



# Entry form

**Entry deadline:** 17 June 2011

**Awards dinner:** Wednesday 16 November 2011,  
London Hilton on Park Lane, London W1



# Welcome to the UK Packaging Awards

Welcome to the sixth annual UK Packaging Awards, the UK packaging industry's biggest ceremony celebrating the best companies and work right across our sector.

The Awards are testament to the vibrant creativity and business acumen that make the UK's packaging industry a leading force on the world stage.

Last year's winners were no exception. Our Performance Awards shone a light, among others, on a brave investment in flexible packaging at Excelsior Technologies and an amazing environmental initiative at glass packaging group Beatson Clark. The top award, Packaging Company of the Year, went to forward-thinking corrugated business Inspirepac.

The Quality Awards, meanwhile, highlighted some of the best packaging designs and innovations the UK market has ever seen. Asda's refillable pouch system was Innovation of the Year; Wine Innovations' pre-filled plastic wine glass was Rigid Plastic Pack of the Year; and there were many more wonderful winners.

At this stage, it's anyone's guess who will win in 2011. But one thing is sure: the UK Packaging Awards 2011 promises to be the biggest and best yet. After a sell-out in 2010, this year's Awards dinner will move to a bigger venue, at the London Hilton on Park Lane. I look forward to seeing you there and wish you all the best of luck.

*Josh Brooks is editor of Packaging News*



## About the UK Packaging Awards 2011

### Rewarding every area of the packaging industry

The UK Packaging Awards are organised by Packaging News and are unique in recognising every area of the packaging supply chain. The 20 categories reward not only packaging quality but consistency, business strategy and financial performance and environmental impact. Most of all, the judging process is strictly impartial.

### Honouring quality and performance

Our Awards have a category for everyone, from corrugated to flexible, design to investment in equipment.

**The Quality Awards** reward the quality of specific packs.

Entries to the Quality categories must have been produced in the UK\* between 1 May 2010 and 30 April 2011. UK businesses owned by overseas companies can also enter.

**The Performance Awards** judge companies on a wider range of criteria, including financial performance and strategy. Entrants in the Performance categories must be companies registered in the UK, with either UK or overseas owners.

Shortlists will be announced in September and the winners will be revealed at a glittering dinner at the London Hilton on Park Lane on 16 November.

\*Entries to the Metal Pack of the Year awards must have been produced in countries covered by the Empac association.

### The judging process

The UK Packaging Awards are judged by an independent panel of high-profile packaging buyers, specifiers and consultants. The panel is split to allow each judge to concentrate on categories within his or her field of expertise.

Judges score every entry individually based on the criteria set out in the following pages for each category. The totals are then calculated to find the winners.

For the first time this year, judges will not know who has produced the packs in the Quality Awards; thereby ensuring that they judge purely the quality of the pack, and not the company behind it.

### The industry's biggest night out

The UK Packaging Awards will be presented on Wednesday 16 November at the London Hilton on Park Lane, London W1.

Even if you don't enter the Awards, or don't make the shortlist, you can still come along. The evening will include great entertainment as well as a chance to network with your fellow colleagues from the packaging industry.

### For more information on entries and booking

Contact Carly McGowan on **020 8253 8606** or email [carly.mcgowan@metropolis.co.uk](mailto:carly.mcgowan@metropolis.co.uk)



**The Awards are a truly world class event that are the premier showcase for the very best in UK packaging**

**Philip Morris  
Allied Glass**



# How to enter

[www.ukpackagingawards.co.uk](http://www.ukpackagingawards.co.uk)

## The entry process

Any company may enter as many of the categories as they wish.

### To enter:

- You must download and complete the standardised electronic form for the category or categories that you plan to enter. This form is available online at [www.ukpackagingawards.co.uk](http://www.ukpackagingawards.co.uk) Simply return the completed form by email to [carly.mcgowan@metropolis.co.uk](mailto:carly.mcgowan@metropolis.co.uk) by **17 June 2011**.
- You must also fill in the entry form on page 7 of this document and return it with any supporting material to the UK Packaging Awards office at the address below, where it will be classified, checked and cross referenced.

