

Please complete an entry form **for each product entered** and ensure that you tell us **which category or categories you are entering**.

**We recommend that you prepare your "Written Statement" for each category entered in a word document prior to completing this form.** You can then cut and paste your text into the appropriate boxes. Guidance notes can be found in the Alufoil Trophy 2020 Brochure and to the right hand side of each of the 5 Category Written Statement boxes. Please supply as much detail as possible to support your entry.

**1. Full details of the person submitting this entry:**

Name:

Job Title:

Direct Tel No:  Email:

Company:

Address:

Town or City:  Post Code:

Country:

**2. Entry Name and/or brand of the product or pack:**

**3. Brief description of the product or pack and product it contains or is designed for:**

**4.1 The date this pack was first marketed:**  (mm/yyyy)

OR

**4.2 If a new development which has not yet entered the market, please tell us whether it is an in-house innovation or is being developed with a brand owner or retailer.**

**5. Country or countries in which the product is marketed (where appropriate) OR Market and countries for which the product innovation is being developed.**

**6. Brand Owner details (where appropriate):**

Company:

Address:

Town or City:  Post Code:

Country:

Contact:

Tel No:  Email:

## GUIDANCE NOTES

**2. Entry Name:** Please give this some thought as all winning entries will be referred to by this name on certificates and trophies, plus in any publicity material and press releases.

**3. Brief description:** This should be a brief overview only. A more detail description needs to be provided in your Written Statement (Q10). The full specification of the pack is asked for in Q7.

**4.1 Date first marketed:** Not before 1st January 2018

**4.2. New development which has not entered the market:** To protect the privacy of your development there is no need to name partners.

**5. Country or countries in which the product is marketed:** Please note: entries must be designed, produced, filled or sold in Europe OR be a new development designed to meet these criteria.

**7. Full specification/s of the aluminium foil, or aluminium closure, laminates, other materials and printing processes used.**

**8. Add further details as appropriate:**

(Where possible provide email addresses and telephone numbers)

**Designer:**

**Tel No:**

**Email:**

**Converter:**

**Tel No:**

**Email:**

**Machine Supplier:**

**Tel No:**

**Email:**

**9. CATEGORIES ENTERED AND WRITTEN STATEMENT** - Your opportunity highlight important details that should be taken into account and to tell the judges why your product or pack should be a winner.

Please give the reasons you are entering a category and include a more detailed description of the format and design, its key features and the reason for using aluminium foil or an aluminium closure.

**Complete a written statement for each category you are entering.** If you are entering more than one category your more detailed description need only be included once unless there are specific features that need to be highlighted for a particular category.

**We recommend that you prepare your "Written Statement" for each category entered in a word document prior to completing this form.** You can then cut and paste your text into the appropriate boxes. Guidance notes can be found to the right hand side of each of the 5 Category Written Statement boxes. Please supply as much detail as possible to support your entry.

**Use additional documents, diagrams and enclosures in support of your entry.** These can be attached as separate files to your entry email. And do not hesitate to include anything else that you may think is important for the judges to take into account.

**TO ENTER:**

**MARKETING & DESIGN** - Go to the top of page 3

**CONSUMER CONVENIENCE** - Go to the middle of page 3

**RESOURCE EFFICIENCY** - Go to the top of page 4

**PRODUCT PROTECTION** - Go to the middle of page 4

**TECHNICAL INNOVATION** - Go to the top of page 5

**GUIDANCE NOTES**

**7. Full specification:** If the entry is a **new development which has not yet reached the market** please supply as much information as is possible. Please advise if the information supplied is to be kept confidential and for the purposes of the judging process only.

**Tick to enter Marketing + Design** (incl. shelf attraction)

**9.1. MARKETING & DESIGN - WRITTEN STATEMENT**

To enter other categories not on this page go to pages 4 & 5 OR **Go to page 5 to complete Section 10 and submit your entry form**

**Tick to enter Consumer Convenience**

**9.2. CONSUMER CONVENIENCE - WRITTEN STATEMENT**

To enter other categories not on this page go to pages 4 & 5 OR **Go to page 5 to complete Section 10 and submit your entry form**

**GUIDANCE NOTES**

**9.1. MARKETING & DESIGN - WRITTEN STATEMENT:**

Please give the reasons you are entering this category and include a more detailed description of the format and design of the pack or product, its key features and the reason for using aluminium foil or an aluminium closure.

As appropriate, include statements detailing: real improvements to graphic and structural packaging design; ergonomics; ideas which lead to greater shelf appeal at point-of-sale; marketing performance; meeting the needs of the market; impact on sales; differentiation and innovation ...

