



# The Packaging Innovation Awards

brought to you by 

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**2021 | 33<sup>RD</sup> ANNUAL AWARDS**

# Innovation begins with you.

Whether it's a container that plays a vital role in surgery preparation or a squeezable mascara tube that ends product-dispensing frustrations, some things stay consistent. Game-changing innovation. Determination. Dedication. And the packaging industry demands a strong passion for science.

That's what the Packaging Innovation Awards are all about—recognizing those innovations in the packaging supply chain that truly excel in Technological Advancement, Responsible Packaging and Enhanced User Experience.

## WHAT IS IT?

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Inaugurated in 1986, the Packaging Innovation Awards have long been recognized globally as the leading packaging awards program. Created by DuPont and now continued by Dow, it supports our commitment to recognize excellence and inspire innovations in packaging.

**INTERNATIONAL | FREE TO ENTER**  
**BEST-IN-CLASS PACKAGING**  
**NETWORKING | 30+ YEARS OF TRADITION**

“ The brand owners’ response  
(to our technology), it’s been really good,  
and winning the Diamond award has  
elevated the response we get. ”

KEN MCGUIRE, RESEARCH FELLOW, PROCTER & GAMBLE  
2018 DIAMOND AWARD WINNER.

## WHY THE PACKAGING INNOVATION AWARDS?

- Front page covers and featured stories in publications, such as *Packaging World*, *Embalagem Marca Magazine*, *Packaging Digest*, *Packaging Europe*, *Plastics News*, *Environmental Leader*, *Greener Packaging*, *Sustainable Packaging*, *Market Watch* and *Beyond the Dow*
- Displays at major tradeshow, such as Pack Expo's Showcase for Packaging Innovation®, Chinaplas, Interpack, ANTEC and multiple conference programs
- Twitter, LinkedIn and YouTube postings that reach thousands of key influencers
- Winning companies may proudly display the Packaging Innovation Awards logo on their winning product package and use it for any product promotions



“ Winning the highest award drew the momentum to keep innovating and inquiries from overseas customers have increased. In addition, we could show worldwide that DNP is involved in PET bottles. ”

DAI NIPPON PRINTING CO., LTD.  
2019 DIAMOND AWARD WINNER

## WHAT SUBMISSIONS QUALIFY?

### TECHNOLOGICAL ADVANCEMENT

- New technology integration either in the pack through the value chain
- Creative configuration and/or assembly
- Increased packaging line/conversion efficiency
- Improve distribution efficiency
- New and/or clever use of materials

### RESPONSIBLE PACKAGING

- Benefits the greater good
- Promote the Circular Economy
  - Recyclability
  - Recycled content
- Reduce CO<sub>2</sub>
  - Bio based, compostable
  - Resource/production efficiency\*
  - Reduction in product waste

### ENHANCED USER\*\* EXPERIENCE

- Provides an enhanced experience
- Aids product merchandising and motivates purchase
- Enables greater product accessibility
- Establishes a preferred price/value equation



\* It covers reduction on packaging waste and consideration for energy, water and soil  
\*\* User covers both the consumer and the users along the value chain

## SUBMISSION PROCESS

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- 1 Visit [DowPackagingAwards.com](https://www.dowpackagingawards.com) to learn more about the awards.
- 2 Complete the online form by October 14, 2021.
- 3 Send in your samples by November 5, 2021.

## JUDGES

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Packaging experts throughout the value chain are brought together to serve as the panel of judges. The judges represent different parts of the value chain and different geographies so they can bring a broad and diverse perspective that enables them to thoroughly assess which entries are game-changing packaging innovations. These judges are independent of Dow in order to keep the competition completely objective.

## AWARD STRUCTURE

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There are three award levels—Silver, Gold and Diamond. Winners are based on “excellence” in one, two or all three categories: technological advancement, sustainable/responsible packaging and enhanced user experience.

**Silver Award:** Demonstrates excellence in 1 criteria

**Gold Award:** Demonstrates excellence in 2 criteria

**Diamond Award:** Demonstrates excellence in all 3 criteria

## DATES TO REMEMBER

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CALL FOR ENTRIES	SUBMISSION DEADLINE	WINNERS ANNOUNCED
August	October	1Q
19	14	2022



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For more information,  
visit [DowPackagingAwards.com](https://www.dowpackagingawards.com).

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