

# SETTING THE STANDARD FOR PACKAGING AWARDS



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*Packaging touches everybody, everyday. This puts our industry in a privileged position.*

We can quite literally make someone's day – who can deny the pure joy of receiving a beautifully packaged gift?

And equally we can ruin someone's day; In today's world of social media 'bad packaging' is no more than a few key strokes away!

What consumers rarely, if ever, appreciate is the complex decision process which ultimately determined the size, shape and material of the packaging.

Not to mention the design judgements to ensure the packaging appeals to our tastes, our beliefs, our lifestyles and our wellbeing;

And as if all those considerations weren't enough, further thought will have been given to the value-add of the packaging such as convenience formats for preparation, portability,

usage, portion control, safety features, closure features, anti-tamper evidence, theft deterrent – the list goes on.

PAC.NZ, together with the Australian Institute of Packaging (AIP) and the Australian Packaging and Processing Machinery Association (APPMA), last year joined forces to establish the Packaging & Processing Innovation and Design Awards – THE PIDAs. With a goal to become the industry awards programme which sets the standard for unparalleled recognition amongst industry peers, the prestige of winning a PIDA is to be coveted.

The PIDAs are designed to recognise companies and individuals who are making a significant difference in their field. The PIDAs are the only awards programme across Australia and New Zealand developed to recognise design and innovation across the whole packaging supply chain, including the people who work in these industries. The PIDA awards are also the exclusive entry point into the WorldStar Packaging Awards for the Australasian region.

The 2018 awards will be a very special event.

They are being held alongside the 2018 Worldstar Packaging Awards. The WorldStar Packaging Awards is the flagship event annually for the World Packaging Organisation (WPO)

and is the pre-eminent international award in packaging. The WorldStar Packaging Awards illustrate the continual advancement of the state of packaging design and technology and creates a living standard of international packaging excellence from which others may learn. WorldStars are presented only to those packs which, having already won recognition in a national or regional competition, are compared by an expert panel of judges to similar packs from around the world.

It is expected that people from over 25 different countries will be attending the event next year. For further information on the 2017 winners or the 2018 awards programme visit [www.packaging.org.nz](http://www.packaging.org.nz) or contact [pida@aipack.com.au](mailto:pida@aipack.com.au)



## Timeline:

- Entries open end of October 2017 - Entries close 23rd February 2018
- Awards presentation evening 2nd May 2018 – Location Marriott Hotel, Surfers Paradise

## Materials & Packaging 2017 PIDA Winner



Early Concept Designs – © qDesign Enterprises



Nestlé Health Science Australia and qDesign Enterprises for Nestlé Health Science Resource® ThickenUp® Hydration range with Innovative Sipper Lid.

Nestlé Health Science Australia asked the question 'How can we improve patient

care with our packaging? The answer was designing the ThickenUP Hydration range with the Innovative Sipper Lid and improved shipper design. The design engaged Arthritis Australia, Speech Pathologists and Dieticians to assist on concept design to ensure the packaging meets consumers poor dexterity needs. In addition, the unique and innovative Sipper Lid has taken the pack to new design heights. With a specially designed cap designed to control flow and delivery of fluid; limiting the risk of aspiration, an easy-to-hold ridge to assist with dexterity issues, and a tilted spout to lessen neck bending the Sipper Lid has provided a solution unlike anything available in the market to give patients back their independence.

## Materials & Packaging – Transport 2017 PIDA Winner Woolpack Australia for Woolcool

Made from biodegradable and compostable felted sheep's wool sealed within a recyclable food grade wrap, Woolcool has simply borrowed from nature a way to keep cold products cold and hot products hot while also having the added benefit of a soft cushion to protect and safeguard products from bruising or breaking. Woolcool also protects the integrity of cardboard cartons from major changes in temperature and resultant condensation in the supply chain.

Their product (which comes in both box and pouch options) has been scientifically proven to outperform polystyrene as wool fibres are incredibly effective at maintaining humidity levels and removing condensation to maintain stable temperatures. The recyclable food grade wrap which encloses the wool in Woolcool

## LESS IS MORE...



is micro-perforated allowing the fibres to breathe and create the natural cooling system. Woolcool thermal liners can be customised to suit your individual sizing and branding requirements making your packaging completely bespoke and individual!