



Institute of  
**Packaging  
Professionals**

## AMERISTAR PACKAGE COMPETITION

Category: \_\_\_\_\_

Product Name: \_\_\_\_\_

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### AMERISTAR PACKAGE SUBMISSION CHECK LIST

<b>A.</b>	<b>ACCEPTABLE ENTRY</b>	<b>YES</b>	<b>NO</b>
	This entry has <b>NOT</b> previously been entered into the AmeriStar competition.	<input type="checkbox"/>	<input type="checkbox"/>
	This entry is production produced and is not a prototype.	<input type="checkbox"/>	<input type="checkbox"/>
	The entry was commercial / in-production during 2011.	<input type="checkbox"/>	<input type="checkbox"/>
	All the above questions should be answered yes for package to qualify.	<input type="checkbox"/>	<input type="checkbox"/>

<b>B.</b>	<b>CONTENTS OF SUBMISSION</b>	<b>YES</b>	<b>NO</b>
	One Entry form for each package or family of packages will be submitted.	<input type="checkbox"/>	<input type="checkbox"/>
	Two samples of each competing package will be included in submission. If package exceeds size limit, two (2) mounted displays are acceptable.	<input type="checkbox"/>	<input type="checkbox"/>
	3 Color photos of entry must be included in submission.	<input type="checkbox"/>	<input type="checkbox"/>
	Either 2 samples of actual package must be submitted or if the package exceeds size or safety extremes a video demonstrating functionality will be accepted.	<input type="checkbox"/>	<input type="checkbox"/>
	Written narrative is included in your submission.	<input type="checkbox"/>	<input type="checkbox"/>
	Additional Participants: List the names, addresses and contact information of the suppliers of design, machinery and materials which are part of this package.	<input type="checkbox"/>	<input type="checkbox"/>
	All the above questions must be answered yes. If so, proceed to next section. Otherwise entry will not be accepted into the AmeriStar competition.	<input type="checkbox"/>	<input type="checkbox"/>

<b>C.</b>	<b>NARRATIVE</b>	<b>YES</b>	<b>NO</b>
	The narrative is assembled in the following sequence to facilitate judging.	<input type="checkbox"/>	<input type="checkbox"/>
	1. Brief narrative: Emphasize the judging criteria attributes, as you prepare a 20-30-word narrative on a separate sheet (listing your name and the name of the package). This information will be included in publicity materials.	<input type="checkbox"/>	<input type="checkbox"/>
	2. Expanded Narrative: You must respond to the judging criteria below in listed order, with each criteria section indicated. If a section is not applicable, the narrative states this. The narrative should not exceed four double-spaced, typewritten pages.	<input type="checkbox"/>	<input type="checkbox"/>

<p><b>D.</b></p>	<p><b>NARRATIVE – CONTENT</b></p> <p>Make sure your narrative answer all of the following:</p> <p><b>Innovation:</b> How does the entry demonstrate a creative application of a new idea or a new use of a conventional idea? How does it represent a major technical advance, use new designs, materials or techniques? How does it show technology transferred from one use or one industry to another use or industry?</p>		
	<p><b>Protection:</b> How does the entry provide superior protection considering biological, chemical and distribution requirements? Address the original protection requirements of this package design. Do the testing methods specified sufficiently address the expressed protection needs for this application? Has the package successfully met the testing requirements?</p>		
	<p><b>Economics:</b> Are there special cost reduction factors to be considered? Describe in detail how cost savings were recognized (i.e., damage reduction, labor costs, warehousing/storage costs, etc.). Was the life cycle extended (i.e., product durability, # of uses, material elimination, improved strength of material, etc.)?</p>		
	<p><b>Performance:</b> How does the package fill, open, re-close, store? Does it run efficiently on existing machinery lines? Does it integrate into the distribution system well? Are there new benefits to end-users, including handling, storage and warehousing?</p>		
	<p><b>Marketing:</b> How does the structural and graphic design contribute to the product's image, shelf impact and acceptability? If a redesign, how did it improve the acceptability of the package?</p>		
	<p><b>Environmental Impact:</b> How does the package address environmentally responsible considerations such as source reduction, recycling and reuse?</p>		



## EXPANDED NARRATIVE FORMAT

( PLACE PACKAGING TITLE HERE )

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