

OBAL ROKU 2019 – Terms and conditions



OBAL ROKU is an open national competition for the best packaging solutions that have not been awarded in OBAL ROKU the previous years (hereinafter referred to as the exhibit). Registered exhibits does not have to be originate in the Czech Republic. The packaging must be used or placed on the market, packaging is inadmissible only in the form of a study, intention, and the like.

Other Special Awards: **Save Food, Sympathy Award, Consumer price, Label 2019, Packaging Design 2019, Jury President Award (CPP).**

Anybody who is involved in the production and uses the packaging, packaging materials or auxiliary packaging means **may enter** an exhibit into competition:

- manufacturers and suppliers of packaging, packaging equipment and materials
- manufacturers of packaged goods
- advertising agencies and graphic studios
- independent designers and graphic designers
- companies providing packaging services

Entered exhibits do not need to have an origin in the Czech Republic.

Competition Categories

- Food
- Beverages
- Cosmetics
- Pharmaceutical Products
- Cleaning and Detergents
- Electronics and Appliances
- Automotive / Transit
- Luxury
- POP & POS displays
- Labels
- E-commerce
- Processes and technologies
- Other

Evaluation Criteria

- novelty, innovation, originality
- product protection
- presentation for sales and marketing
- ease of opening, closing or re-closing
- cost savings
- logistics of empty and filled containers
- legislation
- Impact on the environment

Categories - description

Food - all food packaging including fresh, frozen, sweets and nutritional supplements; must contain a packaged product;

Beverages – packaging of liquid beverages such as coffee, tea, water and soft drinks and alcoholic beverages including beer, wine and spirits; must contain a packaged product;

Cosmetics– includes the packaging of cosmetics, toiletries, fragrances, decorative cosmetics and products for body, hair and oral-care;

Pharmaceutical Products – includes the packaging of medicines, health care and medical supplies;

Cleaning and Detergents - includes the packaging of household cleaning items, mechanical cleaning tools or packaging of chemicals;

Automotive / Transit – industrial and export packaging including automotive components;

Electronics and Appliances - packaging of all electrical items;

Luxury - includes seasonal packaging such as Christmas gifts, Easter eggs, corporate gift packaging, high end products like perfume or jewellery that has the ability to „wow“ the consumer;

POP & POS displays - includes corporate presentations for „sales points“, such as display stands, sales units, stands, pop-up displays, and others;

Labels - includes, for example, self-adhesive and graphic labels, IML, shrink sleeves and others;

Processes and Technologies - includes new manufacturing and refining processes, advanced technologies arising in the production of packaging means;

E-commerce - packaging created for e-commerce purpose;

Other – miscellaneous items that are not included in any other category.

SPECIAL AWARDS - description

Save Food – Packaging solution that helps reduce food losses (eg. to extend shelf life due to optimized selection of material, shape and size of the package). The shift in the perception of sustainability.

Consumer price – best package based on an assessment of award-winning consumer packaging across the categories. Processed by an independent research agency.

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

Label 2019 – „Beer Label“ and „Wine Label“ are the award for best and most original labels.

Packaging Design 2019 – the best packaging between all categories, award based on the packaging designer's assessment.

Jury President award (CPP) – The Best Of The Best tří TOP three packaging solutions

The Application Procedure – Conditions

1. Exhibit must be in use on the market, no studies or proposals or developmental stage.
2. The electronic application must be completed and submitted on time. Each exhibit must be entered as a separate application.
3. The latest date for sending the filled electronic application, including delivery of the competition sample is 31st May 2019, see „Photos and Exhibit“
4. In addition to the mandatory information on the applicant the application form must also contain information on all other persons or companies involved in the production or presentation of the exhibit on the market (authority, author design, construction author, etc.). The participating individuals or companies can also be nominated for awards.

5. Timely submission of documents to be considered by the jury (e.g. detailed description of the exhibit, detailed technical data, appropriate type declarations or certificates, testimonials by an accredited workplace providing supporting arguments, etc.). Please do not underestimate this information as the jury also considers these aspects of the packaging that may not be obvious at first glance.
6. Illustrative exhibit photographs in digital form, at least one photo must be in print quality (300 dpi, size 10 x10 cm, .pdf, .jpg, .bmp, .png, .eps, .tiff), organizer reserves the right to assess print and professional quality of the photos; if the delivered photo does not comply with these specifications, the organizer shall make one new - professional photograph (applicant will be charged an additional fee of EUR 60, not including VAT).
7. In the case of larger or otherwise special packaging, it is advisable to send a short video showing the functionality and the way the packaging is used (or that describes what's special on it). Max length is 2 mins. If you are interested in making a video for the jury by us, an order must be made (including the delivery of documents/materials) **by the end of April 2019**. The price is calculated individually from case to case.
8. For purposes of evaluation and presentation, we strongly recommend at least one exhibit should be including a packaged goods. Unless specified by the applicant, the exhibit and the packaged goods will not be refunded.
9. For the accuracy and truthfulness of the information provided in the application and in the documents that have to be taken into account when assessing the applicant is responsible.
10. On the basis of the applications received will be invoiced to the applicant. Conditions for the assessment of the exhibit is to pay the application fee by the due date. unless all conditions logon procedure, it may not be evaluated exhibit, the application fee is non-refundable.

