

epda<sup>17</sup>  
AWARD  
FUTURE PACKAGING

epda AWARD FUTURE PACKAGING™

is one of the most innovative, exciting and challenging packaging design competitions in the world to meet the needs and demands of the consumer of the future.

Its has the primary goal helping people's everyday lives with superior design and packaging that is more functional, aesthetic and sustainable in every respect.

epda AWARD FUTURE PACKAGING is to provide a consumer oriented and inspirational platform for designers and brands, packaging production and the whole value chain.

epda AWARD FUTURE PACKAGING™

is committed to good design and more functional packaging that improves the quality of people's lives. epda AWARD FUTURE PACKAGING offers an ideal competition platform.

Our vision extends to the protection of our beautiful planet Earth by the use of the most suitable and sustainable materials, thus meeting the needs both the environment and future generations.

epda AWARD FUTURE PACKAGING vision is to provide a great chance for all to see aesthetic, inspiring, innovative and sustainable packaging in every category of consumer brands by showcasing packaging solutions on a yearly basis.

epda AWARD FUTURE PACKAGING™

welcomes cooperation and engages passionately with all design agencies, individual designers, brands, industry partners, design students and consumers.

Sharing beliefs and values, such as a commitment to the visual beauty of packaging design and brand communication, and the sustainability of materials, industrial production and consumption is a contribution towards making our world a better place to live in, today and in the future.

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# For Whom?

epda AWARD FUTURE PACKAGING™ 2017

The competition will be launched worldwide  
in March 2017 and targeted at:

1. epda members and non-members
2. Professional designers and agencies
3. Individual designers
4. Design students

NB:

PROFESSIONALS AND STUDENTS WORK ON 2 DIFFERENT  
BRIEFINGS

# Students' Brief

## Design a **FUTURE PACKAGING** for **Soft Drinks**

Your task is to design an innovative primary or/and secondary packaging for soft drinks targeted at future consumers.

Feel free to choose the beverage for your project: fruit juices, water, lemonades ...anything that inspires you to design something innovative, outstanding, aesthetic, beautiful, funny, crazy, provocative – or something that doesn't yet exist.

Just get creative and use all of your imagination to design **YOUR BEST FUTURE-PROOF PACKAGING EVER** for soft drinks!

# Requirements

1. All entries must be presented as template in digital format only and on a white background (download a template from [www.epda-packaging.com](http://www.epda-packaging.com))
2. Concept description: max. 500 words in English
3. 3D visuals of packaging and/or packaging concept
4. No company logo or designer's name should appear on the template, but a title is a must for entry identification
5. Each entry should be presented in one PDF file
6. NOTE! If several entries are submitted, each entry should be titled, numbered and sent as a separate PDF file



# Entry Rules

1. Entrants should register using the official form at: [www.epda-packaging.com](http://www.epda-packaging.com)
2. The entry is free for epda members and design students.
3. Should the entry not meet the rules of epda AWARD FUTURE PACKAGING™, it will be disqualified
4. The entry deadline is 00:00 CET June, 16th 2017

All designs and creations of epda AWARD FUTURE PACKAGING™ competition are protected under copyright law: All rights and ownership to any concepts, designs and proposals, as well as all sketches and texts submitted, will remain the property of the respective agency/designer. Use or reproduction of the submission material is prohibited unless permission has been secured from the copyright owner. By submitting an entry / entries to the epda AWARD FUTURE PACKAGING™ the agency/designer is granting permission to all parties involved to use the designs for publication and promotion purposes in all media under the condition that the creator(s) is/are named.

You may choose any material or combination of materials for your design: glass, bio plastic, PET, cardboard, liquid cardboard, metal, natural or artificial – even create a new material that does not exist yet. It simply has to be suitable for alcohol beverages.

PS. epda sponsored by partners who are world leaders in manufacture of superior quality cardboard, sleeves and inks and can also offer many special effects. They are ready to help and can send you samples and further information (if requested).

STORA ENSO: Different types of cardboard, primary & secondary packaging using foils, embossing, die cuts and special effects.

SLEEVE INTERNATIONAL: Bio plastic/plastic sleeves & special effects for bottles, cans and other containers.

SIEGWERK: Printing inks and special effects for all surfaces and every type of printing.

Please ask our sponsoring partners to send samples and give more information about their products.

Contact: [claudia@epda-packaging.com](mailto:claudia@epda-packaging.com)

epda AWARD FUTURE PACKAGING  
Student Prize:

500 € + Trophy and Certificate

Free attendance of Meet&Greet / Award-giving in Amsterdam  
on 5th October 2017 + travel reimbursement up to 300 Euro

# Judging Criteria

All entries must be new and unpublished designs.  
The designs will be judged using four main criteria:

## 1. Innovation and uniqueness level

How unique, innovative and creative is the design? Is it exceptional: does it open new visions in the category?

## 2. Aesthetic and visual design values

The first impression: How aesthetic, eye catching, appealing and outstanding is the visual design?

## 3. Functional and usability

Does the design make it more functional and easier to open and to use? Are the materials sustainable and environment-friendly? Does the package also feature enhanced qualities of touch, smell and other haptic features? Does the package have a second life?

## 4. Communication values

Does the package communicate the product benefits clearly? Does the design concept encourage interaction between the product / producer and social media? Does the package use intelligent technology, e.g. augmented reality; multi-channel information options for better consumer communication and product education?

## epda AWARD Future Packaging Jury 2017

1. **Andrew Gibbs**, Founder and CEO of THE DIE LINE, California, USA
2. **Cate Trotter**, Founder and Head of Trends, INSIDER TRENDS, London, UK
3. **Kevin Shaw**, Founder, STRANGER & STRANGER Limited, London, UK

# Entry Schedule

Launch:

1st March 2017

Deadline:

16th June 2017

Mock-up production:

(optional) July-September

Award Ceremony:

27th October 2017 at epda Meet&Greet, Amsterdam

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