

# Entry Form Award

**Deadline: 30 June 2020**



## ENTRY FORM

Please complete in black ink and in Capital letters

Name of company:

\_\_\_\_\_

(this would be the company to receive the Award)

Address:

\_\_\_\_\_

Post Code: \_\_\_\_\_ Country: \_\_\_\_\_

Tel no: \_\_\_\_\_ (with international and area codes)

Fax no: \_\_\_\_\_ (with international and area codes)

Email: \_\_\_\_\_

Contact name: \_\_\_\_\_

(this would be the person asked to receive the Award)

Contact job title: \_\_\_\_\_

Name any other companies involved with the product and explain their role:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please tick the Category/ies you would like to enter:

- Innovative Product 2020
- Product Design 2020
- Packaging Element Design 2020
- Creative Marketing Strategy 2020
- Sustainable Development Achievement 2020
- Prototype 2020
- Equipment/Machine 2020

**You may enter more than one Category.**

## ENTRY REQUIREMENTS

Please also refer to the Rules of Entry at the end of this document.

**The closing date for entries is 30 June 2020.**

The following elements need to be included with a completed and signed copy of this entry form:

- » One page Executive Summary.
- » On no more than four A4 pages (typed in 12 point font with single line spacing) please explain how your product/company meets the criteria for the Category you have entered.
- » At least five samples of the product, as well as some high quality (preferably professional) photographs of the product which show how the product responds to the Entry Criteria, e.g. close-up of innovative shaping.
- » Any other documentation, e.g. technical specifications, plans and diagrams etc, provided they are hard evidence of how your Award submission meets the Entry Criteria.
- » Entrants should include in their report details of their involvement in the work submitted and all participating parties should be acknowledged, e.g. outside designers, etc.

Photography must be high quality, suitable for use in the presentation at the Awards ceremony. Please do not write on the back of photographs as this will damage them; rather print captions on labels and place these on the reverse of photographs. If possible, a CD/USB of all photography would be ideal in addition to prints. Remember, the judging will be based upon your written entry, so please ensure you provide all Entry Requirements as requested on this form.

I/We have read the rules of entry and agree to abide and be bound by them. All photography has been fully credited where relevant, and copyright has been cleared for use in publicity by the FEA.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
(only one signature required)

### AWARD ENTRIES SHOULD BE SENT TO

This form should be completed and returned as soon as possible by post or email to:

FEA aisbl  
165 Boulevard du Souverain  
1160 Brussels  
Belgium

E-mail: [fea2020@aerosol.org](mailto:fea2020@aerosol.org)

## ENTRY CRITERIA

### - **Innovative Product 2020**

This Award is aimed at encouraging innovation and technical excellence by recognising those brand owners and fillers who have done something new and different with the aerosol package, for example a new application which introduces new markets and new consumers to aerosols.

### - **Product Design 2020**

This Award recognises those achievements in filled aerosol design/technology and decoration which increase the functionality, ergonomics and/or appeal of the final product to the consumer. Entrants should ensure that they highlight those areas where they believe the packaging breaks new ground and provide details (where available) of how this impact has translated to increased market acceptance and sales.

### - **Packaging Element Design 2020**

This Award recognises those achievements in aerosol packaging element design/technology and decoration. This Award Category would apply to any of the following design components:

- steel and aluminium cans
- glass and plastic aerosols
- valve and propellant systems

In the case of Steel, Aluminium and Glass/Plastics, these achievements may be due to the innovative use of colour, shape, graphic design or printing processes or the combination of these. Valve and Propellant Systems (which includes bag-in-can technology and all forms/ systems of releasing the product from the pressurised packaging) covers any achievements in systems that improve how the product is dispensed from the aerosol package. Entrants should ensure that they highlight those areas where they believe the packaging element breaks new ground and provide details (where available) of how this impact translated into increased market share and sales.

### - **Creative Marketing Strategy 2020**

This Award will be presented to an organisation which best demonstrates how it used a creative marketing campaign to boost awareness of its aerosol product – and the aerosol package in general – and increase sales. Entrants should provide details of their marketing strategy, including copies of advertisements, samples, any promotional literature and point of sale (where possible) and any other information that highlights the creative nature of the campaign and shows tangible results in terms of consumer awareness, sales or growth of new markets.

### - **Sustainable Development Achievement 2020**

This Award will be presented to an organisation which has demonstrated an outstanding commitment to Sustainable Development.

