

PAC SUSTAINABLE PACKAGING – STUDENT DESIGN COMPETITION 2009-2010

Competition Rules and Guidelines

A. What is the Student Design Competition?

The Packaging Association of Canada (“**PAC**”), Walmart Canada Corporation (“**Walmart**”) and SC Johnson and Son, Limited (“**SC Johnson**”) (collectively, the “**Sponsoring Companies**”) are challenging students to create a sustainable package design for a 765 mL container of Windex® and its associated spray application (the “**Product Design**”) and its retail-ready package that contains 12 X 765 mL containers of Windex® (the “**Package Design**”, the Package Design and the Product Design collectively referred to as the “**Competition Design**”) (the foregoing being the “**Competition**”).

B. Who is eligible?

All Canadian students enrolled in a recognized Canadian College or University (the “**Institution(s)**”) (excluding Institutions in the Province of Quebec) are eligible to enter the Competition (the “**Entrant**”). A maximum of five Entries (as defined herein) are allowed per Institution as decided by the institution.

All Entrants must be at least 18 years of age or older. Agents, representatives, employees and their respective immediate family members (defined as parents, siblings, children and spouses, regardless of where they reside) of the Sponsoring Companies are ineligible to enter the Competition.

C. What is the entry procedure?

Entries must include the following documents and materials:

- (a) one (1) three-dimensional (“**3D**”) mock up of the Product Design and its associated spray application;
- (b) one (1) 3D mock up of the Package Design (including twelve (12) containers of the Product);
- (c) ten (10) copies of the design rationale (the “**Design Rationale**”), which Design Rationale shall not exceed five hundred (500) words;
- (d) ten (10) copies of the Entrant’s Design or Packaging related program overview, such program overview to be issued by and in a form approved by the Entrant’s Institution; and
- (e) one (1) copy of the Competition entry form (the “**Entry Form**”), which is available at www.pac.ca.

(the “**Entry**”)

Entrants must send their completed Entry to:

PAC – The Packaging Association
2255 Sheppard Avenue East, Suite 420
Toronto, ON M2J 4Y1
Contact: Lisa Abraham, National Events Coordinator
Tel: (416) 490-7860 ext.213
Fax: (416) 490-7844
E-mail: lbrahim@pac.ca

To be eligible, Entries must be received by 5:00 PM EDT on April 1, 2010. All Entries which are incomplete, illegible, damaged, irregular, have been submitted through illicit means, or do not conform to or satisfy any condition of the Rules and Guidelines may be disqualified by the Sponsoring Companies or the judges. The Sponsoring Companies take no responsibility for lost, misdirected, late or destroyed entries, or for typographical or other production or distribution errors.

Entrants are limited to one Entry, whether a collaborative submission with another Entrant or an independent submission.

D. Prizes

The winning Entry will receive CDN\$3,000 (the “**First Place Prize**”). The first runner-up will receive CDN\$2,000 (the “**Second Place Prize**”) and the second runner-up will receive CDN\$1,000 (the “**Third Place Prize**”) (collectively, the “**Prizes**”). Where more than one Entrant participated on a single Entry, the respective prize will be shared equally by the collaborating Entrants.

Prizes must be accepted as awarded and may not be transferred or assigned. The Sponsoring Companies’ rulings are final and without appeal in all matters related to the awarding of the Prizes.

Each Participating Institution will receive a financial grant of CDN\$400 per Participating Institution. A Participating Institution means the named Institution of the Entrant. Each Participating Institution is only eligible for a single financial grant of CDN\$400 regardless of the number of eligible or winning Entries.

E. What are the guidelines for the 3D mock ups of the Competition Design?

The 3D mock ups submitted by Entrants must be a new work, specifically created for this Competition. There are no size restrictions with regard to the scale of the 3D mock up of the Package Design.

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F. How and when will the Student Design Competition Winners Be Selected?

The adjudication process will take place in April 2010. A minimum of three jury members, of which PAC, SCJ and Walmart have respectively each selected one qualified jury member.

Each jury member will independently review the eligible Entries submitted by the Entrants and select one winner, a first-runner up and a second runner-up. The jurors’ lists will be forwarded to PAC, who will tabulate the results and announce the winners on April 22, 2010.

