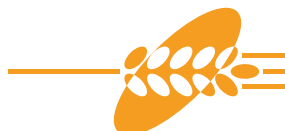




**EVALUATION RULES
FOR THE PACKAGING SAMPLES**

The competition is held under the auspices
of the Slovenian Chamber of Commerce



AGRA

EVALUATION RULES FOR THE PACKAGING SAMPLES

PURPOSE OF THE COMPETITION

The purpose of the competition is to estimate and award the most successful achievements of all kinds of packaging, packaging components, prototypes, inventions and packaging improvements.

PARTICIPANTS IN THE COMPETITION

The public competition SLOVENIAN PACKAGING AWARD is open to packaging producers, packaging firms, constructors, inventors and authors of technical improvements from the Republic of Slovenia and other countries. The packaging samples, entered into the competition, must not be older than two years from the time they were first presented on the market.

COMPETITION ENTRY STIPULATIONS

The following has to be taken into consideration when entering your models:

- The entry form has to contain all data required.
- The deadlines for the entry and the delivery of the packaging products indicated in the entry form have to be taken into account.
- The attached technical report has to comply with the requirements for the assessment of the packaging quality as indicated in the competition rules.
- The entry fee for the samples entered has to be paid within the deadline.

DELIVERY OF THE PACKAGING SAMPLES FOR THE COMPETITION

The applicants have to send the organizer a minimum of 3 packaging units along with the packed product, as these are necessary for the work of the jury, for advertising photography and for joint presentations within the framework of the AGRA fair and at other exhibitions. If the product packed is very valuable, an agreement with the organizer is necessary.

JURY OF EXPERTS

The expert jury for the evaluation of the registered samples of packaging is composed of packaging experts (designers, marketers, technologists and environmental experts). The jury verifies the correctness of the entry procedure and the compliance of the technical documents with the requirements, adopts the measures for the quality assessment of the samples and assesses the quality in accordance with the evaluation classes and assessment criteria.

ASSESSMENT CRITERIA OF THE COMPETITION

The categories of packaging and the evaluation criteria are in accordance with valid European and Slovenian legislation and regulations in the field of packaging, packaging management and packaging waste. Award-winning packaging gains advantages in European and global markets and in other international competitions for quality packaging. In accordance with the assessment rules packaging for the Slovenian Packaging Award competition, the jury of experts assesses the entered products and shortlists candidates for the highest awards. From these candidates, it selects those who receive the Bronze, Silver or Gold Slovenian Packaging Award. The decision and justification of the expert committee are final.

PROMOTION, PROTECTION AND MARKETING OF THE AWARD

The awarded packaging products may be labelled with the symbol of the Slovenian Packaging Award in a visible place. In agreement with the organiser, the award-winners will receive a symbol for print.

The award-winner can send a written order for more diplomas of the Slovenian Packaging Award to be given to the co-authors of the awarded packaging products listed in the competition entry form. The awarded products will be exhibited at the AGRA trade fair on the site of Pomurski sejem in Gornja Radgona.

THE ANNOUNCEMENT OF THE RESULTS AND THE AWARD CEREMONY

The official announcement of the results and the award ceremony will be held on the occasion of the AGRA trade fair in Gornja Radgona, resp. as an event for itself.

PACKAGING CLASSES

A - PRIMARY SALES PACKAGING

This is a kind of packaging used for crop products and other products in sales units and is meant for protection during the selling process, for economic transportation and for sales promotion.

1 / A packaging family is a group of packaging units for related products integrated into a single sales unit. These products are connected by similar packaging material, similar shape, construction, colour and recognizable print.

2 / A Gift packaging is a packaging in which one or more products are packed into a completed sales unit. It is meant for gifts, rewards or for special occasions.

3 / A composed packaging is a sales unit, created from different packaging materials for one product, mainly for its safety, for its protection and market advantages.

