

## Free your thoughts and think in new ways!

Create the perfect aluminium packaging. The competition invites Nordic designers, design engineers and architects to free their thoughts and think in new ways. The mandate is to create exciting and practical packaging wholly or partly in aluminium.

The designer of the most successful entry will receive a prize of SEK 25,000 with two runner-up prizes of SEK 10,000 and SEK 5,000.

## Competition announced in May 2009

Competition entries must be postmarked no later than 1 October 2009 and sent to Packalu Sverige at the address below.

## Presentation ceremony

The prizes will be presented at the trade's major seminar and social event on 6 November in Stockholm. The competition is being organised by Aluminiumriket Sverige on behalf of Packalu Sverige.

## Organiser

Contact person:

Håkan Jalling, [info@aluminiumriket.com](mailto:info@aluminiumriket.com)

Packalu Sverige  
c/o Aluminiumriket Sverige  
Framtidsvägen 10 A  
351 96 Växjö, Sweden  
[www.packalu.se](http://www.packalu.se)

# COMPETITION RULES

## The Nordic Aluminium Package Design Award 2009

### **Organiser**

The Nordic Aluminium Package Design Award 2009 is organised by Aluminiumriktet Sverige, a cluster of companies in Sweden that work with aluminium, on behalf of Packalu Sverige. The principal is Aluminiumriktet Sverige.

### **Nature**

The competition is to design consumer packaging manufactured wholly or partly from aluminium. Competition entries will be judged on the basis of design, creativity, innovation, appearance and user-friendliness. The packaging will also be assessed from an environmental perspective and in terms of how well it protects the content and its functionality in production.

### **Entrants**

The competition is open to anyone who wants to design and develop a packaging made wholly or partly from aluminium. The competition is aimed at students, and professional designers, architects and design engineers. It is open to all natural and legal persons in the Nordic region, with the exception of members of the jury and natural or legal persons to whom they are closely related.

### **Jury**

The jury, which is chaired by Tom Hedqvist, Principal of Beckmans College of Design in Stockholm, is made up of representatives of the packaging industry, the aluminium trade and designers. The jury is appointed by the competition organiser. The jury will under certain circumstances ask the finalists to create models in return for a fixed payment. The winning entries will be presented at the trade's major seminar and social event on 6 November in Stockholm.

### **Protection under industrial and intellectual property law**

Entrants are responsible for protecting their entries by applying for patents and protection of designs prior to submitting their designs to the competition. In particular, entrants' attention is drawn to the fact that patents and protection of patterns will not be granted if the invention/pattern was in the public domain before the application was submitted. The competition organiser relinquishes all responsibility for any consequences of participants' failing to apply for the necessary protection for their entries before submitting them to the competition. If an entry already has protection under industrial and intellectual property law, this must be indicated in the competition entry form, with details of the rights holder where appropriate. Where rights to the invention/design accrue to the competition entrant's employer, for example by means of an agreement to this effect in the contract of employment, the entrant must ensure he/she has the requisite permission to participate in the competition. This permission must be enclosed with the competition entry form.

### **Cost of materials**

Entrants are responsible for cost of materials arising in connection with producing their competition entries. The organiser is not liable for items lost in post or for entries which are totally or partly damaged in transit. The organisers will be liable for any damage incurred in connection with the work of the jury. The organiser's undertaking does not include freight costs.

### **Technical specifications for the competition**

Each entry must be accompanied by a clarification of the execution and an account of how the design is to be produced. Submissions may be in both two- and three-dimensional format. No more than three sketches, prototypes or transcriptions may be sent.

### **Registration**

To participate in the competition, preregister by sending an e-mail to the competition administrator Veronica Augustin at [info@aluminiumriktet.com](mailto:info@aluminiumriktet.com). A registration form and other information will be found at [www.packalu.se](http://www.packalu.se)

### **Closing date**

Competition entries must be postmarked no later than 1 October 2009. Entries should be sent to Packalu Sverige, c/o Aluminiumriktet Sverige, Framtidsvägen 10 A, 351 96 Växjö, Sweden.

### **Prize**

The first prize in the competition is SEK 25,000, with a second prize of SEK 10,000 and a third prize of SEK 5,000. Winners are liable for payment of any applicable tax and employer contributions.

### **Exhibition**

The competition organiser is entitled to exhibit the competition entries until 23 April 2010. The organiser is also entitled to display the competition results/documents in a touring exhibition.

## REGISTRATION

This registration form must be enclosed with your entry.

Code/number:.....

I call my entry:.....

Any other details:.....

Brief description of submitted product including mandatory information on area of use, technical solution, choice of material and other details which may be of interest to the jury:

.....  
.....  
.....

I enclose the following documents marked with my code/number (description and/or sketches, drawings, photos):

.....  
.....

.....: **CUT HERE** :.....

## NAME SLIP

In order to guarantee anonymity, this name slip must be detached and placed in a sealed envelope marked with your code. Send the envelope in the same package as your competition entry. Read the competition rules before completing the registration.

Code/number:.....

Name:.....

Street address:.....

Postal address:.....

Telephone (home):.....

Telephone (work):.....

Originator/Designer/Design engineer/Team:.....

The registration must be postmarked no later than 1 October 2009 and sent to:

Packalu Sverige  
c/o Aluminiumriket Sverige  
Framtidsvägen 10 A  
351 96 Växjö, Sweden.

NB Ensure the competition entry is clearly marked with the code/number combination comprising five letters and five digits you have created yourself. Enclose a digital image on CD of the respective entry in 300 dpi in approx. A5 format. Packalu Sverige [www.packalu.se](http://www.packalu.se)