

REGULATIONS OF NEW YORK INTERNATIONAL PACKAGING AWARDS 2020

New York International Packaging Competition 2020

Contest

All branded (not bulk) processed or non-processed wine, food and beverage sold by retail stores are eligible for participation for the best packaging award. The products to be evaluated must be in their distinctive information must be written out correctly and clearly on the label, i.e. they must be products ready to be sold to the consumer public.

Evaluation

The companies that will be awarded have the right to promote their distinction, by using the award and contest logos. Products are evaluated by each member of the Committee. The general rating, on a scale of 100, is the result of the weighted average of the separate ratings.

The award categories are:

- **Label award**
- **Product overall image award**

The awards for each of these separate categories are the following:

- PLATINUM Packaging Award, products with ratings of 95% or more
- GOLD Packaging Award, products with ratings of 89% and 94%
- SILVER Packaging Award, products with ratings between 77% and 88%
- BRONZE Packaging Award, products with ratings between 65% and 76%

Panel of judges-evaluators

The products are tested by a large panel consisting of 10 judges.

Why participate

The New York International Packaging Awards can support the marketing strategy followed by every company. They serve as confirmation when promoting the

superiority of your products to candidate buyers. The well-known truth is that the customers shop with their eyes first with the price of the product following after. This is another reason to participate in the contest, since the award logo on the product's label will help boost your sales.

Cost of participation

The cost of participation is 280 dollars including max 4 products (or 4 labels) for example: yogurt, olive oil, honey and pasta. If you are participating with more than 4 samples, the cost (after the 4th) is 110 dollars per participation.

How to participate

You can send your application online by www.NYInternationalPackagingAwards.com