

OBAL ROKU 2026 – TERMS AND CONDITIONS



The only certified competition in the Czech Republic and Slovakia, intended for companies involved in interesting packaging řešení.

ABOUT THE COMPETITION

OBAL ROKU is an open national competition for the best packaging, which is intended for all packaging solutions that did not receive an award in previous years (hereinafter referred to as the exhibit). Registered exhibits do not have to originate in the Czech Republic, but the packaging must be used on the market or be introduced to the market. Inadmissible are covers only in the form of a study, plan and the like.

Other special awards are: **Save Food, Sympathy Award, The Price of the Public, Sustainability Award, Packaging Print Prize, Award of the Minister of the Environment** and **Jury President's Prize**

FOR EXAMPLE, THE FOLLOWING CAN APPLY TO THE COMPETITION

- manufacturers and suppliers of packaging, packaging materials and materials
- producers of packaged goods
- advertising agencies and graphic studios
- independent designers and graphic artists
- companies providing packaging services
- together, e.g. author / graphic studio / producer...

COMPETITION CATEGORIES:

- Food
- Beverages
- Cosmetics
- Pharmaceutical Products
- Cleaning and Detergents
- Electronics and Appliances
- Automotive/Transport and industrial packaging

- Luxury
- POP & POS displays
- Labels
- E-commerce
- Processes and technologies
- Pet food
- Design & graphics
- Design Touch
- Beer Design Touch - can
- Beer Design Touch - bottle
- Beer Design Touch - label
- Private labels
- Other

EVALUATION CRITERIA:

- novelty, innovation in the given category
- originality
- product protection
- sales presentations and marketing
- convenience: e.g. ease of opening, possibly re-closing
- demonstrable cost savings
- logistics of empty and filled containers
- legislation
- impact on the environment, sustainability
- design (graphic or structural)
- technical execution
- delivery of necessary documents for packaging exhibits (Declaration on compliance; Confirmation of the load-bearing test, etc.)

CATEGORIES – DESCRIPTION

Food – all packaging used to package food, including confectionery and nutritional supplements; must contain packaged product;

Beverages – packaging of liquid beverages such as coffee, tea, water, as well as non-alcoholic and alcoholic beverages including beer, wine and spirits; must contain packaged product;

Cosmetics - includes packaging of cosmetic preparations, drugstores, perfumes, decorative cosmetics and products for body and hair care, including dental hygiene; must contain packaged product;

Pharmaceutical products – packaging of medicines, health and medical supplies;

Cleaning and washing products - packaging for products for cleaning and cleaning households, sanitizing operations, mechanical cleaning aids or chemical substances;

Electronics and appliances - packaging for consumer electronics, PCs, white goods, as well as industrial electronics, etc.;

Automotive / transport and industrial packaging – industrial and export packaging, including packaging for automotive components;

Gift packaging – includes seasonal packaging, such as Christmas and Easter packaging, corporate gift packaging, exclusive limited editions of cosmetics and jewelry;

POP & POS displays – includes corporate presentations for "points of sale", e.g. stand displays, sales units, stands, counter displays and the like;

Labels – includes, for example, self-adhesive and graphic labels, IML, shrink sleeves, etc.;

Marketing – it is a non-packaging product made from packaging material that supports and reinforces the perception of the product brand. The Marketing category evaluates the effectiveness of such a tool within the campaign, the creativity of its use and the impact on brand awareness or sales;

Pet food – includes food packaging, toys, care cosmetics and all the necessary proprieties for raising pets;

Processes and technologies – includes new production and refining processes, advanced technologies arising in the production of packaging materials;

E-commerce – packaging created for the needs of mail-order sales;

Design & graphics – focused on the appearance of the packaging component, its design and execution are evaluated;

Design Touch – is focused on the appearance of the entire package, the design and its execution are evaluated;

Beer Design Touch - can - the best can in the beer sector; registration possible only for breweries

Beer Design Touch - bottle - the best bottle in the beer sector; registration possible only for breweries

Beer Design Touch – label – the best label in the beer sector; registration possible only for breweries

Private labels – awards packaging developed specifically for brands of retail chains, which excel in design, functionality or sustainability and bring added value to the consumer and the client. The ability to stand out on the market and meet the specific requirements of retail is especially taken into account.

Others – includes packaging solutions that cannot be classified in any of the above categories.

SPECIAL AWARD – DESCRIPTION

Save Food – a packaging solution that helps to reduce food losses (e.g. to extend the shelf life thanks to an optimized choice of material, shape and size of packaging (single-portion, multi-portion packaging)). A shift in the perception of sustainability, from the absolute minimization of packaging to better food preservation.



The Price of the Public – the best packaging based on an assessment of awarded consumer packaging across categories. Processed by an independent research agency.

Sympathy prize – an interesting and exceptional packaging solution from the organizer's point of view.

Jury President's Prize (CPP) – The Best Of The Best of three TOP packaging solutions; gold, silver and bronze versions.

Sustainability award – the best packaging from the point of view of recyclability, sorting, reusability.

Packaging Print Prize – the award recognizes exceptional quality and innovation in packaging printing.

AWARD OF THE MINISTER OF THE ENVIRONMENT – the award given by the Minister of the Environment.

