BOX MANUFACTURING
OLYMPICS

TAPPI AICC

SEPTEMBER 8-12, 2024

Held in conjunction with TAPPI/AICC SuperCorrExpo®
Orange County Convention Center, Orlando, FL

SUPER
CORR
EXPO®
TAPPI 2024 AICC

**OPEN TO ALL FOLDING
CARTON, RIGID BOX
AND CORRUGATED
MANUFACTURERS WORLDWIDE**

**DEADLINE FOR ENTRY:
JUNE 28, 2024**

CATEGORIES INCLUDE:
STRUCTURE
PRINTING
COMBINED TECHNIQUES
DIGITAL
E-COMMERCE
STUDENT

For complete details, please visit: **SUPERCORREXPO.ORG**

ABOUT THE COMPETITION

TAPPI's **CorrPak Competition** and **AICC's Design Competition** have joined forces to become the **2024 Box Manufacturing Olympics (BMO)**. BMO is open to all TAPPI and AICC members from around the globe who produce corrugated, rigid box and folding cartons, as well as their suppliers. Packaging schools and universities are also invited to participate in the competition and have their own categories and requirements. Judges will evaluate entries on a number of levels, including design, quality, graphic excellence, technical difficulty and innovative application, among others. Details on all 41 categories are included in this comprehensive brochure. All entries will be prominently displayed during SuperCorExpo® and winners will be announced each day preceding the opening session, with the **Best of the Industry** winners being announced on the last day. Winners will be featured on the SuperCorrExpo, TAPPI and AICC websites, and will also be announced in various industry publications. *Images shown are of past winners and should not be considered representative of the category that they are next to in this brochure.*

S
Structure

P
Printing/Graphics

ST
Student

CORRUGATED CATEGORIES

▶ CATEGORY 1
INNOVATIVE STRUCTURAL DESIGN, CONSUMER & INDUSTRIAL FOCUS

Awards for the most innovative structural design in industrial or consumer product protection. Examples include, but are not limited to, bulk packs, corrugated pallets, palletized containers, and other forms of protective packaging for industrial products. For consumer product protection, examples include glassware, pharmaceutical packaging, light fixtures and bulbs, ceiling fans, furniture packaging, appliance packaging etc.

S-1A: Industrial

*Entrants are **strongly encouraged** to include the actual product with the entry, but a photo of the display with product is **required**.*

Awards will be given for best design in industrial product protection (product which will go to another industrial/manufacturing facility). Inner packaging may include foam, substitutions of foam with corrugated, corrugated build-ups, or other forms of protective packaging (additional recognition will be given to the replacement of materials with corrugated). Please include CAD drawing and assembly instructions if applicable. Entry must be a production run.

While not required, you are encouraged to submit a written description of the entry. See Entry Criteria for suggestions.

S-1B: Consumer

*Entrants are **strongly encouraged** to include the actual product with the entry, but a photo of the display with product is **required**.*

Awards will be given for best design in consumer product protection (product to be used by an end user or consumer). Inner packaging may include foam, substitutions of foam with corrugated, corrugated build-ups, or other forms of protective packaging (additional recognition will be given to the replacement of materials with corrugated). Please include CAD drawing and assembly instructions if applicable. Entry must be a production run.

While not required, you are encouraged to submit a written description of the entry. See Entry Criteria for suggestions.

2021 Best of Industry, Corrugated Structure, Vanguard

CLICK HERE TO ENTER!

▶ **CATEGORY 2**

COUNTER, SHELF, POWER WING AND PDQ POINT-OF-PURCHASE DISPLAYS

Awards for the most innovative in point-of-purchase displays **with or without product** that are intended to be used in or on existing retail fixtures (shelving, counters, etc.) and **not requiring floor space** at the retailers.

CATEGORY 2A - COUNTER, SHELF, POWER WING AND PDQ DISPLAYS - NO PRODUCT

S-2A – Structure - Counter, Shelf, Power Wing Displays - No Product
Please include CAD drawing and assembly instructions. Entry must be a production run.

While not required, you are encouraged to submit a written description of the entry. See Entry Criteria for suggestions.

P-2A – Printing - Counter, Shelf, Power Wing Displays - No Product
Entry can be any type of graphic application. This includes, but not limited to, direct print, spot label, full litho, or preprint. (Digitally printed sections of the entry are allowed in this category. **BUT** - judges will assign a lesser level of evaluation weight in the general areas of degree of difficulty and level of execution when comparing other printing process on the same entry.) Entry must be a production run.

While not required, you are encouraged to submit a written description of the entry. See Entry Criteria for suggestions.

CATEGORY 2B - COUNTER, SHELF, POWER WING AND PDQ DISPLAYS - PRODUCT

S-2B – Structure - Counter, Shelf, Power Wing and PDQ Displays - Product
Entrants are strongly encouraged to include the actual product with the entry but a photo of the display with product is required. Please include CAD drawing and assembly instructions. Entry must be a production run.

While not required, you are encouraged to submit a written description of the entry. See Entry Criteria for suggestions.

P-2B – Printing - Counter, Shelf, Power Wing and PDQ Displays - Product
Entry can be any type of graphic application. This includes, but not limited to, direct print, spot label, full litho, or preprint. (Digitally printed sections of the entry are allowed in this category. **BUT** - judges will assign a lesser level of evaluation weight in the general areas of degree of difficulty and level of execution when comparing other printing process on the same entry.) Entry must be a production run.

