

Category: For everyday use

1

The motto of this year's edition of the contest is "give the second chance to packaging".

First and foremost, the packaging should be functional and creative.

Contestants are free to select any strategic conditions, target groups and the product featured in the packaging.

The task involves the design of the packaging structure made of standard cardboard or corrugated cardboard. The packaging should be able to give "the second chance" to the packaging after the product is unpacked.

The design may include the same packaging structure or one with graphics.

The packaging may contain suggested improvements: varnishing, stamping, gilding, perforations, etc.

The design should carry the features of "shelf ready" packaging.

The completed design should be submitted in the form of a model or a prototype.

Category: For a special occasion

2

The purpose of the contest is to design exclusive packaging for a bottle of alcohol.

The task involves the design of a packaging structure made of corrugated or standard cardboard.

The structure should be characterised by the uniqueness of the packaging, attention to detail and aesthetics.

The design may include the same structure or a structure with graphics.

The packaging may contain suggested improvements: varnishing, stamping, gilding, perforations, etc.

The design should carry the features of premium packaging. It does not have to carry the features of "shelf ready" packaging.

The completed design should be submitted in the form of a model or a prototype.

Contestants may receive support at Chespa involving the access to software, plotters, printers, consumables, substrates, etc.