The jury members will review the eligible Entries against the following criteria (the relative weight that the criteria is given is noted in brackets. A detailed explanation of the criteria is available at <http://www.sustainablepackaging.org/pdf/Definition%20of%20Sustainable%20Packaging%2010-15-05%20final.pdf>):

1. Is the Competition Design beneficial, safe and healthy for individuals and communities throughout its life cycle [**10%**].
2. Innovation – Does the Competition Design meet market criteria for performance and cost
 - Maximizes the retail-ready design to boost in-store labour efficiency [**10%**]
 - Maximizes the retail-ready design to boost in-store sales [**10%**]
 - Minimizes the retail-ready material content [**10%**]
 - Minimizes the cost of the package [**10%**]
 - Maximizes product protection [**10%**]

3. Maximizes the use of renewable or recycled materials **[10%]**
4. Physically designed to optimize materials and energy
 - Maximizes product / package ratio **[10%]**
 - Maximizes cube utilization **[10%]**
5. Package can be effectively recovered and utilized in biological and/or industrial cradle to cradle cycles **[10%]**,

and the top ten Entries will be ranked in accordance with the criteria set out above. The top three eligible Entries will qualify for the First, Second or Third Place Prize, respectively.

All decisions regarding the Competition and the selection of winners remain with the Sponsoring Companies and are final and without appeal. Competition Designs that are not original creations of the Entrant submitting them, or which are illegal, defamatory or in any way obscene, all as determined by the Sponsoring Companies, will be disqualified. All Entries become property of the Sponsoring Companies and none will be returned.

The odds of winning depend on the number and design quality of eligible Entries received as assessed by the jury members applying the criteria described above. The Sponsoring Companies reserve the right to cancel, suspend or terminate the Competition for any or no reason, including in the event that no eligible Entries or an insufficient number of eligible Entries are received, or in the event that in the collective opinion of the jury members and the Sponsoring Companies, none of the eligible Entries received satisfy the above criteria.

G. How will I know if I've won?

Starting early April, 2010 attempts will be made to contact the Entrants eligible for the Prizes at the telephone numbers provided on their respective Entry Forms for a period of ten (10) working days. Before being declared a winner, Entrants eligible for the Prizes must correctly answer a mathematical skill testing question. If a selected Entrant cannot be contacted within the allotted time, fails to correctly answer the skill testing question or declines the First, Second or Third Place Prize, as applicable, that Entrant will no longer be eligible to receive the First, Second or Third Place Prize and the next eligible Entrant will be contacted. The procedure outlined above will be followed until the Prizes have been awarded.

Entrants eligible for a First, Second or Third Place Prize will be required to return a signed release and acknowledgement form before being declared a winner, confirming compliance with the Competition Rules and Guidelines and releasing the Sponsoring Companies from any liability in respect of the Prizes. By entering into this Competition, Entrants expressly consent to the collection, use and disclosure of the personal information submitted with their Entries by the Sponsoring Companies, their respective agents and/or representatives only for the purpose of administering the Competition and in accordance with the respective privacy policies of the Sponsoring Companies unless an Entrant otherwise agrees. For greater certainty, each Entrant consents to the use of his/her Entry, name, address and/or photograph, likeness, voice or statements in any publicity carried out by the Sponsoring Companies and/or their respective advertising agencies, without further notice or compensation from or liability to the Sponsoring Companies.

Further, all entrants will be required to certify that their Entries constitute their own unpublished works, and agree that Walmart and SC Johnson shall be the co-owners of all rights worldwide in any new design, concept, shape or trade dress, or other intellectual property rights (including copyright), know-how or proprietary information (whether patentable or otherwise) created or produced by the winners as part of their Entries into the Competition and such winners agree to waive all moral rights in and to such works in favour of Walmart and SC Johnson and agree to sign any reasonable additional documentation giving effect to this acknowledgment of ownership.

No correspondence will be entered into except with selected entrants.

H. Anything else I need to know?

This Competition will be run in accordance with these Rules and Guidelines, subject to amendment by the Sponsoring Companies. The Sponsoring Companies may withdraw, terminate or modify all or part of this Competition at any time in the event of production, printing, technical failure or corruption, tampering, unauthorized intervention, fraud or other unanticipated problems or irregularities, or mistakes of any nature whatsoever not directly caused by the Sponsoring Companies which in the collective opinion of the Sponsoring Companies affect the administration, security, fairness, integrity or proper conduct of this Competition, or the odds of winning. Entrants must comply with these Rules and Guidelines, and will be deemed to have received and understood the Rules and Guidelines if they participate in the Competition.

The terms of this Competition, as set out in these Rules and Guidelines, are not subject to amendment or counter-offer, except as set out herein.