

Sustainable and Retail Ready Packaging (RRP) Award **[draft]**

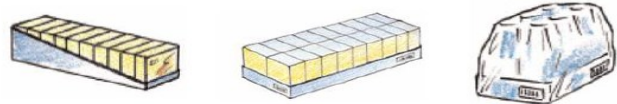
AIM: promote and drive adoption and introduction of sustainable and RRP solutions in Baltics.

Jury: Representatives of Retailers, Manufacturers, Industry Associations (GS1, Packaging associations).



What solutions are examined: Shelf Ready Packaging and SRP - Retail Ready Packaging (RRP). Samples:

Shelf - Tray/case on-shelf and end-of-aisle



Bonus points (optional):

- * Correct GS1 Logistic Label on transport units
- * Correct allocation of GTINs and labelling on all packaging levels
- * Product Data in GDSN Data Pool
- * Online Retail Ready (Digital Consumer Information Availability) checked against 2011/1169 EU Directive

Merchandising Unit – Promotional display, Dolly, Pallet / ½ Pallet / ¼ Pallet



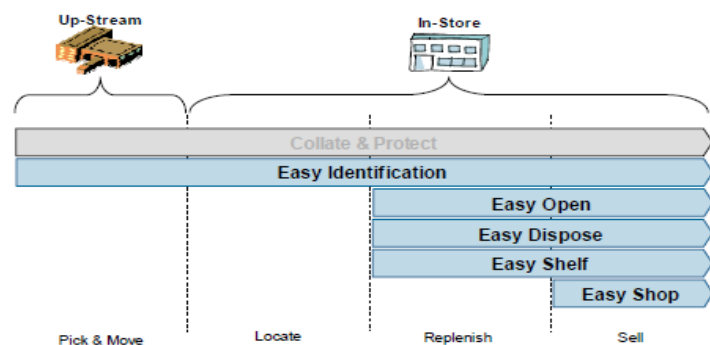
Re-usable – Plastic tray



What is measured?

Easy Identification
Easy Open
Easy Dispose
Easy Shelf
Easy Shop

Against ECR Europe Shelf Ready Packaging (Retail Ready Packaging) Guide.



Who can submit solutions to the award?

Brand owners, Suppliers/Distributors, Design and Packaging Companies

Award Ceremony?

The award is given on annual ECR Baltic Forum once year (11th November 2014, Jurmala)!

Business model (Fees):

Submit case: EUR 275 + VAT | EUR 125 + VAT ECR Baltic members | Free of Charge ECR Baltic Gold members.

The fee covers cost of jury and awards and gives 1 free pass to the annual ECR Baltic Forum.