

COVER OF THE YEAR 2023 - Conditions of the competition



OBAL ROKU is an open national competition for the best packaging solutions that have not won awards in previous years (hereinafter referred to as the exhibit). Entries do not have to originate in the Czech Republic, but the packaging must be used or introduced on the market. Packaging only in the form of a study, plan, etc. is not allowed.

Other special awards include the **Save Food Award, the Sympathy Award, the Consumer Award, the Sustainability Award** and the **Chair of the Jury Award**.

You can apply for example

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

COMPETITION CATEGORIES:

- Foodstuffs
- Beverages
- Cosmetics
- pharmaceutical products
- cleaning and detergents
- electronics and appliances
- automotive/transport and industrial packaging
- gift wrapping
- POP & POS displays
- Labelse-commerce
- processes and technologies
- pet food
- Design & graphics
- Design Touch
- Beer Design Touch – can
- Beer Design Touch – bottle
- Beer Design Touch – label
- others

EVALUATION CRITERIA:

- novelty, innovation in the category
- originality
- product protection
- sales presentations and marketing
- convenience: e.g. ease of opening, re-closing, if necessary
- demonstrable cost savings
- logistics of empty and filled packaging
- legislation
- environmental impact ediation, sustainability
- design (graphic or structural)
- technical design
- delivery of the necessary documents for the packaging exhibits (Declaration of (Conformity; Load Test Confirmation, etc.)

Categories - description

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

Beverages - packaging for liquid beverages such as coffee, tea, water, as well as soft drinks and alcoholic beverages including beer, wine and spirits; must contain the packaged product;

Cosmetics - includes cosmetic packaging, drugstore products, perfumes, decorative cosmetics, and body and hair care products, including dental hygiene; must include packaged product;

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

Cleaning and laundry products - packaging for household cleaning and janitorial products, sanitation products, mechanical cleaning aids or chemicals;

Electronics and appliances - packaging for consumer electronics, PCs, white goods, 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, fire gift packaging, exclusive limited edition cosmetics and jewellery;

POP & POS displays - includes fireplaceable presentations for "point of sale", e.g. stand displays, point of sale units, display stands, counter displays, etc;

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

Pet food - includes food packaging, toys, care cosmetics and all the necessary accessories for keeping pets;

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

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

Design & Graphics - focuses on the appearance of the packaging component, evaluating its design and execution;

Design Touch - focuses on the appearance of the entire package, evaluating the design and its execution;

Beer Design Touch - can - the best can in the beer sector; only breweries can enter

Beer Design Touch - bottle - the best bottle in the beer sector; only breweries can enter

Beer Design Touch - label - the best label in the beer sector; only breweries can apply

Other - includes packaging solutions that cannot be classified in any of the above categories.

Special Awards - description

Save Food - packaging solutions that help reduce food loss, (e.g. extend shelf life through optimised choice of material, shape and size of packaging (single-serving, multi-serving)). A shift in the perception of sustainability, from absolute minimisation of packaging to better food preservation.



The Consumer Award - Best Packaging based on an assessment of award-winning consumer packaging across categories. Produced by an independent research agency.

Sympathy Award - interesting and exceptional packaging solution from the organiser'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 in terms of recyclability, sortability, reusability.

Application procedure - conditions

1. The exhibit is used in the market or is being introduced to the market, not a study or plan or the like.

2. Each exhibit must be entered separately.

3. The latest date for sending the completed electronic application form is **31 July 2023**. For the delivery of the competition sample, the deadline is **25 August 2023**, see.

"Photographs, video and exhibit".

4. The aim of the competition is, among other things, to publicly recognise the work of packaging engineers and designers, therefore, in addition to the mandatory information about the applicant, please also include in the application form other persons or firms that participated in the production or marketing (commissioner, author of the design, author of the construction, etc.).

5. Timely submission of documents to be taken into consideration by the jury (e.g. a more detailed description of the exhibit, more detailed technical data, appropriate type of declaration, possibly attestations, certificates, opinions of an accredited workplace proving the arguments made, etc.)

