



**BEST
PRIVATE LABEL
PACKAGING**

Best Private Label Packaging - the Competition Rules and Regulations

BEST PRIVATE LABEL PACKAGING

THE COMPETITION ORGANIZER AND PATRONS

BEST PRIVATE LABEL PACKAGING Competition is organised by Targi Kielce S.A., 1 Zakładowa Street, 25 - 672 Kielce, the organiser of the "FUTURE PRIVATE LABELS " event.

The competition media patron is: EUROPEAN MEDIA GROUP LLC, Aleksander Fredro street 1/18, 61-701 Poznan, the publisher of "PACKAGING POLAND" magazine.

THE COMPETITION PARTICIPANTS

The competition is targeted at companies which design packaging as well as at private label companies, owners and suppliers.

The Organiser's employees, the Jury Panel members, spouses and children of the persons listed herein cannot participate in the Competition.

COMPETITION PARTICIPATION RULES

- In order to participate in the Competition, a Participant is required to complete the entry form and send the entry form accompanied with packaging samples the Organizer (date of receipt is binding, late delivery will not be accepted). The Competition Entry Form can be downloaded at www.konkurs-packaging.targikielce.pl
- Competition registration is free.
- Registrations should be sent by **10 June 2016 (entry forms sent after the deadline will not be processed)**.
 - Registrations should be submitted in electronic form to the following e-mail address rog.malgorzata@targikielce.pl (a completed form and a photo of the packaging with min. resolution of 300 dpi, 40 x 40 cm)
 - an image / a visualization of the packaging on shop-shelf, surrounded with products of a particular category / the system the packaging belongs to in the point of sale
 - Furthermore, at least 3 packaging items designed to be put on display at the FUTURE PRIVATE LABELS exhibition should be sent to the organizer's seat TARGI KIELCE S.A. 25-672 Kielce, 1 Zakładowa Street.
- A Participant is allowed to register a number of designs in different categories.



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COMPETITION CATEGORIES

The Competition includes the following categories:

- **Personal Care Products** (*cosmetics and hygiene products such as soaps, shampoos, conditioners, deodorants, body lotions, sanitary pads, handkerchiefs, toilet paper, wet wipes, etc.*)
- **Food / Fresh to go** (*Food packaging including ready-to-serve*)
- **Beverages** (*beverages packaging, including instant- drink powders (e.g. tea, coffee, instant drinks)*)
- **Household Products** (*cleaning products - home & car care products, etc.*).
- **Unusual Packaging** (*non-standard packaging, e.g. SRP, POS cardboard*)
- **The Visitors' Choice**

THE COMPETITION RESOLUTION

- The Organiser will request representatives of Packaging Poland magazine, private label business-insiders as well as representatives of Targi Kielce - the organizer of the Future Private Labels event to become the Jury Panel members.
- The Jury Panel meeting is held on 14.06.2016 at the Targi Kielce headquarters.
- The Jury Panel will select one winning packaging in each Competition category and maximum one distinction.
- The Jury Panel holds the minutes of the Jury Panel's proceedings.
- The jury reserves the right to choose a different category from the one the product has been originally registered in.

Selection criteria, in descending order:

- Design consistency with the strategy / specificity of the product contained in the packaging - each design registered for the competition should be accompanied with a marketing description. The description should include design assumptions: what consumers group it is targeted at, the design brief, design purpose, etc.
- Packaging's functional aspects defined as: convenient and handy, consumer-friendly. Functional aspects are evaluated in two aspects, i.e.:
 - functionality defined as ergonomics (ease to open /close, product storage after opening, product is served straight from the packaging, etc.)
 - information functionality (by looking at the packaging the consumer easily finds important information, clear and legible description of the product's additional value itself ("... added", "contains ...", "contains no ...", "eg. gluten-free ", etc.).



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- Packaging serves its purpose - this criterion is defined as packaging visibility in the store - it allows for quick product category identification, packaging is useful for display and arrangement purposes.
- Design - packaging design quality, uniqueness, and its potential innovative features, understood as a unique style, above-average solutions for a particular category, provided that it is consistent with the previously defined strategy, as described in point 3.

