



**#
THE
PERFECT
PACKAGING
EXPERIMENT**

DO YOU BELIEVE IN CO-CREATION?

I EDITION CARTONAJES SALINAS COMPETITION.

THE PERFECT PACKAGING EXPERIMENT 2017

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1. OBJECTIVE

The objective of the competition Cartonajes Salinas: **The Perfect Packaging Experiment** is to encourage and show the latest trends in covered rigid packaging design.

The prize aims to be a springboard for designers and students, regarding the idea of open innovation.

Every year, at Christmas, Cartonajes Salinas offers their clients a little present in a box that is designed by using the latest printing and covering techniques.

This is the project that we have decided to turn into a competition, so the designs must consider the principles of the brand Salinas, which will be provided to the contestants.

2. MECHANICS OF THE COMPETITION

Cartonajes Salinas: The Perfect Packaging Experiment is a worldwide competition, aimed at recently graduated students and professionals in design and packaging. The evaluation will be performed in two stages. First, an internal committee of Cartonajes Salinas will assess the technical aspects and the aspects of production of the projects submitted, which will mean a first selection round. In the second stage, a selected jury of experts will make a decision and choose a winner and two finalists by focusing on aspects such as innovation, design and concept.

Once the registration is completed, the contestants will receive the brief of the project. The winning project will be produced and sent to all our clients and we will include information about the project and the designer.

The project will be exhibited in the salon PCD (Packaging of Perfume Cosmetics & Design) 2018 and will appear in the main specialized magazines of the sector.

Cartonajes Salinas will make a prototype from the finalist projects and they will also be exhibited in the salon PCD.

3. WHO CAN TAKE PART?

Recently graduated students, freelance designers and design studios can take part in the competition.

The projects may be submitted individually or in teams of up to four people.

The projects must be entirely produced in Cartonajes Salinas and, to this end, the necessary information will be provided, and a webform and an email address will be available for any doubts.

Each contestant can only submit one project per registration.



4. PROJECTS REGISTRATION AND SUBMISSION

All the information required to take part in the competition will be published in the section The Perfect Packaging Experiment at the homepage of our website: www.cartonajessalinas.com

The projects will be submitted from the 6th of September to the 20th of October (and this date cannot be postponed).

Before receiving the necessary information from Cartonajes Salinas, the interested parties must fill in the registration form online.

If you register as a group, only one form must be filled in, and it must include the data of all the contestants, up to four people, in the fields destined for it.

Documents provided by Cartonajes Salinas after the registration:

- Brief of the project
- Corporate image of Cartonajes Salinas in open documents
- Information about the machine park and the internal processes
- Email address to solve all the doubts

Documents required to be provided with your registration:

- Duly filled-in registration form
- Duly filled-in project sheet (pdf)
- 3D view of the project
- Finished art of the project in an open file

5. EVALUATION GUIDELINES

The evaluation will be performed in two stages:

1. An internal team of Cartonajes Salinas made up by members of the departments of design, product development and production will first evaluate the projects by focusing on technical aspects and checking that they could be produced in Cartonajes Salinas.
2. A multidisciplinary jury will make the final decision by considering the following criteria:
 - CONCEPTUAL QUALITY: the box must have certain standards of research in all its functional aspects.



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- **INNOVATION:** design, quality, technological application, manufacturing processes, new functions, etc. The originality of the packaging regarding the user-content or the packaging-environment relation, as well as the use of a new material for packaging or wrapping. In general, everything that may mean an added value and turn the case into an innovative product.
- **SUSTAINABILITY:** the use of sustainability criteria during the design process (choice of materials, recyclability, possibility to reuse, etc.)
- **SAFETY IN STORAGE AND DISTRIBUTION:** in general, to guarantee the protection of the product during its storage and distribution cycle, and to optimize the transport and the final processes.
- **SUBMITTED DOCUMENTS:** the quality of the documents will also be a criterion to be considered.

6. JURY

The jury will be made up by a multidisciplinary team of professionals in the world of packaging comprised of staff of Cartonajes Salinas, clients, suppliers, well-known designers and marketing experts.

Further details about the jury will be published during the month of September via our social networks and the webpage of Cartonajes Salinas.

7. PRIZES

Only one winner will be chosen and they will receive a prize of 1000 €. Besides, that project will be completed and produced in a team in Cartonajes Salinas, and will be distributed with the corresponding information to the packaging teams of our clients.

From the finalist projects (there will be three finalists), Cartonajes Salinas will make a prototype. The winning and finalist projects will be exhibited in our stand in the salon PCD (Packaging of Perfume Cosmetics & Design) which will be held in Paris on the 31st of January and 1st of February 2018.

8. PRIZE-GIVING AND DISSEMINATION

The winner of the competition will receive their prize at the facilities of Cartonajes Salinas. The date will be confirmed in November.



9. LEGAL TERMS AND CONDITIONS

Taking part in this competition means that you agree with the rules, as well as the following legal terms and conditions:

- The contestants guarantee the authenticity of the information provided. The organization will not be responsible for the falsity of the data.
- The rights to use the awarded project will belong exclusively to Cartonajes Salinas with no time limit.
- The design of the case must not fail to comply with the intellectual and/ or industrial property rights of a third party. Upon failure, the responsibility will fall on the contestant.
- The authors of the projects will transfer the right to use, disseminate, publish or exhibit their designs to Cartonajes Salinas, for an indefinite period for promotional and/ or cultural ends.
- The awarded project and the three finalists will belong to Cartonajes Salinas.
- When the contestants provide their personal data and/ or the data about their companies, they consent their use for the purposes previously described. They can exercise their right to access, modify, cancel and object by sending an email to the following address: info@cartonajessalinas.com or a letter to Cartonajes Salinas, P.I. La Noria, Calle Collado I 03638 Salinas – Alicante.

10. CALENDARIO

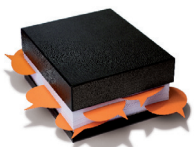
6th SEPTEMBER: start of the registrations

11th SEPTEMBER: confirmation of the members of the jury

20th OCTOBER: deadline for the registrations

6th NOVEMBER: jury's decision

DICIEMBRE: prize-giving



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11. FURTHER INFORMATION AND CONTACT

For further information and updates about the first competition of Cartonajes Salinas: The Perfect Packaging Experiment, you can visit our webpage.