**9.2. CONSUMER CONVENIENCE - WRITTEN STATEMENT:**

Please give the reasons you are entering this category and include a more detailed description of the format and design of the pack or product, its key features and the reason for using aluminium foil or an aluminium closure.

As appropriate, include statements detailing fitness for purpose, functionality and developments that provide improvements to technical performance leading to advances in consumer benefits.

The judges will be looking for – fitness for purpose, safety; ease of use; open and reclose; clear labelling; shelf-life; product protection; safety and storage in the home. Other areas include preparation time in the home, serving sizes including single-serve and on the go packs, plus family packs and resealable eat-now/eat-later options.

To enter other categories not on this page go to pages 4 & 5  
**OR Go to page 5 to complete section 10 and submit your entry form**

**Tick to enter Resource Efficiency** (along the supply chain)

**9.3. RESOURCE EFFICIENCY - WRITTEN STATEMENT**

To enter other categories not on this page go to pages 3 & 5 OR **Go to page 5 to complete Section 10 and submit your entry form**

**Tick to enter Product Protection** (safety and hygiene)

**9.4. PRODUCT PROTECTION - WRITTEN STATEMENT**

To enter other categories not on this page go to pages 3 & 5 OR **Go to page 5 to complete Section 10 and submit your entry form**

**GUIDANCE NOTES**

**9.3. RESOURCE EFFICIENCY - WRITTEN STATEMENT:**

Please give the reasons you are entering this category and include a more detailed description of the format and design of the product or pack, its key features and the reason for using aluminium foil or an aluminium closures.

This category is designed to reward environmental effectiveness. Please include details of how this has been achieved and its effectiveness - e.g. material efficiency; energy efficiency; innovation; significant sustainability benefits and so on.

Include any documentation, facts and figures or research available to support or demonstrate the efficiencies achieved.

**9.4. PRODUCT PROTECTION - WRITTEN STATEMENT:**

Please give the reasons you are entering this category and include a more detailed description of the format and design of the pack or product, its key features and the reason for using aluminium foil or an aluminium closure.

This category will reward developments that provide packaging improvements across food, drink, pharmaceuticals, cosmetics and toiletries that ensure that the key benefits values of the product (nutrition, taste, health ...) are perfectly preserved until they are used or consumed.

The judges will be looking for information on how preservation efficiency has been achieved. Product protection also includes safety - hygiene, tamper evidence, anti-counterfeiting measures; safety in transportation, storage at retailer or depot, on shelf, storage in the home; protection against consumer injury.

Any other products using aluminium foil that meet the protection criteria may be entered.

Tick to enter Technical Innovation

### 9.5. TECHNICAL INNOVATION - WRITTEN STATEMENT

To enter other categories not on this page go to pages 3 & 4 OR Complete Section 10 and submit your entry form

### 10. Attestation

- I have read the terms and conditions of entry and accept them.
- The brand owner and others involved in the design, production and marketing of the pack or product entered, are aware of this entry and have given their permission (if required).

By sending this form to us you agree that we will process and store certain specific personal data and information about you. To learn more details, please visit [www.alufoil.org](http://www.alufoil.org) to read our Privacy Policy.

#### I am sending to arrive by 14 November 2019:

- Eight examples of the pack or product to be judged (non-returnable by the organisers)
- Minimum one high resolution (300dpi minimum jpeg, min size 15 x 10cm) by email, digital image on disk or flash drive, or three high quality prints (min 15 x 10 cm).
- Additional documents to support this entry

Date:

### GUIDANCE NOTES

#### 9.5. TECHNICAL INNOVATION - WRITTEN STATEMENT:

Please give the reasons you are entering this category and include a more detailed description of the format and design of the pack or product, its key features and the reason for using aluminium foil or an aluminium closure.

Entrants should demonstrate that research and development provides significant improvements to the technical performance of alufoil and alu closures. Please be very clear in explaining the innovation and its benefits.

The award will be presented to technical developments in alufoil and alu closures usage, either alone or in combination with other materials across a full range of structures and components. The development of innovative ideas should provide benefits for the brand owner, retailer, consumer and industrial user through the performance of a material, a manufacturing method or conversion process.

#### 10. Attestation

The terms and conditions of entry can be found in the Alufoil Trophy 2020 Brochure

If possible please email images and any supporting documents when you submit your entry form or ensure they arrive by the entry deadline date.

**Please click 'Submit Entry'.** This will automatically generate a XML data file attached to an email. A copy of the completed Entry Form in PDF format, for your records, will be emailed to you once processed. **(Please note:** It is difficult to extract entry details from a form that has been saved using Adobe Reader, or scanned, then emailed.)

#### AFTER submitting:

Click the 'Print Form' button and sign a copy of your entry form to include with your samples. (You will not be able to edit or add to a saved PDF copy of this form if you are using Adobe Reader)