The same pack may be entered into a maximum of two categories. If a pack is entered into two categories, then two examples of the pack must be submitted for each category.

All valid entries are judged by the panel of industry experts at a special judging day in London.

The shortlist for the UK Packaging Awards 2011 will be published in the September issue of Packaging News.

## Entry deadline and costs

All entries must be received by **17 June 2011**.

The initial fee for a single category entry is **£70 + VAT** (at 20%). Any subsequent entries are only **£50 + VAT** (at 20%) per entry. Payment can be made by cheque or credit card.

Cheques should be made payable to:  
**Metropolis International Group Ltd**

## What to include in your entry

Each entry must include the following:

- **3 copies** of your entry form
- Appropriate entry fee (**£70 + VAT** for your first category entry and **£50 + VAT** for any additional categories)
- **1 copy** of your relevant support material per category entered
- For Quality Awards, please submit **2 examples of the pack** for each category you are entering
- **Your standard form** including your written statement **sent by email**

Your written entry statement must not be more than the word count stated for the category you are entering. All entries should be submitted on the standardised forms provided and returned by email. Supporting material must be printed and typed. Handwritten entries or those not presented to professional standards will be excluded from the judging.

## More on support material

You are required to send support material for specific categories. However, please note that for the Quality awards, judges will not be permitted to know the names of the companies that have produced a particular pack (with the

exception of the brand owner) so please make sure that this supporting material does not mention the name of your company.

For the Performance awards, your entry statement will require backup material that will enable you to expand on the success of your project. The support material can be referred to in your written work for the judges to consider at the time of judging. The material may vary depending on the category but could be any of the following: branded media coverage; photography; sales figures.

The above is only suggested support material; you are able to send whatever you feel is appropriate for your entry. However, please make sure that the information is relevant and not repetitive. It is better to be targeted than copious. All material must be clearly labelled and in the case of press cuttings must be to A4 size.

Please note that if the support material is relevant to more than one category, you are required to submit separate packs of support material for each category.

In the Quality Awards categories where filled pack examples are requested, please advise the event manager if your pack or the product is heavy, large or perishable as special arrangements for delivery and storage will need to be made.

Please note that entries and product samples will not be returned after the judging. Should the entrant need them back, it is the entrant's responsibility to request recollection and to arrange a mutually convenient time and date, at the entrant's own cost. If no instructions are received, entries and support material will be securely disposed of after the judging day.

## Where do I send my completed entry?

### Your entry must be sent to:

Carly McGowan  
The UK Packaging Awards  
6th Floor, Davis House  
2 Robert Street  
Croydon, CR0 1QQ

If you need advice on your entry, contact Carly McGowan on:

**Telephone:** 020 8253 8606  
**Fax:** 020 8253 4603  
**Email:** [carly.mcgowan@metropolis.co.uk](mailto:carly.mcgowan@metropolis.co.uk)

**Or visit our website:** [www.ukpackagingawards.co.uk](http://www.ukpackagingawards.co.uk)

## Entry deadline: 17 June 2011



**The Awards provide an important platform in recognising where we stand in the industry**  
**Roger Wonnacott**  
**DS Smith Packaging**





# Performance Awards

[www.ukpackagingawards.co.uk](http://www.ukpackagingawards.co.uk)

## Rewarding business performance and strategy, environmental programmes and individual excellence

The Performance categories reward outstanding businesses, both in terms of products and financial performance, as well as outstanding individual achievement.

The form can be downloaded from our website: [www.ukpackagingawards.co.uk](http://www.ukpackagingawards.co.uk) or simply email [carly.mcgowan@metropolis.co.uk](mailto:carly.mcgowan@metropolis.co.uk) to receive a copy.