APPLICATION PROCEDURE – CONDITIONS

1. The exhibit is used on the market, or is being introduced to the market, not a study or plan and the like.
2. Each exhibit must be registered separately.
3. The latest date for sending the completed electronic application is **Juli 31, 2026**. The deadline for the delivery of the competition sample is **August 21, 2026**, see "**Photographs, video and exhibit**".
4. The aim of the competition is, among other things, public appreciation of the work of packaging constructors and designers, therefore, in addition to the mandatory information about the applicant, please include in the application other persons or companies that participated in the production or launch on the market (contractor, author of the design, author of the design, etc.).
5. Timely submission of documents to be taken into consideration by the jury (e.g. a more detailed description of the exhibit, specifying technical data, appropriate type of statement, possibly attestations, certificates, opinions of an accredited workplace substantiating the arguments presented, etc.) Do not underestimate this information, the jury places emphasis on aspects of the packaging that are not obvious at first glance.

6. Illustrative explanatory photographs of the exhibit in digital form; at least one photo must be in print quality (300 dpi at min. size 10x10 cm, format .pdf, .jpg, .jpeg, .bmp, .png, .eps or .tiff).
7. Especially for larger or otherwise special packaging, it is advisable to send a short video, which shows, for example, the functionality and method of use of the packaging. Max 2 min.
8. For evaluation purposes, it is necessary to **deliver at least one exhibit** (not a prototype, mock-up), but ideally several samples for evaluation by the jury, preferably including packaged goods. Unless otherwise stated by the applicant, the exhibit, including the packaged goods, is not returned.
9. The applicant is responsible for the correctness and veracity of the data provided in the application and in the documents to be taken into account during the evaluation.
10. Based on the received application, the applicant will be issued an invoice. The condition for evaluating the exhibit is payment of the registration fee by the deadline maturity. If all conditions of the application procedure are not met, the exhibit may not be evaluated, and the application fee is non-refundable.

REGISTRATION FEE

Prices are shown without VAT. The discount for SYBA and SČMVD members is 30% of the total price.

	CZ	EU
Basic fee. Application of the first exhibit	14.900,-	600,-
Fee for application 2nd exhibit and others exhibits	13.900,-	560,-
Registration fee for the BEER DESIGN TOUCH - CAN category	8.500,-	340,-
Registration fee for the BEER DESIGN TOUCH - BOTTLE category	8.500,-	340,-
Registration fee for the BEER DESIGN TOUCH - LABEL category	8.500,-	340,-

APPLICATION DEADLINE

The electronic application form on the competition website **www.obalroku.cz** or **www.obalroku.sk** must be filled out no later than **July 31, 2026**.

PHOTOGRAPHS, VIDEOS AND EXHIBITS

Photos must be delivered to the organizer by **August 8, 2026**. The competition cover (exhibit) must be delivered to the organizer by **August 21, 2026**. Upon prior agreement, it is possible to deliver the competition packaging directly to the

evaluation committee on the day of the evaluation. Photographs up to 10 MB in size (each, max. 5 photographs) can be attached to the electronic application.

You can also use Úschovna (www.uschovna.cz) to deliver photos or send them directly to e-mail: office@syba.cz. New and optional, it is also possible to send a video with the presentation of the exhibit up to a maximum length of 2 min. It is appropriate to send photos and previous versions of the packaging (documentation of innovations, improvements, etc.)

OWN PRESENTATION TO THE JURY

Optionally, you have the option of your own presentation of the competition cover during your own evaluation. The length of the presentation is usually 4 min.

EVALUATION AND RESULTS

The evaluation of the exhibits entered in the Obal roku competition will take place on **August 25, 26 and 27, 2026**. The results of the competition will be published on the third day of evaluation - **August 27** in the evening at the After Judging Cocktail Party.

The results will be officially announced to applicants by the end of September at the latest. Exhibits nominated for the 2026 JURY PRESIDENT PRIZE will also be announced during September.

LICENSE TO USE THE OBAL ROKU LOGO

The logo of the OBAL ROKU competition can be placed on the produced award-winning exhibit, used for its presentation, or for the presentation of the company.

Any other use of the logo must be approved by the competition organizer.

WHERE TO DELIVER EVALUATED EXHIBITS

Small exhibits (smaller than a pallet) should be delivered directly to the address of the competition organizer Obalový institut SYBA – Sezemická 2757/2, 193 00, Praha 20 - Horní Počernice.

Large exhibits will be picked up by the organizer at the same address. For delivery of large exhibits (larger than a pallet) please contact us in advance.

BENEFITS FOR AWARDEES

- The results of the competition are published in a number of printed and electronic media.
- License to use the OBAL ROKU logo for own promotional materials.
- Original trophy and certificate.
- Marketing support of packaging, product, designers and participating companies.
- Media promotion through media partners.
- Visibility of authors of construction and design.
- The Price of the Public – special award given by consumers.
- A unique opportunity to be nominated for the world packaging competition WorldStar Awards.
- Visibility at important SYBY events.

LANGUAGE MUTATIONS

The name of the competition is not translated into English or other languages. When used in English texts, the award can be emphasized with a description, for example: ...our packaging is a winner of the Czech packaging competition OBAL ROKU...

WORLDSTAR PACKAGING AWARDS

Award-winning exhibits of the OBAL ROKU competition receive a nomination for entry into the worldwide **WorldStar Packaging Awards** competition organized by the **World Packaging Organization**.

OBAL ROKU is the only certified packaging competition in the Czech Republic and Slovakia.

Certified for the WorldStar Packaging Awards since 2013.



AWARDS CEREMONY

The ceremonial announcement of award-winning exhibits, the handing over of trophies, certificates and licenses to use the competition logo, as well as the public appreciation of the work of packaging constructors and designers will take place in **October 2026** at the Packaging Gala evening.

During the Gala, the winners of special awards such as GOLD, SILVER and BRONZE JURY PRESIDENT PRIZE, The Price of the Public, Sustainability Prize, Packaging Print Prize and others will be announced.

COMPETITION ORGANIZER

OBALOVÝ INSTITUT SYBA

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