While not required, you are encouraged to submit a written description of the entry. See Entry Criteria for suggestions.

2021 First Place, Printing – Counter, Shelf, Power Wing and PDQ Displays - Product, Great Little Box Co

2021 First Place, Printing – Counter, Shelf, Power Wing and PDQ Displays - No Product, Great Little Box Co

CLICK HERE TO ENTER!

▶ CATEGORY 3
FLOOR DISPLAYS AND STANDEES

Awards for the most innovative free-standing point-of-purchase floor displays **with or without product**.
Examples of displays without product are: movie promotions, celebrity standees, banners, or other pure promotional pieces.

CATEGORY 3A: FLOOR DISPLAYS AND STANDEES DESIGNED - NO PRODUCT

S-3A: Structure - Floor Displays and Standees - No Product
Please include CAD drawing and assembly instructions. Entry must be a production run.

While not required, you are encouraged to submit a written description of the entry. See Entry Criteria for suggestions.

P-3A: Printing - Floor Displays and Standees - No Product
Entry can be any type of graphic application. This includes, but not limited to, direct print, spot label, full litho, or preprint. (Digitally printed sections of the entry are allowed in this category. **BUT** - judges will assign a lesser level of evaluation weight in the general areas of degree of difficulty and level of execution when comparing other printing process on the same entry.) Entry must be a production run.

While not required, you are encouraged to submit a written description of the entry. See Entry Criteria for suggestions.

CATEGORY 3B: FLOOR DISPLAYS - PRODUCT

S-3B: Structure - Floor Displays: Product
Entrants are strongly encouraged to include the actual product with the entry but a photo of the display with product is required. Please include CAD drawing and assembly instructions. Entry must be a production run.

While not required, you are encouraged to submit a written description of the entry. See Entry Criteria for suggestions.

P-3B: Printing - Floor Displays: Product
Entry can be any type of graphic application. This includes, but not limited to, direct print, spot label, full litho, or preprint. (Digitally printed sections of the entry are allowed in this category. **BUT** - judges will assign a lesser level of evaluation weight in the general areas of degree of difficulty and level of execution when comparing other printing process on the same entry.) Entry must be a production run.

While not required, you are encouraged to submit a written description of the entry. See Entry Criteria for suggestions.

2021 First Place, Printing - Floor Displays and Standees - No Product, Bay Cities

CLICK HERE TO ENTER!

▶ **CATEGORY 4**
DIRECT PRINTING ON COMBINED BROWN BOARD

Please read all categories before choosing your entry category. ***Digital entries are not permitted in this category.***

Entry must be a corrugated box or other container which is direct printed on combined board and is ***not a display***. Entries will be **flexographically printed** on kraft board and submitted into one of the following four categories based on the predominant design of the piece. The portion of the entry's design as defined in the chosen category will receive the majority of the judges' consideration, although overall design will be evaluated. Entry must be a production run.

While not required, you are encouraged to submit a written description of the entry. See Entry Criteria for suggestions.

P-4A: Direct Printing on Combined Brown Board – Line Work
Awards for best direct flexo printing on kraft board of line work.

P-4B: Direct Printing on Combined Brown Board – Line/Screen Combination
Awards for best direct flexo printing on kraft board in combinations of line and screen work, such as halftones, duotones, and mezzotint. (This is not the process color category where the three process colors are used, or any three transparent colors are used, to create additional colors.)

P-4C: Direct Printing on Combined Brown Board - Built Color
Printed on Brown Paper or on a Layer of White Ink
Awards will be given for best direct flexo printing of process or modified process color on brown paper or a layer of white ink. These images will be computer art or cartoon art. Images **will not be** photographs or art (paintings).

P-4D: Direct Printing on Combined Brown Board - Process Color
Printed on Brown Paper or on a Layer of White Ink
Awards for best direct flexo printing on kraft board of process color on brown paper or a layer of white ink. Images will be photographs or art (paintings).

2021 First Place, Direct Printing on Combined Brown Board - Built Color, Royal Containers

CLICK HERE TO ENTER!

▶ CATEGORY 5
FLEXO PRINT ON COMBINED BOARD

Please read all categories before choosing your entry category. **Digital entries are not permitted in this category.**

Entry must be a corrugated box or other container which is **direct printed on combined board and is not a display**. Entries will be flexographically printed on white paper and submitted into one of the following four categories based on the predominant design of the piece. The portion of the entry's design as defined in the chosen category will receive the majority of the judges' consideration, although overall design will be evaluated. Entry must be a production run.

While not required, you are encouraged to submit a written description of the entry. See Entry Criteria for suggestions.

P-5A: Flexo Print on Combined Board - Line Work
Awards will be given for best direct printing of line work on combined board.

P-5B: Flexo Print on Combined Board - Line/Screen Combination
Awards will be given for best direct printing on combined board in the combination of line and screen work, such as halftone, duotone, mezzotint or other screening techniques. (This is not the process color category where the three process colors are used, or any three transparent colors are used, to create additional colors.)

P-5C: Flexo Print on Combined Board - Built Color Images: Process or Modified Process Color - Cartoon Art or Computer Art
Awards will be given for best process or modified process color direct printing on combined board. These images will be computer art or cartoon art. Images will not be photographs or art (paintings).

P-5D: Flexo Print on Combined Board - Modified Process: Photographs or Original Art Continuous Tone Images
Awards will be given for best direct printing on combined board using a minimum of three screens in combination with each other, where one or more colors is a non-process color to create photographs or art work.

