



1ST ANNUAL COMPETITION

How
to present
your creations ?

NEW!

This year, Pentawards are opening up to **packaging concepts** and thus also to students. The Pentawards are divided into two separate competitions:

1. Pentawards «Classic» is dedicated to packaging that already exists on the market and is accessible to consumers.

Entries accepted from 2 April to 11 May 2012.

2. Pentawards Concept is dedicated to packaging concepts not yet on the market.

Entries accepted from 6 Feb. to 2 March 2012



IMPORTANT !

The purpose of this manual is to help you prepare your entries for the Pentawards Concept 2012.

This guide is not a registration form (so it is not dynamic) because registration proper can only be done online on the Pentawards site between 6 February and 2 March 2012.

This is not a document to be completed, in other words; only a set of instructions.



IMPORTANT !

How can you present your packaging concepts?

You can upload up to 5 images per presented concept on the Pentawards site.

- It is very important for the panel of judges to understand your idea, your concept.
- So be as precise and direct as possible.
- Give priority to images, photos or sketches.
- A fine drawing speaks louder than a long speech.
- You will nonetheless be able to add a text (not to exceed 2000 characters) explaining your concept in the registration form.
- You do not have to send us a prototype, but if you really want to, you can. In such a case, please contact us about the despatching arrangements.

Concept categories

The Pentawards Concept will be judged by type of main material used. There will also be two specific categories: one for concepts geared to the environment, the other for concepts relating to existing or imaginary brands.

The Pentawards Concept are divided into 7 categories:

- Cardboard/paper
- Metal
- Rigid plastic
- Flexible plastic
- Glass
- Ecological concepts
- Branding concepts
- Other/Miscellaneous

Subscription

STEP 1 STEP 2 STEP 3 STEP 4
Identification Entries Overview Payment

Name and company profile

Required fields are marked with an asterisk *

Samples in italic

Type of Entrant * Student
 Professional

Company Name *

Prefix *

Mr/Mrs/Ms

First Name *

Alan

Middle Name

Peter

Last Name *

Brown

Title *

Manager

Website

Address *

City *

State/Province

Postal Code/Zip Code *

Country *

Phone

Mobile phone

Fax

E-mail address *

Confirm E-mail address *

Email format

Subscription

STEP 1 **STEP 2** STEP 3 STEP 4
Identification **Entries** Overview Payment

Entry details: Entry #1

Required fields are marked with an asterisk *

Samples in italic

Category *

Name of Concept *

Select one	Select one
	Cardboard/paper
	Metal
	Rigid plastic
	Flexible plastic
	Glass
	Ecological concepts
	Branding concepts
	Other/Miscellaneous

Describe your packaging concept here
- Maximum 2000 characters with spaces .

Creative People *

Note: This copy will appear on the winner's certificate

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Subscription

STEP 1 Identification **STEP 2 Entries** STEP 3 Overview STEP 4 Payment

Primary Material

Secondary Material

Tertiary Material

Select one

- Cardboard
- Corrugated cardboard
- Paper
- Glass
- Rigid plastic
- Flexible plastic
- Steel
- Aluminium
- Wood
- Fabric
- Other:

Select one

Select one

Select one

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Visual 1 *

Minimum: 700Ko - Max 1Mb - RGB - jpeg only

Visual 2

Minimum: 700Ko - Max 1Mb - RGB - jpeg only

Visual 3

Minimum: 700Ko - Max 1Mb - RGB - jpeg only

Visual 4

Minimum: 700Ko - Max 1Mb - RGB - jpeg only

Visual 5

Minimum: 700Ko - Max 1Mb - RGB - jpeg only

Submit this entry and go to overview

Submit additional entry

Entry Fee

Registration fee per concept entered in a category:

- For designers, design agencies, producers, brand owners: **€150**
- For students: **€30**

Agenda 2012



PENTAWARDS TROPHY
AWARDS CEREMONY

SEPTEMBER 2012
PARIS



Entries
From 6 February 2012 to 2 March 2012

ATTENTION: There will be NO extension
of the registration deadline.

Deliberation of the International Jury
From 1st July to 15 August 2012

@ Subscribe to the newsletter to be
informed about the next competition.
Sign up here for the newsletter

<http://www.pentawards.org/welcome/pentawards-concept.aspx>

GOOD LUCK !