



Presented by the
European Aerosol Federation



The second international Aerosol Awards has been launched by the FEA to celebrate the genius, creativity and technical excellence of the aerosol industry. Manufacturers, fillers, marketers and retailers are encouraged to enter any innovative aerosol products which they have launched onto the market between January 2011-June 2013. The closing date for entries is 30 June 2013. The winners will be announced and the awards presented at the prestigious Gala Dinner of the next FEA International Congress and Exhibition – **Aerosols 2013**.

AWARD CATEGORIES

- **Award for Innovation in Aerosol Package Design - 2013**
- **Award for the Most Innovative Aerosol Product - 2013**
- **Award for Environmental Achievement & Sustainability in the Aerosol Industry – 2013**
- **Award for Most Creative Aerosol Marketing Strategy – 2013**

ENTRY CRITERIA

Award for Innovation in Aerosol Package Design – 2013

This Award recognises those achievements in aerosol package design/technology and decoration which increase the appeal of the product to the consumer. 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 which improve how the product is dispensed from the aerosol package. Entrants should ensure that they highlight those areas where they believe the package breaks new ground and provide details (where available) of how this impact has translated to increased market acceptance and sales.

Award for the Most Innovative Aerosol Product – 2013

This Award is aimed at encouraging innovation and technical excellence by recognising those marketers 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.

Award for Environmental Achievement and Sustainability in the Aerosol Industry – 2013

This Award will be presented to an organisation which has demonstrated an outstanding commitment to reducing the environmental impact of its products and/or processes. Entrants should demonstrate a tangible reduction in the environmental impact (on land, air or the aquatic environment) or a reduction in the resource usage associated with their products or manufacturing and distribution processes.

Award for Most Creative Aerosol Marketing Strategy – 2013

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 which highlights the creative genius of the campaign and shows tangible results in terms of consumer awareness, sales or growth of new markets.

JUDGING PROCESS

- » Judging will take place after the closing date of 30 June 2013.
- » Samples and photography will be a key component of the judging process, and entrants should therefore ensure that they include these with their submissions.
- » The Awards will be presented at the Gala Dinner at Aerosols 2013 (www.aerosolmadrid2013.com) on 25 September 2013.

PRIZES

The winners in each Category will hold the coveted 2013 Award and receive a special trophy; the winners will be granted use of the FEA International Aerosol Awards logo in their promotional literature.

AWARDS CEREMONY

The winners will be announced at the Gala Dinner at Aerosols 2013 (www.aerosolmadrid2013.com) in Madrid, Spain, on Wednesday, 25 September 2013.

HOW TO ENTER

Complete the attached entry form and submit with the relevant support material, as outlined in the form and rules of entry.

Our thanks to the British Aerosol Manufacturers' Association (BAMA) for working with the Spanish Aerosol Association (AEDA) to establish the foundation for the second FEA International Aerosol Awards.

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; some high quality photographs which show how the product responds to the Entry Criteria; and any other documentation, such as technical specifications, 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 January 2011 and June 2013.
6. The Awards are open to all members and non members of FEA and any national Aerosol Association, as well as members of the International Retail Industry.
7. Entries must be submitted with the official Entry Form no later than 30 June 2013. 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. Companies may enter as many Categories as they wish. The Organisers reserve the right to re-allocate an entry into a more suitable Category and/or place entries in more than one Category.
10. FEA/The Organisers reserve the right to publicise the Awards and the winners.
11. It is the responsibility of the entrant, if desired, to protect any aspects of the entry by copyright or applicable patents.
12. 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.
13. The Judges decision is final and no correspondence will be entered into.
14. The Organisers reserve the right to amend the Award Categories as required.
15. Entry into the Awards will be taken as acceptance of these rules.
16. Winners will be announced and Awards presented at the Gala Dinner of Aerosols 2013 in Madrid, Spain, on Wednesday, 25 September 2013.



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:

- Award for Innovation in Aerosol Package Design – 2013
- Award for the Most Innovative Aerosol Product – 2013
- Award for Environmental Achievement & Sustainability in the Aerosol Industry – 2013
- Award for Most Creative Aerosol Marketing Strategy – 2013

You may enter more than one Category.

ENTRY REQUIREMENTS

Please also refer to Rules of Entry on page 4.

The closing date for entries is 30 June 2013.

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. Please include photographs 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 and the hosts of Aerosols 2013, the Spanish Aerosol Association (AEDA).

Signature: _____ Date: _____
(only one signature required)

AWARD ENTRIES SHOULD BE SENT TO

Competition Secretary,
FEA International Aerosol Awards 2013,
c/o Spanish Aerosol Association (AEDA),
C/ Loreto, 2. Ent. 4º,
08029, Barcelona, Spain

to arrive by 30 June 2013 at the latest.