When you enter any award, you will need to complete a standard electronic form and return it to the UK Packaging Awards team by email. The form will ask for a 500-word written summary. The year under review is 1 May 2010 to 30 April 2011.

### A Packaging Company of the Year

The ultimate accolade in the packaging industry recognises outstanding financial and business performance over the year under review. Entrants must provide the company's full report and accounts for its financial year that ended during the year under review, a 500-word summary of performance and key developments during the year, and supporting evidence such as letters of commendation from customers and samples of work.

### B SME of the Year

Like the flagship Packaging Company of the Year category, this award recognises outstanding business performance. To qualify in this category, companies entering must have annual turnover of less than £10m. Entrants must provide the company's full report and accounts, a 500-word summary of performance and key developments during the year, and supporting evidence such as letters of commendation from customers.

### C Design Team of the Year

Open to both design agencies and in-house design teams based in the UK, this category rewards consistently outstanding creative output. Entries should include a 500-word summary on why the team or agency deserves to win including evidence of value added to client brands or the company in which it operates, and five examples of outstanding designs produced during the period under review.

### D Investment Project of the Year

This award will honour the investment or installation project which has had the greatest impact on a company or the wider market. Entrants must submit a 500-word statement giving full details of the project, including the amount of money spent and what was installed, and explaining how the investment has changed their business and the market in which it operates. Supporting materials such as product samples or customer testimonials may be included. The project must have come on-stream in the year under review.

### E Environmental Initiative of the Year

Environmental initiatives abound in packaging, from small-scale projects such as encouraging recycling at work to major schemes such as remodelling of logistics to reduce lorry journeys. This award seeks to honour the best of these. Entrants must submit a 500-word summary explaining what they did and how they did it, alongside supporting material. Judges will be looking for clear evidence of strong environmental benefits as well as excellent ROI.

### F Outstanding Contribution to the Industry

This award recognises individual achievement in the packaging industry and rewards people who have had an impact not only within their own companies but on the wider industry. Unlike the other awards it is picked by the Packaging News editorial team, who will take into consideration achievements across a career or outstanding achievements in the year under review.

The industry is invited to nominate candidates for the award by contacting Packaging News editor Josh Brooks at [josh.brooks@metropolis.co.uk](mailto:josh.brooks@metropolis.co.uk). There is no charge to nominate candidates in this category.



Winning has given us great credibility as we aim to keep the Inspirepac brand at the forefront of the industry

Chris Marples  
Inspirepac





## Recognising the very best in innovative and effective packaging production and design

The Quality Awards recognise excellence in packaging production, design and innovation. They are open to anyone involved in packaging production, specification or design.

For the first time this year, judges will not know who has produced the packs in the Quality Awards; thereby ensuring that they judge purely the quality of the pack. **We have created a standard electronic form that you must fill in and return to us by email by 17 June 2011.** The form can be downloaded from our website: [www.ukpackagingawards.co.uk](http://www.ukpackagingawards.co.uk) or simply email [carly.mcgowan@metropolis.co.uk](mailto:carly.mcgowan@metropolis.co.uk) to receive a copy.

### The standard form will ask for a 300-word written summary of the pack that will cover:

- The brief for the pack
- How the pack meets the brief
- How the pack demonstrates excellence or innovation in design and production
- Evidence of how the pack added value to the brand

You will also be required to provide details on who has been involved in creating the pack, including names of material suppliers, manufacturers, designers and clients. Judges will not see this information.

You may enter a single pack into a maximum of two categories. Unless stated otherwise, you will be asked to **submit two samples of the entire filled pack per category.** If you are entering perishable items, please inform us so we can advise on arrangements.

Entries to the material-specific categories, denoted with a (\*), must be made predominantly from the relevant category material, but caps, windows and other components can be made from other materials.

