



## Become the winner of Packaging Mid Sweden Award 2010!

To stimulate the development of packaging concepts for the future, Packaging Mid Sweden will for the 2<sup>nd</sup> time hand out the *Packaging Mid Sweden Award*. The total prize sum (**40.000 SEK**) is sponsored by the Swedish Rheumatic Association, Mid Sweden University, Iggesund and SCA Packaging Sweden.

The person (e.g. researcher, designer, engineer, student) who present a packaging concept or a design, which implies the most far-reaching improvement of functionality, usability and/or communication will be awarded with *Packaging Mid Sweden Award 2010*. Insights and motivations of how the packaging concept/design will perform in a proposed value chain (e.g. from manufacturing, transport, filling to sales and recycling) will also be taken into account.

### **Qualifications**

The criterion of this award implies that it first and foremost is indented for packaging developers, designers, researchers and university students within design and engineering areas. However, it is not a requirement to belong to one of these categories to be qualified to participate.

### **Classification**

All competing packaging concepts/designs will be evaluated with the same criterion. Hence, independent of whether a participant is a student or a professional he/she will be competing on the same terms for *Packaging Mid Sweden Award* (**30.000 SEK**). For students, a special award (**10.000 SEK**) will also be handed out to the best student. The winner of 30.000 SEK can however not at the same time be the winner of the student award.

Besides the possibility to compete for *Packaging Mid Sweden Award* with a packaging concept/design that is specifically made for this competition, it is possible to nominate a packaging concept/design that has been released between September 1, 2009 and September 1, 2010.

### **Judgement**

A jury will evaluate the competing packaging concepts/designs with respect to functionality, usability and communication and new creative ideas within these areas will be sought after. Insights and motivations of how the packaging concept/design will perform in a proposed value chain (e.g. from manufacturing, transport, filling to sales and recycling) is also an important criterion. Hence, packaging logistics aspects will also be taken into account.



The packaging concept/design shall present:

- what need the new packaging concept/design intends to fulfil.
- a background description of the problem area.
- any analysis that has been conducted to create a specification for the packaging concept/design.
- ideas, sketches and/or CAD/digital models. The sketches shall clearly present the packaging concept/design's construction and function. The design may also be visualised by including a photo of a physical model/prototype.
- an analysis and evaluation of the packaging concept/design with respect to the need it intends to fulfil (or problem it intends to solve).
- insights and/or motivations of how the packaging concept/design will perform in a proposed value chain (e.g. from manufacturing, transport, filling to sales and recycling).

## **Registration**

Send a pre-registration e-mail to [magnus.vistrom@akroken.se](mailto:magnus.vistrom@akroken.se) to get additional information. This pre-registration doesn't mean that you commit yourself to participate; it is primarily a way for us to get an idea about the number of participants.

The last day to send the complete documentation to Packaging Mid Sweden is September 1, 2010. The documentation shall be sent in a digital format (.doc, .pdf) to [magnus.vistrom@akroken.se](mailto:magnus.vistrom@akroken.se).

Packaging Mid Sweden will have the right to present the winning concepts/designs in press releases, presentation material, at exhibitions and webpage. Packaging Mid Sweden and the sponsors are not making any other claims with respect to property rights.

## **Award ceremony**

The award ceremony will take place September 30 2010 at the Paper Makers Night's banquet at the city hall in Sundsvall, Sweden.

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