

NEW PACKAGING SHOWCASE ENTRY FORM & INSTRUCTIONS

Due: Friday, September 10, 2021*
 Entry Fee: \$500 per product
 Fax: 708-226-1310, Attn: Ryan
 Email: ryan@aapexshow.com
 Questions: Contact Ryan Glasgow

* Full payment must be submitted at time of entry. Entries submitted after September 10, 2021 will appear in showcase, but will not be eligible for judging.

Email image of your packaging entry to ryan@aapexshow.com to be included in the New Packaging Judging

Please print clearly/type. Information submitted on this form will be reflected in all printed material and signage. One form must be completed per entry.

STEP ONE: SELECT CATEGORY FOR ENTRY

Please read category descriptions (on page 2) carefully before selecting

Economics	Environmental Impact	Innovation
Marketing	Performance	Protection

STEP TWO: PACKAGE INFORMATION

Name of Packaging Entry: _____

Dimensions: _____ Weight (cannot exceed 50 lbs.): _____

Introduction Date (Must be after AAPEX 2019): _____

STEP THREE: DESCRIPTION OF ENTRY (250 CHARACTER LIMIT)

Please remember that this is a "Packaging" Competition. Make sure your description addresses the packaging of the product and NOT the product itself. It may be helpful to ask yourself the question "We are submitting this entry in this category BECAUSE...". Be sure to include the new features of the packaging.

STEP FOUR: CONTACT INFORMATION

Company:		Booth #:
Contact Name:		
Office Phone:	Cell Phone:	Fax:
Onsite Contact:		Email:

CATEGORY DESCRIPTIONS

Economics: The package addresses a specific economic concern. The package design results in cost savings. Cost savings may be demonstrated by any or all of the following: Distribution Improvements, Damage Reduction, Packing/Processing Efficiencies, Machinability, Material Standardization, Labor Costs, Warehousing/Storage Costs and Material Costs. This design addresses the package’s life cycle, as demonstrated by any/all of the following: Reusability, Material Reduction, Improved Material Strength, Density Improvements and Recyclability.

Environmental Impact: The package successfully addresses current and appropriate environmental concerns. The package design has eliminated, avoided or reduced unnecessary materials. Design consideration includes reusable and/or recyclable materials/systems where available. The package uses recycled materials where possible. The design has considered end-of-life scenarios for the package. The design minimizes the potential negative effects the package and its components will have on the environment. The design has undergone a life cycle review- “cradle to grave”.

Innovation: The package demonstrates an application for a “new idea”. The package demonstrates a creative use of existing ideas. It makes use of new design, material or technique. The package successfully transfers packaging principles from other industries. It reflects important new marketing strategies. The package reflects new manufacturing advances.

Marketing: The structural design contributes to product image or shelf impact. The package design improves or contributes to acceptance of the product. If a redesign, the package’s marketing appeal has been significantly improved.

Performance: The package is easily filled, opened, dispensed, reclosed and stored. It can be run on existing packaging machinery. It is easily integrated into the existing distribution system. This package offers significant new benefits in handling, storage and warehousing.

Protection: The package successfully protects that biological, chemical and/or physical integrity of the product. The original product protection requirements, as specified, are sufficiently addressed by this package design. The testing specified sufficiently addresses the need for protection for this application. The package successfully meets the test requirements expressed.

IMPORTANT INFORMATION REGARDING PACKAGING COMPETITION

- Full payment MUST be submitted with each entry. A confirmation letter will be sent to you with additional information needed to complete your submission and shipping information for your product. DO NOT send entry with this submission form.
- A \$25 fee per shipment will be charged to your company by FREEMAN.
- Electrical is NOT available in the showcases.
- Companies DO NOT have access to their products once they have been placed in the showcase.