**For all categories, unless otherwise stated, judges will be looking for the pack that offers the optimal solution to its brief and will consider a range of relevant aspects including:**

- Shapes and structures
- Print and production quality
- Graphics and decoration
- Shelf stand-out
- Useability and openability
- Product protection
- Supply chain efficiency
- Innovation and originality
- Environmental impact
- Added value to the brand

All entries to the Quality Awards must have been launched commercially during the year under review, 1 May 2010 to 30 April 2011. Companies' own promotional work is not eligible. Finally, with the exception of category G, all packs must have been produced by a packaging manufacturer in the UK. Entries to category G, Metal Pack of the Year, must have been produced in countries covered by the Empac association.

### For all queries and advice on entries, please contact:

Carly McGowan  
The UK Packaging Awards  
6th Floor, Davis House  
2 Robert Street  
Croydon, CR0 1QQ

**Telephone:** 020 8253 8606  
**Fax:** 020 8253 4603  
**Email:** [carly.mcgowan@metropolis.co.uk](mailto:carly.mcgowan@metropolis.co.uk)  
**Web:** [www.ukpackagingawards.co.uk](http://www.ukpackagingawards.co.uk)

## Entry deadline: 17 June 2011

### **G Metal Pack of the Year\***

Open to all packs made of aluminium, steel or any other metal.

*This category is only open to packs produced by members of the Metal Packaging Manufacturers' Association. Entries must have been manufactured in an EMPAC (European Metal Packaging) member country which covers Belgium, Denmark, Finland, France, Germany, Hungary, Italy, Spain, Switzerland, the Netherlands and the UK.*

*MPMA members can enter this category at a reduced rate of **£60 + VAT** for the first entry, and **£40 + VAT** for any subsequent entries.*

### **H Corrugated Pack of the Year\***

Open to all corrugated packs, including retail ready, transit packaging, corrugated pallets or primary corrugated packaging.

### **I Cartonboard Pack of the Year\***

Open to all packs made primarily from cartonboard.

“  
Following our 2010 success, we have seen growing interest in our winning entry from retailers and customers  
Matt Sykes  
Ardagh Group





# Quality Awards

[www.ukpackagingawards.co.uk](http://www.ukpackagingawards.co.uk)

## **J Glass Pack of the Year\***

Open to all frosted, clear or coloured glass packaging including jars, bottles and vials.

## **K Flexible Plastic Pack of the Year\***

Open to all flexible packs such as pouches, sachets, sacks and bags. Flexible packs made from cellulose, PE, PET, PVC, PP, PS, Polyamide and bioplastics are eligible.

## **L Rigid Plastic Pack of the Year\***

Open to blow moulded, thermoformed and injection moulded packs made from materials including PP, PET, LDPE, and HDPE, plus bioplastics.

## **M Label of the Year**

Open to all printed labels for packaging, including self-adhesive labels, shrink sleeves, wet-glue labels, leaflet labels and in-mould labels. Labels entered to this category must be on the final pack.

## **N Sustainable Pack of the Year**

This category will reward the pack that shows the best environmental credentials. Judges will take into account factors including material selection, recycled content, material transportation, production processes, lightweighting, recyclability in existing waste streams, biodegradability or reusability. Your 300-word summary for this pack must explain how the pack's impact on the environment has been optimised.

## **O Innovation of the Year**

This category rewards packs of any material that have brought something completely new and unexpected to the market and delivered real benefits to a brand. The 300-word summary must explain why this pack is the first of its kind and the background to its development, as well as technical details of the development process.

## **P Best Packaging of a New Product**

This category recognises packs of any material that have been an essential element in the success of a new product or brand. In addition to the standard entry form, entries should include a 300-word statement from the brand owner explaining how the product's packaging has affected its commercial success.

## **Q Best Re-Packaging of a Brand**

This category rewards redesigned packaging of any material that has breathed new life and new commercial value into an established brand. Please supply a 300-word testimonial from the brand owner and your own 300-word summary on how you interpreted your brief.

## **R Retail Ready Pack of the Year**

Judges will be looking for examples of retail-ready packs that can be placed directly on retail display without unpacking. Along with the standard entry form, please supply one full pack, one flat pack (if applicable) and one that is fully constructed but empty.

