



AsiaStar 2023



ASIA STAR
AWARD FOR PACKAGING EXCELLENCE

ASIASTAR 2023

INTERNATIONAL AWARDS FOR EXCELLENCE IN PACKAGING

CALL FOR ENTRIES
1st July - 31st August 2023

IAPF

THE ASIAN PACKAGING FEDERATION

Asia Star 2023 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 Awards: AsiaStar 2023

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 Award 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 (except student category) will receive a magnificent engrave glass trophy and a packaging excellence certificate. All student winners will receive only the AsiaStar Winner certificate.
- 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 E-Booklet as part of a PR campaign. (Additional duplicate trophies can be ordered separately at a nominal charge.) However, the Winners Trophy E-booklet is also available on the APF website.

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 2021, 2022 or 2023. 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 seven (7) award categories:

- **Consumer Package**–The package directed toward a consumer or household.
- **Gift Package** – The package form used to carry or handle the product or inner packages in order to sell as souvenir or during festival. Must be same products in the package.
- **Transport Package**– The package form used to ship, store and handle the product or inner packages.
- **Eco-Package (Environmentally Sustainable Package)** - The packagedesigned 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** – The packaging aimed to encourage students to explore innovative ideas packaging design, graphics and product.

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 2023 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. **For AsiaStar 2023, the judging will be held online during 16th - 30th September 2023.**

AsiaStar Award Function

AsiaStar 2023 Award will be handed over to the winners at the Awards Presentation Dinner on 6th October 2023 in Manila, Philippines. 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

Call for entries will be opened during **1st July 2023 to 31stAugust 2023. (Bangkok time (+7 GMT))**.Online submission will be implemented through the APF website. All submission including the entry form, pictures & video clip of the package, statement of the package, endorsement by Executive Member of APF, as well as the payment slip is to

be submitted online through the APF website and received by the APF secretariat office **no later than 31st August 2023**. Please visit www.asianpackaging.org for more information. However, if you have any difficulty uploading all documents, please do not hesitate to contact the APF Secretarial office.

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 is highly recommended. Please make sure that all entry documents have been submitted through the APF website in order to reach the Secretariat Office of Asian Packaging Federation **31st August 2023 (Bangkok time (+7 GMT))**.

1. **Entry Form:** One completed entry form, for each package.

2. **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)*

US\$ 300 (Thai Baht 10,000) for each entry **with** APF executive member endorsement

US\$20 (ThaiBaht 700) for each student entry with APF executive member endorsement

US\$ 500 (Thai Baht 15,000) 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 Check shall be accepted)

Account Name: Asian Packaging Federation

Account Number: 670-6-02169-5

Swift Code: KRTHHBK

Bank Name: Krung Thai Public, 35 Sukhumvit Road, Klong Toey Nua, Wattana, Bangkok 10110 THAILAND

Please submit copy of bank transfer to APF account:

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

3. **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.

4. **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)*

5. **Endorsement by the Executive Member of APF** that the entry has won a packaging award in the national level. Please see list of APF members at www.asianpackaging.org.
6. **Approval/Authorization letter** from the package Brand Owner that their intellectual property may be entered for this AsiaStar Award Competition. *(if applicable)*
7. **VDO clip of the Sample Package** In addition to Entry Document, entrant is strongly encouraged to submit a 360° video presentation of sample package for judging consideration. Please see online submission direction for the sample of video presentation of the sample package.

For any further information regarding AsiaStar 2023, please contact:

APF Secretariat Office:

Industrial Design Supporting Sub-Division
Division of Creative Industry Development
Department of Industrial Promotion (DIP)
86/6 Industrial Design Building, Soi Treemitr, Rama IV Rd.
Phrakanong, Klongtoey, Bangkok 10110 THAILAND
Tel: +66 2577 9203
Mobile: +66 65 304 4707
email: apf.pattra@gmail.com
Website: www.asianpackaging.org

AsiaStar 2023 Entry Form



Name of Package

Please print details in CAPITAL

CP Consumer Package

TP Transport Package

EP Eco Package

ST Student Category

POP Point of Purchase

PMC Packaging Material and Components

Gift Package

Name of the Designer/s of the Package (*maximum of 4 persons*)

Name of the Entrant Company (or Name of Academic Institute for Student Category)

Contact Person

Address

City

Zip Code

Country

<input type="text"/>	<input type="text"/>	<input type="text"/>
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Tel.

Fax

<input type="text"/>	<input type="text"/>
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E-mail of Contact Person

Company / Institute's Website

<input type="text"/>	<input type="text"/>
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Name of the National Award, the entry has already won along with endorsement by the APF Executive Member of the Country. (See list of APF Members at www.asianpackaging.org)

Name of the Brand Owner/Customer's Company

Contact Person of Brand Owner / Customer's Company

Address

City

Zip / Pin

Country

<input type="text"/>	<input type="text"/>	<input type="text"/>
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Tel.

Fax

<input type="text"/>	<input type="text"/>
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Contact E-mail of Brand Owner / Customer

Brand Owner / Customer's Website

<input type="text"/>	<input type="text"/>
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Check List:

Entry Form

Statement and photos of the entry

Copy of Bank Transfer Receipt

Endorsement by APF Executive Member (if applicable)

Authorization of Trademark / Brand Owner (if applicable)

360° Video presentation of the sample package

Signature / Date

Please send Entry document to:

APF Secretariat Office

Industrial Design Supporting Sub-Division
Division of Creative Industry Development
Department of Industrial Promotion (DIP)
86/6 Industrial Design Building, Soi Treemitr, Rama IV Rd.
Phrakanong, Klongtoey, Bangkok 10110 THAILAND

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Mobile: +66 65 304 4707

email: apf.pattra@gmail.com

Website: www.asianpackaging.org