P-5E: Flexo Print on Combined Board - Process Color: Photographs or Original Art Continuous Tone Images
Awards will be given for best process color direct printing on combined board used to create photographs and art work.

2021 Best of Industry - Corrugated Printing, McLean Packaging

CLICK HERE TO ENTER!

▶ **CATEGORY 6**

BEST APPLICATION OF SPOT OR FULL LABEL – WITH OR WITHOUT DIRECT PRINT DIGITAL OR FLEXO

Unified Evaluation - Structure and Print Based Category

Awards for the best application of a printed label and/or top sheet which is combined directly to the flutes or liner. Entry must be a production run.

While not required, you are encouraged to submit a written description of the entry. See Entry Criteria for suggestions.

▶ **CATEGORY 7**

PREPRINTED LINERBOARD - NOT CORRUGATED/COMBINED

Please read all categories before choosing your entry category. Digital entries are not permitted in this category.

Awards will be given for best application of flexography on uncombined linerboard which is used in the design and manufacture of a corrugated package or display and submitted into one of the following four categories based on the predominant design of the piece. The portion of the entry's design as defined in the chosen category will receive the majority of the judges' consideration, although overall design will be evaluated. Entry must be a production run.

While not required, you are encouraged to submit a written description of the entry. See Entry Criteria for suggestions.

P-7A: Preprinted Linerboard - Line/Screen Combination

Awards will be given for best printing with a combination of line and screen work, such as halftone, duotone, mezzotint or other screening techniques. (This is not the process color category where the three process colors are used or any three transparent colors are used to create additional colors.)

P-7B: Preprinted Linerboard - Built Color Images: Process or Modified Process Color - Cartoon Art or Computer Art

Awards will be given for best process or modified process color direct printing on combined board. These images will be computer art or cartoon art. Images will not be photographs or art (paintings).

P-7C: Preprinted Linerboard - Process Color or Modified Process

Awards will be given for the best process or modified process color used to create built color, photographs and artwork.

2021 Best of Industry, Rigid Box, Utaha Paper Box

CLICK HERE TO ENTER!

2021 First Place Preprinted Linerboard - Process Color or Modified Process, Buckeye Corrugated (New York)

▶ **CATEGORY 8**

DIGITAL PRINTING – CONTAINERS AND DISPLAYS - INK JET/DIGITAL ENTRIES ONLY

Unified Evaluation - Structure and Print Based Category

Digital is the only printing process allowed in this category. Entry should be 100% printed digital.

Awards will be given for the best preprint or direct digital printing which creates a corrugated box/container or display on combined board. The graphics can include line and screen work, halftones, duotones, mezzotints or other screening techniques, process color, modified process color.

Printed piece must be from a production run of 50 or more items. You are required to submit a written description of the entry. Judges will pay particular attention to the written description describing the job, the customer's need and why digital was selected over another printing process. *See Entry Criteria for suggestions.* **All digital entries must be converted**.

You are encouraged to submit the Digital Print Data Form with your online application.

▶ **CATEGORY 9**

E-COMMERCE AND SUBSCRIPTION PACKAGING

Awards will be given for the best packaging sent directly to the customer from the manufacturer or fulfilment center through a mail or package delivery service. The package must act as a shipper as well as "product display". Entry can include outer and inner packaging and can be kraft or white or any combination of the two papers/liners.

A written description is required for this category.

Self-promotion items are not permitted.

S-9: E-Commerce and Subscription Packaging

Entrants are ***strongly encouraged*** to include the actual product with the entry but a photo of the display with product is ***required.***

Awards will be given for best structural design for product protection and impact on the unboxing experience. Inner packaging may include foam, substitutions of foam with corrugated*, corrugated build-ups, or other forms of protective packaging. Judges will place an emphasis on how the structure impacts the unboxing experience. Please include CAD drawing and a photo of product in protection with submission.

*Entries using paper or corrugated materials will receive additional consideration over those using other forms packing materials.

A written description is required for this category.

P-9: E-Commerce and Subscription Packaging

Awards will be given for best visual impact and can be any of the following graphic applications: direct print flexo, spot litho label or full litho, preprint, screen print or digital. The entry can have any print type: Line, line and screen, cartoon art and/or photographs. Judges will place special emphasis on the unboxing effectiveness/impact of the graphics. As an example, the utilization of inside and outside print.

A written description is required for this category.

▶ CATEGORY 10
FORM AND FUNCTION: USING CORRUGATED OUTSIDE OF PACKAGING AND DISPLAYS

Unified Evaluation - Structure and Print Based Category
Entry must be a production run.

Awards for the unique use of corrugated board beyond conventional shipping containers or point-of-purchase displays. The entries in this category should be innovative and represent unique approaches to solving a problem or addressing a market need. Entries can also represent everyday items in which corrugated has been substituted in place of other materials. Examples of everyday items from past competitions are corrugated retail products and include furniture, toys, stationery, giftwrap, etc.

Judging emphasis will be on the entry's form and function as something other than a standard corrugated package or display, the uniqueness of the application, graphic appeal, the production run quantity, and its ability to meet the needs of the customer.

Entry can be any type of graphic application. (Digitally printed production run items are allowed in this category, **BUT** judges will assign a lesser level of evaluation weight in the general areas of degree of difficulty and level of execution when comparing other printing process to the digital piece.)

A written description is required for this category.

