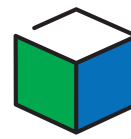


# NORTH AMERICAN PAPERBOARD PACKAGING COMPETITION

Official Rules & Guidelines



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## ABOUT THE COMPETITION

The Paperboard Packaging Council's (PPC) Annual North American Paperboard Packaging Competition is the premier competition for the manufacturers of paperboard packaging. Adjudicated by a diverse group of packaging professionals and professors, the competition tracks the pulse of carton design and celebrates the industry's dedication to advancement.

Entries come from both major corporations and small, family-owned box shops, yet all are weighted evenly with the names of manufacturers unknown to the jury.

## ELIGIBILITY

**By submitting an entry into the competition, each company confirms that each entry represents the member's original design; that all information, descriptions, and explanations provided are true and accurate; and that none of the design, information, descriptions, explanations, or any other material provided with the entry violates or infringes upon the intellectual property rights (including any patent, trademark, copyright, or trade secrets), of any other person or entity.**

In addition, all entries should consider:

- Must be submitted by a PPC member company and converted in their facility.
- Must have been produced and commercialized by PPC members for the first time between January 1, 2023 and June 1, 2024 (excluding the self-promotional category).
- Packages must consist of at least 50% paperboard
- Laminated grades made with E-flute, F-flute, and other micro-flute corrugated qualify, as does molded fiber.
- Each entry must not have been submitted into a previous PPC competition unless as a self-promotion or pre-commercialization.

## SUBMISSION CRITERIA

All entries must include an entry write-up submitted through Judgify and include a minimum of the following: Package Name, Client Name, Product Retail Category,



Judging Category, Paperboard Description, and Executive Summary. Each form field in the entry submission form has been thoughtfully created to tell the story of your entry to the judges and each write-up is covered in detail during the judges' process. The more complete the write-up, the better the judges will understand your entry's development, objectives, and impact.

You should be prepared to answer the following:

- **Main Company Contact**  
**Information:** We'll contact this person for any questions regarding your entry and will send them information later if you win an award.
- **Package Information:** Package Name, Client Name, Retail Category, Award Category. Make sure the package and client names are accurate—we'll use this information in all future promotions and publications.
- **Designer Names:** Full names and companies for your structural designers and graphic designers. We'll use this if you order an award for them in the future.
- **Materials:** Type of paperboard and any other materials you used with a short description explaining why you made that selection.
- **Executive Summary (required):** High-Level overview of your entry. No more than 200 words.
- Customer Objectives

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- Discuss the concept and design (graphic and structural) and how it fulfilled the customer's objective. Include any special or hidden features of the package that elevate the user experience that may not be readily apparent.
- Discuss the converting process. Include steps and challenges that led you to fulfilling the customer objectives. Did you use embellishments in a unique way?
- Describe the distribution and fulfillment process including palletization, cubing, and any significant material savings as a result.
- Be prepared to attach any relevant photos (max. size 5 MB). Videos are not accepted.

In addition to the write-up, physical samples must be shipped to PPC Headquarters to complete the entry. Please note that samples will not be returned after shipment. Samples should include a minimum of:

- At least two assembled cartons (one with product if not perishable)
- At least two flats of every size

Physical samples should be mailed to:

Paperboard Packaging Council  
1350 Main Street, Suite 1100  
Springfield, MA 01103

**The identity of participating converters is intended to remain anonymous to the judges. Please cover your logo, including dielines wherever possible, and omit your company name in the write-up (excluding the self-promotion category). We do encourage you to specify the brand of paperboard used, even if it was produced by your own company.**

## JUDGING PROCESS

Our panel of industry experts travels to PPC headquarters in Springfield, MA, to spend three days judging each year's entries. There, they break into two teams to look at retail categories of entries together. They read through write-ups and have meaningful conversation to ask questions, draw comparisons, and score each design.

Each entry is scored on three main areas:

1. Concept, Design & User Experience
2. Converting
3. Distribution, Fulfillment & Retail

## AWARDS AND RECOGNITION

Final entry scores are tallied to identify highest ranking submissions that will receive Gold and Excellence Award recognition. Once these entries are identified, the judges meet as a group to discuss each of the highest-ranking submissions to identify winners for top award categories:

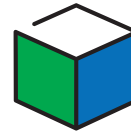
- Paperboard Package of the Year
  - Can be any entry that qualified to be judged and not exclusively a "package."
- Folding Carton of the Year
  - Must be a folding carton that ships "knocked down flat."
- Rigid Box or structure of the Year
  - Any structure where the package ships already erected, or that ships nested or closed. Can include cups, ice cream sidewall style, and any other structure where the package is not shipped "knocked down flat."
- Digital Application Award of the Year
- Innovation Award of the Year
- Sustainability Award of the Year
- Richard DePaul Award for Creative Converting and Design
- Judges' Awards

Each top award winner will be notified that they've won prior to the awards ceremony at PPC's Fall Meeting & Leadership Conference. There, they will receive recognition from the stage for their award, and a representative from their team will be invited to present on the conference's designer panel. All top award winners will receive a custom crystal trophy to be shipped following the awards ceremony.

The winning carton will also be featured in the annual competition magazine, annual competition video, on the PPC website, PPC social media channels, and in the press throughout the year.

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## **AWARD CATEGORIES**

All entries will be automatically considered in the general award category. In addition, you may select award categories to also be considered in: Innovation, Sustainability, and Digital Application.

### **Digital Application Category:**

Awards in the Digital Application Category recognize excellent use of digital printing/converting technology. Entries may receive Excellence or Gold awards in the Digital Application Category, and the top entry will receive the 2024 Digital Award. To qualify for this award, the package must have been sold commercially; no self-promotional entries qualify for this award.

### **Innovation Category:**

Awards in the Innovation Category recognize new and unique package or graphic design, converting techniques, or other concepts otherwise new to the industry. Entries may receive Excellence or Gold awards in the Innovation Category, and the top entry will receive the 2024 Innovation Award. To qualify for this award, the package must have been sold commercially; no self-promotional entries qualify for this award.

### **Sustainability Category:**

Awards in the Sustainability Category recognize extremely sustainable packaging, outstanding use of paperboard in replacing a non-paperboard substrate, and/or the fostering of materials reductions for better cubing. Entries may receive Excellence or Gold awards in the Sustainability Category, and the top entry will receive the 2024 Sustainability Award. To qualify for this award, the package must have been sold commercially; no self-promotional entries qualify for this award.

When the entry is a redesign of a previous package, please send the old package if possible. If not, photos/drawings of the “before” and “after” packages are highly encouraged. Also include metrics around savings in packing, palletization, cubing, or shipping if relevant.

## **ABOUT THE PAPERBOARD PACKAGING COUNCIL**

*The Paperboard Packaging Council is the North American association for converters of paperboard packaging and their suppliers. PPC works to grow, promote, and protect the paperboard packaging industry while providing its members with resources and tools to compete successfully in the marketplace. For more information, visit [www.paperbox.org](http://www.paperbox.org).*