

FEDERATION OF CORRUGATED BOX MANUFACTURERS OF INDIA

CORRUSTAR 2024

ALL INDIA AWARD FOR EXCELLENCE IN CORRUGATED BOARD PACKAGING

1. OBJECTIVES:

To generate greater awareness of improved and better standards of packaging in the areas of functional design and greater visual/ sales appeal and also, to generate avenues for the use of Corrugated Boards not only for packaging but also for other items of use.

2. SCOPE:

- 2.1 The contest will be open to all types of Corrugated Board and Box Packaging and non-packaging products manufactured using corrugated paper board, presently in use. Only those packages manufactured by constituent members of the FCBM are eligible for entry.
- 2.2 The use of Corrugated board should form the prominent part of the entry. In other words, at least 65% of the material used in the entry should be corrugated fibre boards.
- 2.3 Constituent members are eligible to enter only ONE entry per category and maximum of seven entries in total.
- 2.4 Although, it may be possible to classify a particular entry in more than one category, it will be accepted for only one category as declared in the entry form. Same entry entered in more than one category will liable to be rejected in all the categories.
- 2.5 The judges are empowered to reject any entry not meeting the eligibility criteria listed in 2.1, 2.2, or 2.3 above. The host association should screen at the time of receipt of entries to comply with para 2.4.
- 2.6 Weightage will be given on eco-friendly and bio-degradable entries

3. LAST DATE FOR RECEIPT OF ENTRIES:

The entries should be sent so as to reach the host association AT LEAST two hours PRIOR TO JUDGING TIME.

4. NUMBER OF AWARDS:

ONE award each will be given for the SEVEN categories, i.e., Consumer Pack, Material/ Fitments, Transport Pack, Innovation, POP Display, Best Printing and Beyond Packaging. All together there will be SEVEN awards.

5. PRESENTATION OF AWARDS:

The awards will be presented during Annual Conference of FCBM.

6. JUDGING:

The entries will be judged at the venue of the FCBM Annual Conference.

7. JUDGES:

A panel of MINIMUM TWO or MAXIMUM THREE judges shall be constituted by FCBM President based on the recommendation of the Host Association. The judges may be selected from anywhere in India or abroad.

The judges will comprise specialists on technical, visual and commercial aspects of packaging and could be from any:

1. Institute of Packaging or any other equivalent Government or Private Institution / Organisation.
2. Quality Assurance Organisations like BIS and others.
3. Research and Development Organisation / Department in the Government or Private sector.
4. Advertising Agencies / Consultants.
5. Person of eminence or repute having knowledge and/ or experience of packaging.

To avoid any bias, representatives of consumers/ customers of Corrugated Packaging should not be selected.

Each judge will give his/ her opinion/ marks separately which will then be compiled and discussed between the judges before selecting a winner.

8. CATEGORIES OF ENTRY:

SEVEN types of entries are invited.

- 8.1 **Consumer Pack** : Awarded by WICMA in memory of Late Shri H.B. Ajmera.
- 8.2 **Material / Fitments** : Awarded by ACCT in memory of Late Shri C.C. Ajmera.
- 8.3 **Transport Pack** : Awarded by EICMA in memory of Late Shri B.J. Ajmera
- 8.4 **Innovation** : Awarded by EICMA in memory of Late Shri S. Mitra
- 8.5 **POP Display** : Awarded by M/s. Madras Paper Convertors & Inds. Chennai in memory of Late Shri H.P. Arora.
- 8.6 **Best Printing** : Awarded by Shri Anil Kumar Reddy, Chennai in memory of Late Shri Magunta Subbarami Reddy.
- 8.7 **Beyond Packaging** : This Award is instituted by FCBM in Memory of Late Shri A. B. Ajmera, Past President, FCBM.

