



IoPP 2016 AmeriStar Categories

Food, Frozen – any food package available in a frozen format regardless of sales channel.

Food, Refrigerated – any food package available in a refrigerated format regardless of sales channel.

Food, Shelf Stable – any food package available in a shelf stable format regardless of sales channel.

Beverages, Alcoholic – packaging used for spirits, pre-mixed alcoholic beverages.

Beverages, Non Alcoholic – packaging used for dry, powdered or liquid beverages not containing alcohol including mixers.

Drug & Pharmaceutical – packages used for prescriptions, over the counter, medicines, nutraceuticals or botanical supplements.

Cosmetics – packaging used for cosmetic products.

Electronics – packaging for computers, telecommunications equipment, stereos, TV, radio, phone, mobile electronics (ipods), tablets, photographic and scientific instruments.

Health & Beauty Aids – packaging used for toiletries, fragrances, soaps, hair & skin care, dental care, shaving, etc.

Household Products – packaging used for products used in the home such as detergents, hardware, paint, solvents, lubricants, insecticides, gardening supplies (plants, decorations & furniture) and pet care products (food and grooming) and automotive products.

Industrial /Commercial – packaging not intended for retail distribution including inter/intra plant and regulated packaging.

Medical Device – packages used for medical devices, including surgical supplies, diagnostic products and equipment.

Promotional / Display – any package intended for promotion of products (sample packs, seasonal packaging, point of purchase display).

Other – packaging not covered in a category above.



Judging Criteria

AmeriStar judges will score each criteria listed within each section below on a scale of 1-10.

10= strongly agree, 1=strongly disagree.

Innovation

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

Product Protection

- The package successfully protects the 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 (evidence shown)

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*
 - *Material Costs*
- This design addresses the package’s life cycle, as demonstrated by any/all of the following:
 - *Reusability*
 - *Recyclability*
 - *Material Reduction*
 - *Improved Material Strength*
 - *Density Improvements*



Package Performance

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

Marketing

- The structural design contributes to product image or shelf impact.
- The package design improves or contributes to acceptance of the product.
- The package's marketing appeal has been significantly improved by the redesign

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."



AmeriStar Entry Submission Requirements

All required information is listed below and should be submitted through the online entry form. Physical packages are not required and will only be requested from winners for display at various packaging Trade Shows.

Please note the maximum file size is *10MB*.

- Entry Fee
- Online entry Form including:
 - Up to four entry package photos (jpg, jpeg, gif, png, .tiff)
 - Brief Narrative (PDF) 300-500 word narrative emphasizing how the package meets the judging criteria.
 - Extended Narrative (PDF) 1200-1500 word narrative, addressing how the package meets all applicable judging criteria in listed order, with each criteria section indicated. The narrative should not exceed four double-spaced, typed pages.
 - Optional two additional fields. One file upload and one URL may be used for a video, 3D model or CAD drawing or prototype image.
 - Acceptable video file formats include: .FLV, .MP4, .MOV, .AVI, .MPG, .MPEG, .WMV
 - Complimentary Award/Certificate information



Extended Narrative Format

(Entry Title)

1. **Innovation** (if applicable, explain how your package applies to each subhead in detail):

- a) Creative application
- b) Technical Advances
- c) Design Advances
- d) New material applications
- e) Transfer of one technology from another use or industry

2. **Protection** (if applicable, explain how your package applies to each subhead in detail):

- a) Protection and biological, chemical and distribution requirements
- b) Testing methods for protection
- c) Do testing methods address protection needs?
- d) Has package met testing requirements?

3. **Economics** (if applicable, explain how your package applies to each subhead in detail):

- a) Cost reduction factors
- b) How were costs reduced?
- c) Life cycle issues



4. **Performance** (if applicable, explain how your package applies to each subhead in detail):

- a) How does package fill, open, re-close, store
- b) How does it run on machinery (machinery efficiencies?)
- c) Overall integration (production line, distribution)
- d) New benefits to end users

5. **Marketing** (if applicable, explain how your package applies to each subhead in detail):

- a) Structure/graphics and how they contribute to image, shelf-impact
- b) If redesigned, how did it improve acceptability of package?

6. **Environmental Impact** (if applicable, explain how your package applies to each subhead in detail):

- a) How does package address environmental considerations?

AmeriStar Package Awards - Extended Narrative Example

A Linear Tear Medical Device pouch allows easier opening than current peel open design.