## **S Supply Chain Solution of the Year**

This category recognises packaging of any material that has helped products travel safely, conveniently and cost-effectively through the supply chain. Entries can include one-way or returnable outer case transit packs, crates and pallets. Please supply one full pack, one flat pack (if applicable) and one that is fully constructed but empty, plus the standard entry form.

## **T Consumer Convenience Award**

This category rewards packs of any material that demonstrate ease of opening, use, storage and disposal.



**The ideal platform for showcasing design and innovation to influencers at every level of packaging**

**Angela Morris  
The Wool Packaging Company**



# Entry form

www.ukpackagingawards.co.uk

Please complete the form and return it with your full entry plus any additional material to:

Carly McGowan  
UK Packaging Awards,  
6th Floor, Davis House, 2 Robert Street,  
Croydon, CR0 1QQ, UK

## Deadline

Please complete the form and return it with your entry no later than **17 June 2011**. Please fill ONE entry form per category entered.

## Checklist

Have you included all the following:

- **3 copies** of your entry form
- Appropriate entry fee (**£70 + VAT** for your first category entry and **£50 + VAT** for any additional categories)
- **1 copy** of your relevant support material per category entered
- For Quality Awards, please submit **2 examples of the pack** for each category you are entering
- Your standard form including your written statement sent by email to [carly.mcgowan@metropolis.co.uk](mailto:carly.mcgowan@metropolis.co.uk)

## Category list

Please indicate in which category this entry is to be judged

PERFORMANCE AWARDS	TICK BELOW
<b>A Packaging Company of the Year</b>	
<b>B SME of the Year</b>	
<b>C Design Team of the Year</b>	
<b>D Investment Project of the Year</b>	
<b>E Environmental Initiative of the Year</b>	
<b>F Outstanding Contribution to the Industry</b>	Cannot be entered

If you want to nominate a candidate for category **F**, please contact Packaging News editor Josh Brooks on [josh.brooks@metropolis.co.uk](mailto:josh.brooks@metropolis.co.uk)

QUALITY AWARDS	TICK BELOW
<b>G Metal Pack of the Year*</b>	
<b>H Corrugated Pack of the Year</b>	
<b>I Cartonboard Pack of the Year*</b>	
<b>J Glass Pack of the Year*</b>	
<b>K Flexible Plastic Pack of the Year*</b>	
<b>L Rigid Plastic Pack of the Year*</b>	
<b>M Label of the Year*</b>	
<b>N Sustainable Pack of the Year*</b>	
<b>O Innovation of the Year</b>	
<b>P Best Packaging of a New Product</b>	
<b>Q Best Re-Packaging of a Brand</b>	
<b>R Retail-Ready Pack of the Year</b>	
<b>S Supply Chain Solution of the Year</b>	
<b>T Consumer Convenience Award</b>	

## Please note that to enter a pack into the Quality Awards

- It must have been manufactured in the UK (unless you are entering category **G**)
- It must have been commercially launched in the UK between 1 May 2010 and 30 April 2011

## Your details

Please fill out all categories

Name:

Position:

Company name:

Address:

Postcode:

Telephone:

Email:

## Payment details

Payment can be made by credit card or cheque.

Cost to enter is **£70 + VAT** (at 20%) for your first entry and **£50 + VAT** (at 20%) for each subsequent entry.

**MPMA members** may enter category **G** for **£60 + VAT** (at 20%) for your first entry and **£45 + VAT** (at 20%) for each subsequent entry.

I authorise my credit card to be charged for £ \_\_\_\_\_

Cardholder's name: \_\_\_\_\_

Card type (tick):  Amex  Mastercard  Visa  Other

Card number:

Security code:

Expiry date:     Issue number:

Billing Address: \_\_\_\_\_

Postcode: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

I enclose a cheque made payable to:

**Metropolis International Group Ltd**

Invoicing address: \_\_\_\_\_

Postcode: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_





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AWARDS  
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