Awards and Distinctions

- The BEST PRIVATE LABEL PACKAGING competition main award is the Competition Winner title and:
 - Targi Kielce Medal and Diploma.
 - Winners are granted the right to use the Competition Winner trademark in their portfolio.
 - The winners are announcement at the gala awarding ceremony held within the scope of the Future Private Labels on 15.06.2016.
 - The product is labelled the "Competition Winner" when put on display at the special exhibition of products resisted for the competition; the exhibition section of competition products is held on 15 and 16 June 2016 within the scope of Future Private Labels
 - The Competition results will be published at Targi Kielce's on-line website in the news section as well as at the event's page www.markiwasne.pl and in the Packaging Poland magazine.
- Additionally, the Visitors' Choice award will be presented; the category winner is selected upon the result of the voting among the audience of Future Private Label event held in Kielce on 15 and 16.06.2016. The winner of this award is presented:
 - Targi Kielce Medal and Diploma.
 - Winners are granted the right to use the Competition Winner trademark in their portfolio.
 - The winners are announcement at the gala awarding ceremony held within the scope of the Future Private Labels on 15.06.2016.
 - The product is labelled the "Competition Winner" when put on display at the special exhibition of products resisted for the competition is held on 15 and 16.06.2016 within the scope of Future Private Labels
 - The Competition results will be published at Targi Kielce's on-line website in the news section as well as at the event's page www.markiwasne.pl and in the Packaging Poland magazine.
- The Jury Panel may resolve to award one additional distinction in each category. The distinctions winners receive:



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- Targi Kielce Diploma
- Winners are granted the right to use the information regarding the Distinction in their portfolio.
- The winners are announcement at the gala awarding ceremony held within the scope of the Future Private Labels on 15.06.2016.
- The product is labelled the "Competition Winner" when put on display at the special exhibition of products resisted for the competition held on 15 and 16.06.2016 within the scope of Future Private Labels
- The Competition results will be published at Targi Kielce's on-line website in the news section as well as at the event's page www.markiwasne.pl and in the Packaging Poland magazine.

RESULTS ANNOUNCEMENT AND AWARDING CEREMONY

- The Competition results will be announced on 14.06.2016r. at the www.markiwasne.pl website. In addition, the winners will be notified by telephone on 14.06.2016 (at the telephone number indicated in the Competition Entry Form).
- The winners will be presented the awards and distinction at the gala awarding ceremony held within the scope of the Future Private Labels on 15.06.2016.

COPYRIGHTS

- The Competition Participants give their consent to display the items registered for the exhibition competition during FUTURE PRIVATE LABELS event and with the view to promote competition, free of charges and fees.
- The Competition participants declare that they hold full proprietary rights for the works / products registered for the competition; and they give their consent, unlimited with regards to time, quantity and territory to publish the photographs of the items registered for the competition, the names of companies which have registered the items for the competition in marketing and promotional materials as well as in other mass media types, the consent referred to herein includes: printed materials copies which include images, the images multiplication with the use in all kinds of techniques and methods available, dissemination and publication for the purposes of an advertising campaign, the competition-related exhibition organized by Targi Kielce, the image publications in: electronic media, press, brochures, flyers, newsletters, etc. The Contest Participants are not entitled to receive any kind of remuneration by the virtue of the images presentation as described above. Distribution of photographs sent in relation to the Competition entry procedure is not associated with any obligations to pay fees, remuneration or compensation in this respect, for the benefit of the Competition participants or any third party.
- In the case the Participant registers products for the Competition and the registered products infringe copyright or property rights of third parties, the Competition Participant is held fully responsible and liable for any claims from the parties whose copyrights and proprietary rights have been violated.



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PERSONAL DATA PROTECTION

- The Competition Participants' personal data is processed in order to organise the Competition and the awarding ceremony. The Competition participants' personal data is processed as stipulated in the Personal Data Protection Act (Journal of Laws No. 133, item. 833). The personal data administrator is TARGI KIELCE S.A. with its registered seat in Kielce, 1 Zakładowa Street, 25 - 672 Kielce. Personal data is submitted voluntarily. Each person who has submitted the data is eligible to review and edit their personal data.

Complaints

- Possible complaints regarding **Competition** may be submitted only in a written form and sent to the Competition organiser at: Targi Kielce S.A., 1 Zakładowa Street, 25 - 672 Kielce, no later than 30.06.2016 (date of delivery to the Organiser is binding) A written complaint should be marked: "**The BEST PRIVATE LABEL PACKAGING** " **Competition** the name of the Participant, the name of the company the Participant represents and indicate the reasons of the complaint and the claimant's request.
- Complaints processing procedures last 14 days (the date of postmark of the registered letter is binding), the Participant shall receive a written notice with regards to the complaint. After exhausting the complaint procedure, the Entrant shall be entitled to file claims with regards to claim not covered in the complaint procedure to be resolved by the competent court.

FINAL PROVISIONS

- The Organizer assumes no responsibility for any in-transit damage and / or loss of the items sent to the organizer.
- The items registered for the competition shall not be returned.
- Information updates about the competition is available at the competition website (www.konkurs-packaging.targikielce.pl), by phone (41) 36514 56 and at rog.malgorzata@targikielce.pl . The Competition Rules and Regulations will be available from 28.04.2016 to 30.07.2016.