Bud Damiano 2014

Innovation

- **The package demonstrates an application of a “new idea”.**

Current medical device pouches use a chevron type opening feature that can be difficult to initiate opening. The new linear tear design allows easier access by grasping the large tear notch and tearing the pouch open. The film was designed to tear horizontally consistently allowing 100% opening of the pouch for product removal.
- **The package demonstrates a creative use of existing ideas.**

The tear open feature is used typically for foil package design in the food industry. Application for a low cost packaging material was applied to the Medical device package
- **The package makes use of new design, material or technique.**

Very few materials in LDPE allow for linear tear constantly. SteriPack Ltd. worked in conjunction with Boston Scientific to develop a film formulation that consistently performed the linear tear opening with ease of tearing. Additionally SteriPack Ltd. developed a 3 sided weld seal pouch with 4 mm seals to ensure sterile integrity
- **The package reflects important new marketing strategies.**

Marketing at Boston Scientific emphasized the reduction in pouch and carton size as an advantage for the customer. The reduced size allowed justification for smaller storage space and reducing the environmental carbon emission.
- **The package reflects new manufacturing advances.**

The smaller size pouch allowed production to remove a twist required to constrain the device in the current pouch. The customer did not like the twist due to knotting of the device when uncoiling. The new pouch constrained the coil so the twist was eliminated during packaging of the device.

Product Protection

- **The testing specified sufficiently addresses the need for protection for this application.**

Distribution testing included environmental conditioning, drop and vibration along with altitude testing. Design modifications during package development were required to pass the testing to meet marketing and product specifications. Marketing was pleased with the final design and supported the design improvements to the original design.

Economics

- **The package addresses a specific economic concern.**

The potential for seal breach with a high profile product was a main concern with this product. A sterile barrier breach with a medical device is a very expensive event. The weld seal design removed seal breach potential from occurring and allowed for a reduced size package.

- **The package design results in cost savings. Cost savings may be demonstrated by any or all of the following:**
 - **Distribution Improvements**
More product can fit inside a shipping container translating to a reduction in distribution cost.
 - **Damage Reduction**
Open seal potential is removed with the new design.
 - **Packing/Processing Efficiencies**
The smaller package constrains the device preventing uncoiling during the sealing process.
 - **Material Costs**
The new pouch design uses lower cost LDPE and removes the need for film lamination and a large amount of Tyvek material which is a higher priced material.

Package Performance

- **The package is easily filled, opened, dispensed, reclosed, stored.**
The new design allows for easier product insertion and sealing process in manufacturing. The new design allows for easier opening by the customer. The smaller package allows the customer to reinsert the device into the package without it uncoiling during the procedure.
- **It can be run on existing packaging machinery.**
The new design ran on customized machinery that was designed with air evacuation to allow for easier pack-out in cartons. The same equipment allowed the current package to be sealed more efficiently.
- **The package offers significant new benefits in handling, storage and warehousing.**
Ocean shipping containers now hold more product due to the package redesign. One of the configuration redesigns allowed for 50% additional product per pallet. This eliminated 1,200 pallets per year in shipping. This also reduced the pallet handling labor in our distribution warehouse.

Marketing

- **The structural design contributes to product image or shelf impact.**
The reduced size allows the hospital to fit more product in the same space. The redesigned package did not negatively impact the customer's perception of the product and approved the convenience of opening easier.
- **The package design improves or contributes to acceptance of the product.**
Several VOC were conducted with customers to verify that the package change would not negatively impact the customer. Boston Scientific is the number one supplier for this device and marketing wanted to ensure customer satisfaction of the new package design.



AmeriStar FAQs

What are the maximum words for the Brief Narrative?

300-500 words is the recommended length. The Brief Narrative is a summary of the Extended Narrative.

What are the maximum words for the Extended Narrative?

No more than 1200-1500 words.

What is the Extended Narrative?

The Extended Narrative defines how the package meets all the following judging criteria: innovation, product protection, economics, package performance, marketing and environmental impact. *See example in 2015 AmeriStar Kit*

Do I need to submit a physical entry?

Yes. You need to ship your package(s) to IoPP Headquarters so they arrive no later than March 30, 2016. Ship to:

Institute of Packaging Professionals
17W110 22nd Street, Suite 800
Oakbrook Terrace, IL 60181 USA
Attn: Barbara Dykes

All winning packages will be displayed at various packaging trade shows (i.e. PACK EXPO).

Does my package have to contain the product or can I send it empty?

No your package does not have to contain the product, however sometimes the product helps give the judges a better idea of the package functionality and if the package meets the judging criteria.

How many photos can I upload?

Maximum of 4

Can I upload a video?

Yes. There are two additional optional fields for one file upload or one URL. Either of which may include a video, CAD drawing PDF or prototype image.

Do my entries (entry) need to be paid for before they are moved into Judging?

Yes, all entries need to have their payment (credit card and checks) in by the entry deadline.

What is the requirement for a package in term of when it is entered into the market?

An entry cannot be submitted into the competition until it has entered the market.

Can I enter a package that went out in 2013 shipments and is still in production?

Yes, but only if the package was never submitted before.

If I don't enter my package into the most appropriate category, will it be disqualified?

No, at the discretion of the judging panel, your entry will be moved into the most appropriate category.