Entry fees for OBAL ROKU 2016 are as follows:

	CZK	EUR
For the first entry	9.900,-	395,-
For the second entry	8.400,-	335,-

Prices are exclusive of VAT. Discount for members of SYBA and SČMVD is 30% of the total rates.

Terms of Application

The electronic application form on the competition website www.obalroku.cz must be completed no later than **May 31st, 2019**, until 2:00 PM

Photos, Video and Exhibit

By the same date, that is by May 31st, 2019, the applicants must also supply the organizers with a photo and the exhibit. Photos of up to 10 MB (each, max 5 photos) can be attached to the electronic application.

It is also possible to send a video presenting the exhibit up to a maximum of 2 min. It is also recommended to send photographs of the previous version of the packaging (documenting innovation, enhancements, improvements, etc.)

For deliveries of larger photos, please use an online storage ww.uschovna.cz or upload them directly to email: katerina.kolarova@syba.cz.

Your´s presentation for the jury

Optionally, you have the opportunity to present the exhibit by yourselves. The length of the presentation is max 4 minutes.

Evaluation process and results

Exhibits entered in the OBAL ROKU 2019 contest will be evaluated 18th and 20th of June 2019.

The results of the competition will be announced to applicants by the end of July or immediately during the After Judging Party 20th of June 2019 (Venue: Rubeška 215/1, SYBA, registration required: katerina.kolarova@syba.cz)

In July nominations for the the PRESIDENT AWARD will be announced.

Right to use the OBAL ROKU logo (License)

Logo of the competition OBAL ROKU may be placed on the produced award-winning exhibit, used for its presentation, or for the presentation of the company. To use the logo differently, it is necessary to obtain the approval of the competition organizer.



Where to deliver exhibits:

All exhibits can be delivered directly to the SYBA Packaging Institute. (Rubeška 215/1, Prague 9 - Vysočany 190 00)

When delivering large exhibits (larger than a pallet) please contact us in advance, Vaclav Volek contacts +420 721 333 718)

Benefits for the Award Winning Exhibits

- The results will be published in a several print and electronic media through the media partners of the event;
- The competition logo may be placed on the produced award-winning exhibit and/or used for its presentation. You must obtain written consent from the competition organizer for any other use of the competition logo;
- Marketing support for packaging, product, designers and participating companies;
- Visibility of designers;
- Media promotion through media partners worth over CZK 100,000;
- Consumer Price - a special award given to the consumer, data collected by Kantar Millward Brown;
- Nomination for the WorldStar Award;
- Presentation of some competition finalists at REKLAMA POLYGRAF OBALY;
- Visibility at major SYBA events

Language Versions

The name of competition will not be translated into English or any other language. When used in English the obtained awards may be emphasized in the inscription, for example: ... our packaging is the winner of the Czech Packaging of the Year competition OBAL ROKU...

Worldstar Packaging Awards

Winning **OBAL ROKU 2019** competition exhibits obtain a nomination for entry to the world global **Worldstar Packaging Awards** competition organized by the World Packaging Organization.

OBAL ROKU is the only certified packaging competition in the Czech and Slovak Republics for the WorldStar Packaging Awards.

PACKAGING CEREMONY

The Award Ceremony, the handing over of trophies, certificates, and as well as the public award of the work of packaging designers will take place on 25th October 2019 at the Gala of the Packaging Congress OBALKO.

During the Gala evening Ceremony will be announced holders of GOLDEN, SILVER and BRONZE Jury President Award (CPP), Consumer Price, Save Food, Label 2019, Packaging Design 2019, or Sympathy Award.

Competition Organizer

OBALOVY INSTITUT SYBA / CZECH PACKAGING INSTITUTE SYBA

Rubeska 215/1, 190 00 Praha 9

Contact

Katerina Kolarova

M +420 602 625 117

E katerina.kolarova@syba.cz