6. Illustrative explanatory photographs of the exhibit in digital form; at least one photograph must be in print quality (300 dpi at a minimum size of 10x10 cm, format .pdf, .jpg, .bmp, .png, .eps or .tiff); the organiser reserves the right to assess the print and professional quality of the photographs; in the event that the supplied photographs do not meet the quality requirements, the organiser will arrange for professional photographs to be taken (the applicant will be charged an additional fee of CZK 1,600 excluding VAT).

7. Particularly for larger or otherwise special packaging, it is advisable to send a short video showing, for example, the functionality and use of the packaging. Max 2 min.

8. At least one exhibit (not a prototype, mock-up) must be provided for the purpose of evaluation, but ideally more samples for the jury's consideration, preferably including packaged goods. Unless otherwise specified by the applicant, the exhibit, including packaged goods, will not be returned.

9. The applicant shall be responsible for the accuracy and veracity of the information given in the application and in the documents to be taken into account in the evaluation.

10. An invoice will be issued to the applicant based on the application form received. Payment of the application fee by the due date is a condition for the evaluation of the exhibit. 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 exclusive of VAT; the discount for SYBA and SČMVD members is 30% of the total price.

	CZK	EUR
Basic fee, registration of the first exhibit	10.900,-	430,-
Entry fee for the second and each additional exhibit	9.400,-	370,-
Entry fee for the Beer Design Touch-can category	6.000,-	250,-
Entry fee for the category Beer Design Touch-etiquette	6.000,-	250,-
Entry fee for the Beer Design Touch-Bottle category	6.000,-	250,-

Application deadlines

The electronic application form on the competition website **www.obalroku.cz** must be completed by **31 July 2023** at the latest.

Photographs, video and exhibit

Photographs must be delivered to the organizer by 4.8.2023. The competition packaging (exhibit) must be delivered to the organizer by **25.8.2023**. By prior arrangement, it is possible to deliver the competition packaging on the day of the evaluation directly to the evaluation committee. Photographs of up to 10 MB each (max. 5 photographs) can be attached to the electronic application.

You can also use the **Luggage Service** (www.uschovna.cz) to deliver your photos or send them directly to office@syba.cz. Newly and optionally, it is also possible to send a video presentation of the exhibit up to a maximum length of 2 min. It is also advisable to send photos of previous versions of the packaging (documentation of innovations, improvements, etc.).

Own presentation to the jury

Optionally, you have the option of presenting your own competition packaging during the judging. The length of the presentation is 4 min.

Evaluation and results

The judging of the exhibits entered in the Packaging of the Year competition will take place on 29, 30 and 31 August 2023. The results of the competition will be announced on the third day of judging - 31 August 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. The exhibits nominated for the 2023 PRESIDENT'S PRIZE will also be announced during September.

License to use the logo OBAL ROKU

The logo of the COVER OF THE YEAR competition can be placed on the award-winning exhibit being produced, used for its presentation or for the presentation of the firm.

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

Where to deliver evaluated exhibits

Small exhibits (smaller than a pallet) should be delivered directly to the address of the SYBA Packaging Institute - Sezemická 2757/2, 193 00, Prague 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 the winners

- The results of the competition are published in a number of print and electronic media;
- license to use the OBAL ROKU logo on its own promotional materials;
- original trophy and certificate;
- marketing support for packaging, product, designers and participating companies;
- media promotion through media partners worth over CZK 100,000;
- visibility of the authors of the construction and design;
- Consumer Award - a special award given to consumers, data is collected by IPSOS survey;
- a unique opportunity to be nominated for the WorldStar Awards, the world's packaging competition;
- visibility at important SYBY events.

Language mutations

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

Worldstar Packaging Awards

The awarded exhibits of the **OBAL ROKU** (the Packaging of the Year) competition receive a nomination for entry into the **WorldStar Packaging Awards** organised by the World Packaging Organisation.

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

Certified for the WorldStar Packaging Awards since 2013.



GALA EVENING - WRAPPING CEREMONY

The award ceremony, the presentation of trophies, certificates and licenses to use the competition logo, as well as the public recognition of the work of packaging engineers and designers will take place in October 2022 at the Packaging Congress Gala Dinner.

The winners of the GOLD, SILVER and BRONZE PRESIDENT'S AWARD 2023, the Consumer Award, the Save Food Award, the Sustainability Award or the Sympathy Award will be announced during the Gala.

Organiser of the competition

SYBA PACKAGING INSTITUTE

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