9. ENTRY FORM:

- 9.1 Each entry will be submitted along with the prescribed form. Entrant should take care to see that his company's name / identity is not visible in any manner on the package / entry or it is blocked prior to submitting the entry, failing which it is liable to be rejected.
- 9.2 Name of the entrant, address and name of the entry will be given on the form.
- 9.3 The category for which the entry is submitted should be clearly mentioned.
- 9.4 Name of the user should be mentioned.
- 9.5 For submission of entry, the following guidelines are given:
- 9.6 **CONSUMER PACK:** One sample package along with the contents and one empty package may be submitted. In case of difficulty in submitting a filled specimen, a photograph showing the content in the consumer package will be accepted. No entry of consumer pack can be accepted unless the method of distribution is stated. Wherever possible, a photograph of the transport pack used with this particular consumer pack may be included.
- 9.7 **MATERIAL/ FITMENTS:** The material/ fitments (along with the method of using the same) with actual demonstration may be sent, special consideration will be given to those entries which have replaced/ substituted another packaging material.
- 9.8 **TRANSPORT PACK:** The entry has to be a complete package and not the transport pack alone. The entry submitted must consist of one example of package's use, complete with any ancillary materials and contents. The method of distribution must be stated. Where the entry consists of multi-use container, their other examples of use may also be illustrated photographically. Besides, the fields of application must be clearly stated. If it is not possible to send the contents along with the package, photographic illustration will be accepted.
- 9.9 **INNOVATION:** In this category, consumer pack, material/ Fitments or transport pack may be submitted as innovation. One package with the contents and one empty package may be submitted. Special consideration will be given to those entries which have replaced/ substituted another packaging material. The provisions of para 9.6, 9.7 or 9.8 as the case may be, will apply.
- 9.10 **POP DISPLAY:** This category is for best design in counter of floor Point of Purchase (POP) display, which also serves as a transport pack. This transport pack should serve as both the display and shipper. In other words, no other transport pack should be used for the contents. One erected display with the contents, one sample showing its use as transport pack and one empty sample will be submitted. If it is not possible to send the contents along with the package, photographic illustration will be accepted.

- 9.11 **BEST PRINTING:** This category is for best direct printing on combined corrugated boards (and not for printing on top paper/ one ply). The printing process may be either screen, letterpress, or flexo. The printed matter may contain line work, half tone or any other details. The printing may be any number of colours. The top paper may be white or brown or any other colour. The entry must be complete package and not only corrugated board. A self certificate from the entrant that the printing has been done directly on corrugated board (and not on top paper) is required.
- 9.12 **BEYOND PACKAGING:** This category is for items of use made from Corrugated Paper Board, but NOT as packaging. Being introduced for the first time this year, items like furniture, display boards, partitions, panels, decorative and show pieces, lamps, pallets, slip sheets, etc – anything made from corrugated board and replacing conventional raw materials like wood, metal, plastics, etc., may be entered in this category. The principal raw material used for the entry should be corrugated paper board, including the main support structure and should constitute more than 65% by weight. The product may be printed / painted / coated. The write-up should include what conventional raw material was replaced by corrugated paper board and to what extent, wherever applicable. Any coatings used, like anti termite, waterproof, spillage resistant - to enhance the durability of the product may be highlighted.

10. STATEMENT:

10.1 A Statement not exceeding 300 words should accompany the entry.

10.2 The Statement may contain the details of:

- Type of paper used
- Adhesive
- Flutes(s)
- Strength – Bursting, Puncture, Compression, Cobb, etc.
- Printing Process
- Treatment to paper, if any
- Method of closing
- Palletised or not
- Type of transport & distribution method
- End use
- Cost of box in relation to cost of contents (for packaging entries)
- Estimated Cost of the item / entry (for Beyond Packaging entries)
- Significant features with regard to Protection, Visual Appeal, Convenience to user, Originality, Construction, Economics in production, Economies in use, etc.

11. PHOTOGRAPH:

Black and white / colour photographs may be submitted showing the entry to its best advantage.

12. PUBLICITY:

The awards are given only for the package and not for the contents. While giving publicity to the award, this fact should be stated prominently.

13. JUDGES DECISION:

The judges decision will be final binding.

14. HOST ASSOCIATION:

- 14.1 The host association should prepare number of cards for all the entries along with statement submitted with the entries for forwarding to the judges. Care should be taken that no indication whatsoever is given about the entrant's identity. In case, the entry has printed information or other clues to reveal his company's identity, it should be properly blocked to hide the identity from the judges. If this is not possible, the entry may be rejected.
- 14.2 The host association should arrange to take suitable photographs/ slides of the entries for publicity/ future reference.

- 14.3 The host association should allow adequate time for receipt of entries as well as judging of entries.
- 14.4 In case of entry for BEST PRINTING, host association shall make sure that a self certificate that the printing is done directly on corrugated board (and NOT on top paper first and then pasted onto 2 ply liner) by the entrant is included with the entry. This certificate may not be given to the judges if it reveals the identity of the entrant.