

A' Packaging Design Award Unveils Comprehensive Prize Package for 2024-2025 Competition

International Packaging Design Competition Reveals Extensive Benefits Package Including Exhibition, Publication and PR Campaign

COMO, CO, ITALY, January 27, 2025 /EINPresswire.com/ -- A' [Packaging Design Award](#) announces its comprehensive prize package for the 2024-2025 competition period, offering packaging [designers](#), brands, and manufacturers worldwide an

opportunity to gain recognition for their innovative designs. The highly prestigious award, organized annually since 2008, celebrates excellence in packaging design through a rigorous evaluation process that acknowledges outstanding contributions to the field. This distinguished accolade aims to advance the packaging industry by recognizing designs that demonstrate exceptional creativity, functionality, and sustainability.

The competition responds to the evolving needs of the packaging industry, where innovative design solutions play an increasingly crucial role in brand differentiation and consumer engagement. Through its comprehensive evaluation system, the award identifies designs that effectively address current market challenges while promoting sustainable practices and technological advancement in the packaging sector. The recognition serves as a catalyst for innovation, encouraging the development of packaging solutions that combine aesthetic excellence with practical functionality.

Submissions are welcomed across multiple categories, including consumer packaging, luxury packaging, sustainable packaging solutions, and innovative packaging technologies. The competition accepts entries from professional designers, design studios, manufacturing companies, and brands until February 28th, 2025, with results announced on May 1st, 2025. Eligible works must demonstrate originality, innovation, and practical applicability while adhering to sustainable design principles.



The evaluation process employs a blind peer-review system, where entries are assessed anonymously by an international jury panel comprising packaging industry professionals, academics, and design experts. Submissions are evaluated based on innovation, functionality, aesthetic quality, sustainability, and social impact. This methodology ensures a fair and transparent selection process that identifies truly exceptional designs.

Winners receive the comprehensive A' Design Prize package, which includes the prestigious A' Design Award trophy, winner's certificate, and lifetime license to use the winner logo. Laureates benefit from international exposure through inclusion in the yearbook publication, worldwide exhibitions, and an extensive PR campaign. The prize package also encompasses translation services, marketing support, and inclusion in various design rankings and classifications.

The award program serves a broader philanthropic mission of advancing society through superior packaging design. By recognizing and promoting innovative packaging solutions, the competition contributes to environmental sustainability, improved user experience, and technological advancement in the packaging industry. This recognition helps create awareness for the crucial role of good packaging design in addressing global challenges.

Interested parties may learn more at:

<https://packaging-design-awards.com>

About A' Packaging Design Award

The A' Packaging Design Award represents a significant platform for recognizing excellence in packaging design, welcoming entries from designers, agencies, manufacturers, and brands globally. The competition employs rigorous evaluation criteria to identify designs that demonstrate innovation, sustainability, and practical functionality. Through its comprehensive assessment process, the award aims to advance the packaging industry by promoting designs that combine aesthetic excellence with practical utility, ultimately contributing to the evolution of packaging solutions that benefit society.

About A' Design Award

The A' Design Award stands as a prestigious international competition dedicated to recognizing and promoting excellence across various design disciplines. Based in Como, Italy, the competition operates with a philanthropic mission to enhance society through good design. The award program utilizes a blind peer-review process and pre-established evaluation criteria to ensure fair assessment of entries from around the globe. Through its comprehensive prize package and extensive promotional initiatives, the competition aims to create global awareness for good design while motivating designers and brands to develop superior products that benefit society. Interested parties may explore jury members, view past laureates and participate at:

<https://packaging-design-awards.com>

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