Entrants should demonstrate tangible and quantifiable results linked to aerosol manufacturing, products, markets, brands. For examples, a significant and quantifiable reduction in the environmental impact (on land, air or the marine environment), a significant and quantifiable reduction in the resource usage associated with their products or manufacturing and distribution processes, a significant decrease of incidents in an aerosol factory through a dedicated safety programme, a measurable change of consumers' behaviour in favour of a sustainable aerosol consumption, a tangible gender balance or diversity and inclusion initiative...

## - **Prototype 2020**

Prototypes are generally not shown 'publicly'. However some new designs and technologies require external investments and/or a sufficiently broad industry acceptance before launching on the market. Prototypes can also be used to demonstrate a company capability or to trigger new dreams.

This Award recognises those pioneering in their field with prototypes related to the aerosol industry which are not yet (before the closing date for entries), or will never be, on the market.

## - **Equipment / Machine 2020**

This Award is aimed at encouraging innovation and technical excellence by recognising those equipment and machine suppliers who have done something new and different to make their equipment or machine related to the aerosol industry more sustainable, faster, safer, more sensitive, more reliable, disruptive, more digitalised or connected ('4.0'), ...

This Award Category would apply to any of the following equipment/machines:

- Aerosol testing equipment and machines (for laboratory or production)
- Storage equipment and machines
- Aerosol manufacturing or filling equipment / machines
- Aerosol can-making machines
- Aerosol printing machines

Obviously, no equipment or machine should be shipped as 'sample' but entrants should ensure that they highlight those areas in which they believe their equipment / machine breaks new ground and is unlike any rival equipment or machine currently on the market.

## **RULES OF ENTRY**

1. The Awards will be made only on information presented in the official entry. The Organisers accept no responsibility for inaccurate or misleading information issued when using this information. The Awards do not constitute an endorsement or approval of a policy, a product container, valve, or any part of the package, nor do they constitute a determination that the packaging or labelling meets any National or European Laws or Regulation.

2. The entry submitted must be the work of the company(ies) named on the Entry Form.

3. Awards will be given to the entrant listed on the Entry Form. Unless the product owner is the entrant, the brand owner must consent to the entry being submitted and have confirmed the details given on the Entry Form.

4. All entries must be made using the official Entry Form which forms part of this leaflet and must include a one page Executive Summary; a detailed report, of no more than four A4 pages (12 point font size, single line spacing) which addresses all criteria in the relevant Award Category; at least five samples of the product (except for equipment / machines); some high quality photographs which show how the product responds to the Entry Criteria; and any other documentation, such as technical specifications, videos, plans and diagrams which may assist the judging. Entrants should include in their report details of their involvement in the work submitted and all participating parties should be acknowledged, e.g. outside designers, etc.

5. Products entered must have been launched on the international market between July 2018 and June 2020.

6.The Awards are open to all companies related to the Aerosol Industry in Europe and beyond and any national Aerosol Association, as well as companies of the Retail Industry.

7.Entries must be submitted with the official Entry Form no later than 30 June 2020. No late entries will be accepted.

8.Entries and supporting material will not be returned unless a specific request is made, before the closing date, so please ensure you have a duplicate of the entry for your own records.

9.Several entries from the same company for the same Award category will be allowed. However only one entry per company will be mentioned in the final five nominees per Award category. One product/line may apply simultaneously for several categories, in using different Entry Forms and in adapting the different applications to the respective categories. A sustainability advantage is a general criterion across all categories.

10.The Organisers reserve the right to re-allocate an entry into a more suitable Category and/or place entries in more than one Category. They will then return to the applicant with the request to adapt, if appropriate, its application according to the Category. In case of less than three entries for a Category, the Organisers may merge them with another Category if it makes sense; otherwise the Category will be withdrawn.

11.FEA/The Organisers reserve the right to publicise the Awards and the winners.

12.It is the responsibility of the entrant, if desired, to protect any aspects of the entry by copyright or applicable patents.

13.It is the responsibility of the entrants to ensure that their entries and supporting information arrive on time and in good condition. The Organisers accept no responsibility for entries which arrive late or damaged.

14.The Judges' decision is final, and no correspondence will be entered into.

15.The Organisers reserve the right to amend the Award Categories as required.

16.Entry into the Awards will be taken as acceptance of these rules.

17.Winners will be announced, and Awards presented at the FEAerosol2020 on 23 September 2020 in Lisbon.