




WPO
Student World Star
International
Packaging Design
Competition
TUNISIA 2008


STUDENT WORLD STAR 2008



The 3rd Student World Star
organised by
The Tunisian Packaging Technical Centre



assigned by



WPO
WORLD
PACKAGING
ORGANISATION



CALL FOR ENTRIES

Student World Star 2008



BRIEF

Entries can be on

Consumer/Retail packaging:

A pack, that will ultimately reach the consumer as a unit of sale from a merchandising outlet.

Transport packaging:

A pack, used to facilitate handling and transport of a number of sales units or secondary packs, including POS promotion ideas combined with packagings

Industrial packaging

A pack, used to facilitate commercial handling and or production processes, packs for industrial sizes

Student World Star
Tunisia 2008



ELIGIBILITY FOR ENTRIES

I. This competition is open to students enrolled in a collegiate-level design program (undergraduate or graduate)

anywhere in the world,

and who has already won an award at a National or Regional Student Packaging Design Competition among same level students.

Students from countries without a national packaging body can enter through a national student competition, which is recognized by WPO, or another WPO member organization

Student World Star
Tunisia 2008



ELIGIBILITY FOR ENTRIES

II. All projects entered, must have been designed/ completed not before 2007–2008 academic year.
(2005-2006 and older not accepted)

III. Applicants who have graduated within 2007, or fulfilling the conditions of the national student competition organizing institution, to be eligible as a student, will be accepted as students.

IV. All entry forms must include a photocopy of a current, official student I.D. to verify the student status of entrant.

Student World Star
Tunisia 2008



ELIGIBILITY FOR ENTRIES

V. Each entrant may send more than one project, which is fulfilling first and other rules.

VI. Entries of groups will be accepted.
However only group leader's / representative's expenses will be covered for the award ceremony invitation.
Other group members expenses may be covered partially.

Student World Star
Tunisia 2008



ELIGIBILITY FOR ENTRIES

VII. All forms and other documentation (including project explanations) must be in English.

VIII. Entrants grant the organizers the right to reproduce their work in their printed and virtualelectronic publications , as well as their web sites for the promotion of this competition and the organizers.

Student World Star
Tunisia 2008



ELIGIBILITY FOR ENTRIES

IX. PACKTEC and WPO assume all entries are original and are the works and/or property of the entrant/s with all rights granted therein.

The organizers PACKTEC and WPO are not liable for any copyright infringement on the part of the entrant.

Entries with missing “declaration of originality”, will not be evaluated.

The “declaration of originality” forms should be endorsed by the student competition organizing national institution.

Student World Star
Tunisia 2008



ELIGIBILITY FOR ENTRIES

X. Documentary proof has to be submitted to certify that the entry being submitted has already won a National or a Regional Student Award.

(A copy of the award certificate or a letter from the National or the Regional Packaging Body)

XI. None of the entries will be returned.

Student World Star
Tunisia 2008



METHOD OF JUDGING

Every entry is assessed in terms of six judging criteria by six judges.

Credit points (Ci) on each criterion varies from:

Excellent	(8)
Very good	(5)
Good	(3)
Average	(1)

Student World Star
Tunisia 2008



SIX JUDGING CRITERIA

Degree of innovation
Sales appeal/graphics
Environmental compliance
Ease of processing /manufacturing
Compliance with the packed product, convenience
Overall impression

Student World Star
Tunisia 2008



COMPOSITION OF JUDGES

3 Local + 3 International Judge


3 WPO member (President / Turkey / England)

1 representative from Design agency

1 representative from university, Packaging department

1 representative from Packtec, Technical manager

Student World Star
Tunisia 2008



The top 3 places will be entitled with
Student World Star

the next 10 projects will be given
honorable mention prize

At the end of scoring the remaining projects
which have a score higher than 100 points will be given
Certificates of Recognition

Student World Star
Tunisia 2008



ENTRY FEE

10 EURO for each entry,

Payments must arrive before

September 19th, 2008

at PACKTEC account

Amen Bank, Agence Alain Savary

Rib: 07 309 0075 103 300025 22

Code IBAN : TN 59 07 309 0075 103 300025 22

Code swift : CFCTTNTT

Student World Star
Tunisia 2008



ENTRY FEE

Payment alternatives:

- Bank transfer
- Credit Card (mail order)
- Telegraphic transfer (Western Union)

Please no bank cheques or cash with mail

Student World Star
Tunisia 2008



ENTRY PROCEDURE

Documents and Fee

To be sent to the

PACKTEC - Tunisian Packaging Technical Centre in

- a) One completed entry form for each entry package
- b) Entry fee (bank transfer/mail order/western union)
- c) A letter signed by the individual / group entrants declaring the originality of the entry (the text is attached)

Student World Star
Tunisia 2008



ENTRY PROCEDURE

d) A copy of a certificate or a letter from the National or the Regional WPO member Packaging Body certifying that the entry being submitted has already won a National or a Regional award at a Student Competition.

e) Pictures – high resolution digital images labeled with the name of the packaging (PC or MAC media, CMYK tif, CMYK eps, “DCS 2.0” and 300 dpi resolution on CD) showing a good representation of the pack.

Student World Star
Tunisia 2008



ENTRY PROCEDURE

f) A short report on the design concept, usage, foreseen material properties of the package not less than 25 words and not more than 200 words

g) A, 3D sample of package/prototype.
As alternatives to the prototype a scaled model or a 3D computer aided design (CAD) picture will also be accepted as a valid prototype.

Student World Star
Tunisia 2008



PROMOTION / MEDIA

The winners projects will be

- Published and introduced in the international and national trade press and general news media, as well as
- Exposed at various exhibitions
- Printed catalogues

Student World Star
Tunisia 2008



CONTACT AND DELIVERY ADDRESS

PACKTEC – Tunisian packaging technical centre
B.P. 64 El Khadra – 1003 Tunis, TUNISIA
Phone : + 216 71 772 755
Fax : + 216 71 773 300
Email : studentworldstar@packtec-tunisia.com

www.packtec.ind.tn

Student World Star
Tunisia 2008



DEADLINE

Entries must reach PACKTEC in Tunis, TUNISIA on or before
19th september 2008

Package should be marked
« STUDENT WORLDSTAR COMPETITION 2008 »

Student World Star
Tunisia 2008



RESULTS

I. - Judging of Student World Star competition will be held on
5th October 2008

II. - The winners will be announced on 17th October 2008 at
www.packtec.ind.tn and mailed to entrants e.mail addresses

- Also at www.worldpackaging.org

Student World Star
Tunisia 2008



AWARDS CEREMONY

- The awards ceremony of 2008 Student World Star
Competition will be planned on November 2008 during
the 2nd edition of Packaging Days.

- First 3 winners, will be hosted by PACKTEC for 3 days
including accomodation and travel

Student World Star
Tunisia 2008

Thank you



Student World Star
Tunisia 2008