▶ CATEGORY 11
BEST USE OF CORRUGATED REPLACING OTHER SUBSTRATE (PLASTIC, WOOD, FOAM ETC.)

Structure Based Category

Awards for the best demonstration of corrugated replacing another medium. Entry can be any product. Judges will consider the benefits derived from using corrugated, the entry's enhanced performance, or the protective qualities required by the customer and/or best use of corrugated in meeting the customer's need(s) for environmental considerations. The entry must be a production run.

A written description is required for this category.

CLICK HERE TO ENTER!

▶ CATEGORY 12
BEST CORRUGATED SELF-PROMOTION

Unified Evaluation - Structure and Print Based Category

Awards will be given for best self-promotion/advertisement through the use of combined board promoting a manufacturing or a supplier facility's best design, manufacturing, and printing capabilities, or a professional association's capabilities, services or events. Entries must use corrugated as a primary medium and be manufactured by the converter entering the piece or on behalf of the association. Entry can be any type of graphic application (direct print, spot label, preprint, digital etc.). (Digitally printed production run items are allowed in this category, **BUT** judges will assign a lesser level of evaluation weight in the general areas of degree of difficulty and level of execution when comparing other printing process to the digital piece.)

While not required, you are encouraged to submit a written description of the entry. See Entry Criteria for suggestions.

This category will be ineligible for the Best of the Industry. A converter must make entries to this category.

Entries are exempt from the "Commercial Use/Production Run Quantities" requirement.

2021 First Place, Form and Function: Using Corrugated Outside of Packaging and Displays, Sumter Packaging

▶ CATEGORY 13
CORRUGATED ART AND DESIGN

Unified Evaluation - Structure and Print Based Category

Entry must be a ONE OF A KIND. Entry cannot be part of a production run or produced for self -promotion.

A designer free-for-all in which box plant designers and artists are encouraged to submit their corrugated artwork and designs that they consider to be the absolute in innovation and creativity. Judging emphasis will be on the entry's creativity and innovation.

While not required, you are encouraged to submit a written description of the entry. See Entry Criteria for suggestions.

This category will not be eligible for Best of the Industry, but is eligible for the Attendees' Choice Award.

2021 Attendees' Choice - Sumter Packaging

▶ CATEGORY 14
STUDENT ENTRY

Please read all categories before choosing your entry category.

Entries should be submitted into one of the following categories based on the predominant design of the piece. The portion of the entry's design as defined in the chosen category will receive the majority of the judges' consideration, although overall design will be evaluated.

A written description of the entry is required. See Entry Criteria for suggestions. Your description should also include what you learned and the role you played in the production process.

Student entries are not subject to the date of manufacture requirement.
Entries are exempt from the production run quantities requirement.
The student must be directly involved in the production process.
Entry may be printed at the school or at a converter on any size equipment available to the student.

This category will be ineligible for the Best of the Industry.

ST-14A: Flexographic Printing on Combined Board

Awards will be given for the best direct print piece by a student. Judges will consider overall design, graphic design, the degree difficulty and level of execution of the piece. See industry category for additional information. The entry must be flexo printed on corrugated.

ST-14B: Flexo Preprinted Liner - Not Corrugated/Combined

Awards will be given for best application of flexography on uncombined linerboard which is used in the design and manufacture of a corrugated package or display. Judges will consider level of execution and degree of difficulty. See industry category for additional information. The entry must be flexo printed on a liner utilized in corrugated box manufacturing.

ST-14C: Product Protection Design

Awards will be given for best design in industrial product protection (product that will go to another industrial facility to be used in manufacturing) or consumer product protection (product to be used by an end-user or consumer). Inner packaging may include foam, substitutions of foam with corrugated, corrugated build-ups, or other forms of protective packaging. See industry category for additional information.

ST-14D: Digital

This category is limited to the following printing process: Ink Jet/Digital

Awards will be given for digital printing on combined board or pre-printed liner. The graphics can include line and screen work, halftones, duotones, mezzotints or other screening techniques, process color, modified process color. See industry category for additional information.

Digital Preprint may be submitted uncombined. All other digital entries must be converted.

ST-14E: E-Commerce and Subscription Packaging

Awards will be given for the best structure and graphics for packaging sent directly to the customer from the manufacturer or fulfilment center through a mail or package delivery service. The package must act as a shipper as well as "product display". Entry can include outer and inner packaging and can be kraft or white or any combination of the two papers/liners. See industry category for additional design and execution information.

FOLDING CARTON CATEGORIES

All entries entered into the Folding Carton Categories noted below must be predominantly of paperboard construction, excepting items of other substrates which may be entered into categories 8, 11, & 12. For purposes of this competition, folding cartons are packages that can be supplied in the knock-down form or blanks to be erected by the manufacturer or user as three-dimensional containers.

Please include actual products in your submitted samples as this affects the judging criteria.

▶ CATEGORY 1
Pharmaceuticals & Non-Pharmaceutical and Medical Devices
Such as chemicals, dental supplies, drugs, proprietary medicines, and similar products not specifically classified below and for organic soaps, shaving cream, vitamins, food supplements, health-specific food products, surgical & sanitary supplies.

▶ CATEGORY 2
Women & Men's Cosmetics
Such as perfume, beauty cleanser creams, cologne & specialty care products.

▶ CATEGORY 3
Confections
Such as candies and chewing gum.

▶ CATEGORY 4
Retail Food & Beverages & Alcohol Packaging
Including all products (except those defined in Category 3 as "confections") produced for consumption as food or drink, cereal, fast food, cookies & frozen entrees.

