

# Submission Guidelines



The Packaging Innovation Awards

brought to you by 

Open to brand owners, retailers, packaging designers, converters and technology providers around the world, the Packaging Innovation Awards honor innovations in packaging design, materials, technology and processes across the entire packaging value chain. Sponsored by Dow, these Awards are globally recognized as one of the leading packaging awards programs offered throughout the industry. Submitting an entry is easy. Here are three steps to guide you:

# 1

STEP

## EXPLORE

- Review past winners by visiting [DowPackagingAwards.com](https://www.dow.com/packaging-awards).
- Review the award criteria.
- Collaborate with your colleagues about what should be submitted and what can and cannot be shipped from your region.
- Register and complete the entry form by visiting the Award Force [submission platform](#)

# 2

STEP

## PREPARE YOUR ENTRY Here's what the judges look for.

- Write a compelling, high-level Executive Summary.
- Explain how your entry is different from what's currently in the market.
- Include relevant attributes about your entry. Avoid general statements like, "a luxurious glass container that reflects the essence of the world."
- Keep your statements succinct and to the point. Eliminate all information that does not illuminate your entry.
- Back up your claims—including sustainability and responsible packaging claims. Provide technical data, information on market and/or social relevance behind the innovation to validate your entry.
- Specifically, provide details on how your innovation addresses a need in your region. Include "before and after" photos to better illustrate your points.

If possible, submit photos, video clips, etc. of your entry in its intended use. For new-generation packages, submit photos of the original packaging.

# 3

STEP

## SUBMIT

- Submit your entry form online at the Award Force [submission platform](#).
- Clearly identify the name of your innovation and ship your samples to the address indicated on the packing slip (within the submission platform). **Entry deadline is October 14, 2021 (23:55 CEST). Samples MUST be received by November 5, 2021.**



ENTRY DEADLINE



October 14, 2021



Submit questions to  
[fpkawds@dow.com](mailto:fpkawds@dow.com).

For entry form and more information, visit the Award Force [submission platform](#)

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