

AsiaStar 2025 Awards For Excellence in Packaging CALL FOR ENTRIES

Asian Packaging Federation (APF)

The APF, a non-profit organization, established in Tokyo, Japan in 1968, unites the packaging interests of all trade and industries in the Asia-Pacific region and beyond, under one cooperative umbrella.

Enter the Asian Packaging Awards: AsiaStar 2025

Winning an international competition brings prestige to every organization. AsiaStar is the only regional packaging award anywhere in Asia – as such it is the Packaging Award of Asia.

The Benefits of AsiaStar

Since each AsiaStar entry is a National award winner, the AsiaStar award winner is recognized regionally as 'the best of the best' in Asia.

- All AsiaStar winners (except student category) will receive a magnificent engrave glass trophy and a packaging excellence certificate. All student winners will receive only the AsiaStar Winner certificate.
- All AsiaStar winners will have the right to prominently display the AsiaStar logo to benefit their business.
- All AsiaStar winners will be featured in an AsiaStar Winners Trophy E-booklet as part of a PR campaign. (Additional duplicate trophies can be ordered separately at a nominal charge.) However, the Winners Trophy E-booklet is also available on the APF website.

Eligibility

To ensure that entries represent the highest quality of packaging. AsiaStar entries must be a winner at a national packaging-related award in their country in the period of 2023, 2024 or 2025. No package which has been entered for any previous AsiaStar competition will be reconsidered. All entries should be sent through Executive Member of APF member countries

For intellectual property reasons, each entry must NOT carry any commercial trademark on the package, unless it is accompanied by a letter of authorization from the brand or trademark owner.

Award Categories

There are seven (7) award categories:

- **Consumer Package –** The package directed toward a consumer or household.
- **Transport Package** The package form used to ship, store and handle the product or inner packages.
- **Eco-Package (Environmentally Sustainable Package) –** The package designed with special consideration for the environmental impacts of the package and product during its whole lifecycle.
- **Point of Purchase (PoP)** The package referred as POP or POS display designed for retail display in order to attract consumers or promote sales.
- **Packaging Material and Components (PMC)** The packaging material is referred to as primary or secondary material / component / adjunct, they are intended to be in direct or indirect contact with the product.
- **Gift Package** The package form used to carry or handle the product or inner packages in order to sell as souvenir or during festival.
- **Student category –** The packaging aimed to encourage students to explore innovative ideas packaging design, graphics and product.

In addition, the **APF President's Award** will be presented to the entry scoring maximum marks, weighted by the President's own personal criteria.

The Judging Process

Based on merit alone, AsiaStar 2025 will be judged in a secret conclave by National representatives. All packages are judged strictly on a weighted-points basis, in which each APF member country has one vote. Detail of judging criteria can be found on APF website. For AsiaStar 2025, the online judging (pre and final jury meeting) will expect to be held in October 2025.

AsiaStar Award Function

AsiaStar 2025 Award will be handed over to the winners at the Awards Presentation on in June 2026. In the event that a winner is unable to attend the Award function, the trophy will be handed over to their APF representatives who will make delivery arrangements.

Deadline

Call for entries will be opened during 1st August 2025 to 15th September 2025 (Bangkok time (+7 GMT)). Online submission will be implemented through the APF website. All submission including the entry form, pictures & video clip of the package, statement of the package, endorsement by the Executive Member of APF, as well as the payment slip is to be submitted online through the APF website and received by the APF secretariat office no later than 15th September 2025. Please visit www.asianpackaging.org for more information. However, if you have any difficulty uploading all documents, please do not hesitate to contact the APF Secretariat office.

Entry Submission

Please submit entry for the AsiaStar award consideration as detailed below. Online submission which can be accessed at APF website: www.asianpackaging.org is highly recommended. Please make sure that all entry documents have been submitted through the APF website in order to reach the Secretariat Office of Asian Packaging Federation 15th September 2025 (Bangkok time (+7 GMT)).

- 1. **Entry Form**: One completed entry form, for each package.
- 2. Entry Fee

Entry submitted with endorsement letter by **APF executive member** is entitled to a special entry fee rate. (*Please see the list of APF members at www.asianpackaging.org*)

US\$ 300 (Thai Baht 10,000) for each entry <u>with</u> APF executive member endorsement **US\$20** (Thai Baht 700) for each student entry with APF executive member endorsement

US\$ 500 (Thai Baht 15,000) for each entry from non-member organizations of the APF should be submitted with APF executive member endorsement.

Payment can be made only by Bank Transfer to APF account:

(No Draft or Personal Check shall be accepted)

Account Name : Asian Packaging Federation

Bank Name : Hatton National Bank

Account Number: 002610471993

■ Swift Code : HBLILKLX

Bank Address : City Office, No. 16 Janadhipathi Mawatha,

Colombo 01, SRI LANKA

Please submit copy of bank transfer to the APF website.

Entries without payment / confirmation or proof of payment will not be considered for judging.

- 3. A Statement in English describing your package in the following topics;
 - a) Description: (Limit 50 Words) Briefly describe application / function of package
 - b) Material: (Limit 30 Words) Provide information of material used for the package
 - c) Size: (Limit 30 Words) Provide size dimension of the package
 - d) **Inspiration**: (Limit 60 Words) Extra information such as design concept of the package, inspiration of package, etc.
- 4. **Pictures:** Entry should be accompanied by digital images (maximum of 6 images) in JPG format (300 dpi) showing a good representation of the packages, features and marked with name, package and company. (*No Powerpoint pictures*)
- 5. **Endorsement by the Executive Member of APF** that the entry has won a packaging award in the national level. Please see list of APF members at www.asianpackaging.org.
- 6. **Approval/Authorization letter** from the package Brand Owner that their intellectual property may be entered for this AsiaStar Award Competition. (if applicable)

7. **VDO clip of the Sample Package** In addition to Entry Document, entrant is strongly encouraged to submit a 360° video presentation of sample package for judging consideration. Please see online submission direction for the sample of video presentation of the sample package.

For any further information regarding AsiaStar 2025, please contact:

APF Secretariat Office

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