Includes Alcohol Packaging (all alcohol related product packaging including wine, beer and spirits).

▶ CATEGORY 5
Hardware, Automotive, Marine, Household & Recreation
Such as tools, locks, garden products, auto parts, scissors, flashlights, electrical appliances, glassware, dishes, pet products, candles, etc.

▶ CATEGORY 6
Technology, Electronic, Computer Products, Toys, Games, Hobbies, Crafts
Such as electronic games, test and operational equipment, radios, audio & video equipment, cameras, and phones. Limited strictly to computer hardware, software and related products, including CDs & DVDs. Also includes audio and media.

▶ CATEGORY 7
Company Self-Promotion, Advertising, Promotional, Product Promotion, and Collector's Items (items not for sale)
Awards for the best design and graphics of a self-promotion piece designed and produced to highlight your company's best design, manufacturing, and printing capabilities. Your entry description should describe these capabilities and how they were used in the production of this entry.

Packages that promote a boxmaker and/or its products, packages primarily designed to promote a service, concept, or product line (not product samples) and packages specifically designed to contain product samples, but not for sale.

Also includes collectors' items such as precious-metal ingots, coins, etc. Self Promotion items will be ineligible for the Best of the Industry.

▶ CATEGORY 8
Hybrid Packaging (Combination Packages)
All Combination Packages **must include a Folding Carton component produced by participants**, but additionally employ other package forms such as plastic, foam, molded pulp, corrugated and/or single face corrugated laminated to a folding carton, printed and die cut/converted to form a box. May be printed, coated, decorated, and/or enhanced by any method or combination of methods such as offset printing, silk-screening, foil stamping, embossing, etc.

▶ CATEGORY 9
Improvement over Former Package
Recognizing entries which, through contrast to the previous package in use, best demonstrate significant overall improvement. More sustainable. A sample of the "former package" utilized must be supplied as well.

▶ CATEGORY 10
Counter & Floor Display Boxes
Limited to containers of multiple units and specifically designed to display merchandise. (Ease of erection, display and merchandising values will be considered). Multi-use, folding carton, micro flute and rigid box.

▶ CATEGORY 11
Family of Packages
Awards made in recognition of the best "family" of boxes, i.e. a "family" consisting of a minimum of three (3) packages with a common denominator (graphics or construction and covering papers) manufactured for the same company. Can consist of mixed substrates.

▶ CATEGORY 12
Paperboard & Corrugated Package Unit
Any combination package unit combining a corrugated package component with a paperboard folding carton or rigid box. The overall package unit must incorporate both paperboard and corrugated packaging components in its end use form. Examples might include pre-filled POP displays or Club Store bulk package units.

▶ CATEGORY 13
Online Packaging Only
This must be a package that is used solely for goods sold on the internet and not available in stores.

▶ CATEGORY 14
Folding Carton Art & Design
A designer free-for-all in which designers are encouraged to submit the designs that they consider to be the absolute in innovation or creativity. In the entry description, entrants are strongly encouraged to note what the motivation in designing/ creating this entry was. **ENTRY MUST BE A ONE OF A KIND.**

Please note: Category 14 is not eligible for the Best of Industry Award, but Category 14 is eligible for Attendee's Choice Award.

▶ CATEGORY 15
Folding Carton E-Commerce and Subscription Packaging
Awards will be given for the best packaging sent directly to the customer from the manufacturer or fulfilment center through a mail or package delivery service. The package must act as a shipper as well as "product display". Entry can include outer and inner packaging.

Note: No self-promotion items permitted.

S-15: E-Commerce and Subscription Packaging
Awards will be given for best structural design for product protection and impact on the unboxing experience. Judges will consider: the satisfaction of customer needs, protective capability, innovative design, converting complexity, ease of set-up or assembly, gluing/joining and over all die cutting (converting characteristics such as checking/cracking along scores). Judges will also place an emphasis on how the structure impacts the unboxing experience.

You are encouraged to submit product with entry. Please include CAD drawing and a photo of product in protection with submission.

Entries using paper or corrugated materials will receive additional consideration over those using other forms packing materials.

P-15: E-Commerce and Subscription Packaging
Awards will be given for best visual impact and can be any of the following graphic applications: direct print flexo, spot litho label or full litho, preprint, screen print or digital. The entry can have any print type: Line, line and screen, cartoon art and/or photographs.

Judges will consider: the satisfaction of customer needs, graphic quality, printing complexity, overall design, level of execution, print-to-cut registration, registration of print, print fidelity/ resolution, degree of difficulty, quality of full coverage of solid areas and trapping of colors and substrate utilization.

Judges will place special emphasis on the unboxing effectiveness/impact of the graphics. As an example, the utilization of inside and outside print.`

2021 Best of the Industry Folding Carton - Utah PaperBox

CLICK HERE TO ENTER!

RIGID BOX CATEGORIES

All entries in the Rigid Box Categories must be predominantly of paperboard construction. For the purposes of this competition, Rigid Box shall be considered as the following: Any box constructed of paperboard or other materials of whatever shape, or any combination of Rigid Boxes and other materials delivered for packaging in finished set-up form (not molded or extruded unless in combination with above-defined parts).

Please include actual products in your submitted samples as this affects the judging criteria. A photo of the product in the packaging is required.

