before the deadline, i.e. 9th October, 2009.
The sample package will not be returned.

Note: Entry DOCUMENT and SAMPLE PACKAGE are to be sent to different address.

Please contact: Suwit Kankamrai, APF Secretariat Office by
E-mail: apf@asianpackaging.org Tel: +66 2367 8185 Fax: +66 2367 8184 for any further information regarding AsiaStar 2009.



AsiaStar 2009 Entry Form

Name of Package Please print details in CAPITAL

CP Consumer Package TP Transport Package
EP Eco Package ST Student Category

Name of the Designer/s 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 Website

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

Address

City Zip / Pin Country

Tel. Fax

E-mail Website

Check List:

- | | |
|--|--|
| <input type="checkbox"/> Entry Form | <input type="checkbox"/> CD ROM containing photographs of the entry |
| <input type="checkbox"/> Copy of Bank Transfer Receipt | <input type="checkbox"/> Endorsement by APF Ordinary Member |
| <input type="checkbox"/> Company logo, Letterhead | <input type="checkbox"/> Authorization letter of Trade Mark Brand Owner where required |
| <input type="checkbox"/> Statement describes your design concept | <input type="checkbox"/> A sample package, if size allows sent to PR.China |

First Name Last Name

Title – Position

Signature / Date

Please send Entry document to : Suwit Kankamrai - APF Secretariat Office
Bureau of Supporting Industries Development
Department of Industrial Promotion, Soi Treemitr,
Rama 4 Rd., Klongtoey, Bangkok, THAILAND 10110
Phone : +66 2367 8185 Fax: +66 2367 8184
e-mail: apf@asianpackaging.org, Web:www.asianpackaging.org