4 / A cardboard folding-box is a specifically designed sales packaging made of corrugated cardboard, pasteboard or carton and folded (formed) into a folding-box immediately before filling or packing the product.

5 / Flexible packaging can be in the shape of a bag, of thermo-sealed wrap of refined paper, plastic, aluminium foil, cellophane or composed foils.

6 / Rigid plastic packaging is a sales unit made of blown or pressed plastic materials, often shaped as cups, plastic bottles or folding boxes.

7 / Glass packaging predominantly consists of newly shaped bottles and jars or glasses with fitted lids and caps as well as with labels containing sales information and other accessories.

8 / Metal packaging is a sales unit made of white sheet metal or aluminium, designed according to modern technological procedures with a selected sealing system and equipped with lithographic print or labels.

B - SECONDARY WRAP PACKAGING

This kind of packaging combines a certain number of sales units and is used independently, sold to the final consumer or serving as a framework for individually sold sales units in sales packaging. It can be removed from the product without affecting its quality and usability.

1 / Display packaging is a foldable packaging which can serve as transport packaging, and can be later used for the special display of certain products on a shop shelf in their sales packaging.

2 / Group packaging is a kind of packaging, into which products are packed in sales packaging with plastic foils, cardboard folding boxes and similar wraps. It offers advantages in the production as well as better protection from damage, theft and pollution. It offers a good hygienic protection, preserves the durability of products, speeds sales and facilitates sales in self-service systems up to the final customer.

C - TERTIARY TRANSPORT PACKAGING

Crop products and other products in sales packaging are packed into this kind of packaging to protect them during the loading and unloading process in storehouses. It enables safe and economical transport to the markets or other destinations.

1 / Industrial packaging is mainly used to pack components of industrial products on the way from industry to industry for the manufacturing of the final product. It is designed without sales information and supplied with plans and technical instructions.

2 / Transport packaging is designed with great precision and tailored to the products with a special focus on safety during storage and transport to the shops, as well as for after being purchased by the consumer. It can consist of several packaging materials (wood, corrugated cardboard, plastic foam for product loading, shrink and elastic plastic foils, metal and plastic strips). This kind of packaging is particularly suitable for instruments, video and radio sets, industrial devices, white goods, small domestic appliances etc.

3 / All other kinds of packaging in accordance with the established European standards and in accordance with the joint definition for class C of these rules.

D - PACKAGING COMPONENTS

These are products, which significantly complement certain functions of the packaging such as lids, covers, caps, labels and all kinds of strings and cords.

E - PROTOTYPES, INVENTIONS AND PACKAGING IMPROVEMENTS

These products are not yet sold on the market. At least three tested models have to be presented with their plans and with the results of tests that have been made according to recognized methods. These packaging products should announce or prove important and useful innovations in the fields of safety, rationalisation, design creativity, ecology and market advantages for the packed product.

F - VISUAL IDENTITY OF PACKAGING

This includes appearance, logo, design and general aesthetics of the packaging as well as the message it is expected to deliver.

CATEGORIES OF PACKAGING

Packaging, based on its contents, is classified into the following categories:

1/Beverages, 2/Electronics, 3/Food, 4/Health and Beauty, 5/Household, 6/Medical and Pharmaceutical products, 7/Other.

CRITERIA FOR THE QUALITY ASSESSMENT OF PACKAGING MODELS

- Originality, innovative character
- Content protection: mechanical, chemical, physical, compliance with the rules and standards in force
- environmental criteria (EU): reduction of volume / mass, return of packaging, recycling, energy sources, composting and safe incineration of discarded packaging, source of raw materials, dematerialisation, and degradability
- Practicality of its use (handling, filling, closing, opening, re-closing)
- Progress in safety and hygiene of the product
- Aesthetics, challenge, efficiency, market communicability of the packaging
- Harmony: product - packaging - sales information (technical instruction) - marketing
- Technical aspects of the production of packaging and packing techniques involving closing devices