▶ **CATEGORY 1**

Pharmaceuticals & Health Care Products/ Non-Pharmaceutical & Medical Devices

Such as chemicals, dental supplies, drugs, proprietary medicines, and similar products not specifically classified below and organic soaps, shaving cream, vitamins, food supplements, health specific food products, surgical & sanitary supplies.

▶ **CATEGORY 2**

Women & Men's Cosmetics

Such as perfume, beauty cleanser creams, cologne & specialty care products.

▶ **CATEGORY 3**

Personal Accessories, Jewelry, and Eyewear

Such as combs, hairbrushes, pen & pencil sets, shaving equipment, wallets, key cases, eyeglass cases, etc.

▶ **CATEGORY 4**

Confections

Such as candies and chewing gum.

▶ **CATEGORY 5**

Technology, Electronic, Computer Products, Toys, Games, Hobbies, Crafts

Such as electronic games, test and operational equipment, radios, audio & video equipment, cameras, and phones. Limited strictly to computer hardware, software and related products, including CDs & DVDs. Also, includes audio and media.

▶ **CATEGORY 6**

Paper Products, Stationery, Office Supplies & Retail Store Boxes

Which include greeting cards, stationery, gift packaging, cocktail napkins, bridal invitations. Also includes all regular and holiday packages for consumer purchases or garments, millinery gifts, etc.

▶ **CATEGORY 7**

Company Self-Promotion, Advertising, Promotional, Product Promotion, and Collector's Items (items not for sale)

Awards for the best design and graphics of a self-promotion piece designed and produced to highlight your company's best design, manufacturing, and printing capabilities. Your entry description should describe these capabilities and how they were used in the production of this entry.

Packages that promote a boxmaker and/or its products, packages primarily designed to promote a service, concept, or product line (not product samples) and packages specifically designed to contain product samples, but not for sale.

Also includes collectors' items such as precious-metal ingots, coins, etc. Self Promotion will be ineligible for the Best of the Industry.

▶ **CATEGORY 8**

Family of Packages

Awards made in recognition of the best "family" of boxes, i.e. a "family" consisting of a minimum of three (3) packages with a common denominator (graphics or construction and covering papers) manufactured for the same company.

▶ **CATEGORY 9**

Alcohol Packaging

To include all alcohol related product packaging including wine, beer and spirits.

CLICK HERE TO ENTER!

2021 Best of Industry Rigid Box, Utah Paper Box

You are encouraged to submit product with entry.

Please include CAD drawing and a photo of product in protection with submission.

Entries using paper or corrugated materials will receive additional consideration over those using other forms packing materials.

P-13: E-Commerce and Subscription Packaging

Awards will be given for best visual impact and can be any of the following graphic applications: direct print flexo, spot litho label or full litho, preprint, screen print or digital. The entry can have any print type: Line, line and screen, cartoon art and/or photographs.

Judges will consider: the satisfaction of customer needs, graphic quality, printing complexity, overall design, level of execution, print-to-cut registration, registration of print, print fidelity/resolution, degree of difficulty, quality of full coverage of solid areas and trapping of colors and substrate utilization. Judges will place special emphasis on the unboxing effectiveness/impact of the graphics. As an example, the utilization of inside and outside print.

STUDENT ENTRY RIGID BOX & FOLDING CARTON

Students should select one of the 15 categories from Folding Carton or one of the 12 categories from Rigid Box to create their entry. Please read all categories before choosing your entry category. Entries should fulfill the criteria and observe the exceptions found at the beginning of the Folding Carton or Rigid Box categories. The portion of the entry's design as defined in the chosen category will receive the majority of the judges' consideration, although overall design will be evaluated. For this category, the entry may be one of a kind or demo/sample. It can be printed and converted using any technology available to the student. You must submit a written description. This will be at least 50% of the weighting of this category. Please use the suggestions below as a starting point.

You may wish to include the following points:
- Met customer needs or the packaging problem solved
- Benefits derived by the customer
- Any technical difficulties experienced and overcome
- Manufacturing process
- Any extraordinary aspects of the piece
- Environmental advantage or reduction in waste
- Why is package unique
- How did your package add to the unboxing experience
- Cost savings in your design
- Why is your entry superior to all others competing
- Describe any other elements you feel will set you apart

Judges will additionally consider overall design, graphic design, product protection, the degree difficulty to manufacture and economics of conversion.

▶ CATEGORY 10
Combination Rigid Set Box

This rigid set box category will consider "the whole package" and not just the box itself; a focus on the entire package contents. A rigid set box construction along with its components such as vacuum forms, foam inserts, sleeves, transparent lids, liners, etc. will be entered for its entire consideration as a complete package. This package should be one single unit for the rigid set box category.

▶ CATEGORY 11
Hybrid Packaging (Combination Packages)

All Combination Packages **must include a Rigid Box component produced by participants**, but additionally employ other package forms such as plastic, foam, molded pulp, corrugated and/or single face corrugated laminated to a rigid box, printed and die cut/converted to form a box. May be printed, coated, decorated, and/or enhanced by any method or combination of methods such as offset printing, silk-screening, foil stamping, embossing, etc.

Please note: Category 11 is not eligible for the Best of the Industry Award, but Category 11 is eligible for People's Choice Award.

▶ CATEGORY 12
Rigid Box Art & Design

A designer free-for-all. Designers are encouraged to submit the designs that they consider to be the absolute in innovation or creativity. In the entry description, entrants are strongly encouraged to note what the motivation was in designing/creating this entry. **ENTRY MUST BE A ONE OF A KIND.**

▶ CATEGORY 13
Rigid Box E-Commerce and Subscription Packaging

Awards will be given for the best packaging sent directly to the customer from the manufacturer or fulfilment center through a mail or package delivery service. The package must act as a shipper as well as "product display". Entry can include outer and inner packaging.

Note: No self-promotion items permitted.

S-13: E-Commerce and Subscription Packaging

Awards will be given for best structural design for product protection and impact on the unboxing experience.
Judges will consider: the satisfaction of customer needs, protective capability, innovative design, converting complexity, ease of set-up or assembly, gluing/joining and over all die cutting (converting characteristics such as checking/cracking along scores). Judges will also place an emphasis on how the structure impacts the unboxing experience.

CLICK HERE TO ENTER!

ENTRY CRITERIA, ASSESSMENT & REGISTRATION
DEADLINE FOR ENTRIES IS JUNE 28, 2024

COMPETITION CRITERIA

The Box Manufacturing Olympics is open to ALL Corrugated, Rigid Box and Folding Carton manufacturers and their suppliers worldwide that are TAPPI or AICC members. Packaging schools and universities are also invited to participate in the competition and will have their own categories and requirements.

All entries must be composed of at least 50% paper or corrugated paper (unless otherwise noted in category criteria).

All entries must be die cut, except pre-print liner category. If entries are not die cut and/or converted into a container or display, the committee reserves the right to pull the entry from the competition.

Please ensure your submission is in the correct category. An entry may contain aspects appropriate to other categories, but **will only be judged on aspects relating specifically to the category entered** with other aspects being disregarded. Judges reserve the right to move entries deemed inappropriate for a category to one they feel best suited to the entry as a courtesy; but do not guarantee this will happen.

Please submit the requested information in each category.

All categories benefit from a written description about the entry that the judges will take into account and consider during judging. Should you wish to do so, suggestions can be found further in this document. We do request at least one or two sentences so we can identify the entry during set up of the competition space.

Manufacture Date: A corrugated box or display, rigid box or folding carton must have been manufactured and/or sold for commercial use between June 1, 2020 and June 1, 2024.

Limitations Of Liability And Responsibility
Neither TAPPI, nor AICC will be responsible for: a) damage to any materials in shipping, or b) loss, damage, theft or disappearance of materials after same have been delivered to competition location.

BOX OLYMPICS JUDGING CRITERIA

Corrugated Structures and Containers
Unless otherwise stated, judging will emphasize the following three criteria and some of the associated evaluation elements below.

1. **Design Meets Customer's Needs/Marketing Effectiveness/Special Features (ex. Space Savings, utilizing substrate in design)***
   Based on written description of entry.
2. **Degree of Difficulty**

Graphics/Print
- Substrate
- Ink - water or UV
- Corrugation
- Screen range/Line screen
- Graduated tints
- Design – element tolerances: Register, type size
- Plate – solid and screen or separated

- Number of boxes per sheet or web
- Size of sheet
- Age/Type of the equipment
- Number of colors

Structure
- Substrate
- Corrugation
- Design – element tolerances: Register
- Number of elements per sheet
- Size of sheet
- Ease of assemble/set up and stability
- Equipment utilized – converting and set up
- Number of parts

3. **Level of Execution**

Graphics/Print
- Registration: Color to Color, Print to Cut
- Image resolution
- Trap and large solids
- Free of defects – dust
- Color match – product, label
- Banding (Digital)

Structure
- Assembly and fit of parts
- Scoring
- Free of defects - dust, tracking, marking, etc.
- Warp
- Score and fold: checking/cracking
- Gluing and joining
- Meets CAD specifications

Folding Carton and Rigid Box
The general end-use of the package will be used as a basis for the judging. Please include actual products in your submitted samples as this affects the judging criteria.

Category Judging Points:
- Packaging Innovation
- Consumer Convenience
- Communication Excellence
- Marketing Value
- Distribution Assistance
- Production Quality Excellence
- Environmental Sensitivity

CLICK HERE TO ENTER!

Written Description of Entry:

While not a requirement, it is advisable to write a brief description of no more than 250 words. While this may seem time consuming, entries benefit from:

1. Set-up staff having the ability to identify the entry.
2. It can make the difference in your place in history or not being remembered.

If you do write a description, you may wish to include the following points:

- Met customer needs or the packaging problem solved
- Benefits derived by the customer
- Any technical difficulties experienced and overcome
- Manufacturing process
- Any extraordinary aspects of the piece
- Environmental advantage or reduction in waste
- Why is package unique
- How did your package add to the unboxing experience
- Why is your entry superior to all others competing

*Please **DO NOT** mention converter, manufacturer or components by name in the description. Please **DO NOT** include trade secrets or other propriety or confidential information.*

Anonymous Entries Permitted:

Should you wish to enter anonymously, you need to understand the following:

1. Neither TAPPI, AICC nor anyone associated with the judging will be held accountable for an inadvertent disclosure.
2. All identifying marks should be permanently removed from the packaging. This includes box stamps. Do not tape over it. Cut it out.
3. It is suggested that you enter through a surrogate/intermediary to add an additional layer of privacy. As an example, have your prepress house enter on your behalf. The prepress house will then be notified of the award and will contact you. No one will know who you are until after the competition and arrangements can then be made for your award if you win. If you do not win, no one will ever know who you are.
4. If working through a surrogate/intermediary, you will have to pay a fee for each entry. TAPPI and AICC will have no idea of your identity and thus no idea how many submissions you have. Your surrogate/intermediary will pay the fee on your behalf. Where the money comes from will be between you and the surrogate/intermediary.
5. If entering as anonymous, make your form stand out with this indication: **ANONYMOUS ENTRY** - This way it can be listed accordingly.
6. If you win, a photo of the entry will be published in the professional magazines and other news outlets deemed appropriate by TAPPI and AICC. But, it will be listed as an anonymous entry with no mention of you or your surrogate/intermediary. **Anonymous entries will NOT be eligible for Best of the Industry.**

Awards:

Medal Awards: Judges will award Gold, Silver and Bronze medals in all categories.

Best of the Industry:

Best of the Industry will be chosen from the Gold Medal winners in the qualifying categories.

2024 SuperCorrExpo Attendees' Choice:

All categories are eligible for the Attendees' Choice which will be voted on by SuperCorrExpo attendees during show hours.

Corrugated Categories Exclusions:

1. Entries to the Promotional Category are exempt from the production run requirement.
2. Student entries are exempt from the production run requirement.
3. Self-Promotions are not permitted entry into any category other than the Self-Promotional Category.
4. The following will not be considered for Best of the Industry:
    - Anonymous Entries
    - Corrugated Art and Design
    - Self-Promotion
    - Student Entries

Folding Carton and Rigid Box Exclusions:

1. The following will not be considered for Best of the Industry:
    - Anonymous Entries
    - Folding Carton and Rigid Box as Art
    - Self-Promotion
    - Student Entries

REGISTRATION

Entry forms and entry registration can be completed online at www.supercorrexpo.org/bmo. **Entry form must be filled out completely. Please provide a weekend contact phone number should we need to reach you to inquire about your entry during set-up.**

We will email you information closer to the date of the event on when and where to ship your packages and displays.

Fees:

Entry Fees: $250 for first entry and $50 per additional entry.
Student Entries are free.

Each company location may enter more than one design per category.*

A single entry can be entered into more than one category but should be clearly marked on all entry forms for each category.

Images:

All entrants must provide at least one high quality digital image in jpeg format of at least 300 dpi with the entry form. This is needed for onsite identification, set-up and award presentation. By submitting images, you give TAPPI and AICC permission to use them in a promotional capacity for the current and future competitions.

Entry Samples:

One sample of each entry is required; however, we strongly recommend sending two samples of each entry in case of shipping damage. Neither TAPPI nor AICC are responsible if samples become damaged through the shipping process. Samples will be used for the judging process and displayed for the duration of SuperCorrExpo. Samples will not be returned unless arrangements have been made. See below.

IF YOU WANT YOUR ENTRY RETURNED:

Be sure to indicate on the Entry Form if the entry needs to be returned following the competition. Include a prepaid return shipping label with your shipment. PLEASE plan to be present on the last day of SuperCorrExpo to pack your entry. If you are not present to repack, your entry will not be returned unless you have made arrangements in advance with a member of AICC or TAPPI staff.

Questions:

If you have category questions, please contact Laura Mihalick, AICC Senior Meetings Manager at lmihalick@aiccbox.org , Leah Herrera, TAPPI Events Coordinator at lherrera@tappi.org, Colten Freeze competition Cochairman at Colten.Freeze@bpkc.com, or Cordes Porcher, competition Chairman at fcporcher@aol.com before submitting your entry. Make sure that the subject line of your email has Box Manufacturing Olympics included in the title.

CLICK HERE TO ENTER!

THE JUDGES

The judges for the competition are industry experts representing the diverse fields and industries of corrugated, folding carton and rigid box. These empaneled judges have a combined 537 years of industry experience and most have judged other industry competitions.

GARY COOKE
Technical Sales, Stafford Cutting Dies

DAVID DOBERSTEIN
Divsional Operational Excellence Manager, DS Smith

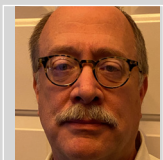**BEN DOLEZAL**
Associate Professor, University of Texas at Arlington

BILL FARBER
VP Southeast Region Container Graphics Corporation

COLTEN FREEZE
Box Manufacturing Olympics Cochairman, Creative Services Manager, Bennett
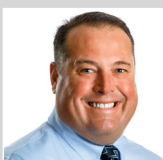
SCOTT GILBERT
Vice President Sales, SGS Co

MARK GRIGSBY
CAD Manager, Dynamic Dies

CATHERINE HAYNES
VP Growth and Development, All Printing Resources

MICHAEL HERBIG
Account Manager, INX International Ink Co

JAKE KRAUS
Account Executive, Printron

DANIEL MALENKE
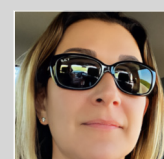President, PKGPRO, LLC.

ROBERT MEISNER
Packaging Consultant, BoldtSmith Packaging Consultants

CORDES PORCHER
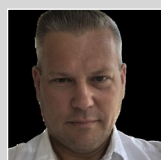Box Manufacturing Olympics Chairman, Retired Instructor

RICK PUTCH
Director of Technical Services, National Steel Rule

NICOLE ROSS
Packaging Print Developer, Target Corporation

KENNETH SPENCE
Sales and Development, Barberan Corrugated NA

SHAWN L. SPENCER
VP of Sales and Marketing, Dicar Inc

EDWARD TRAINOR, JR
Technical Sales Rep, International Paper