



PACKAGING
ASSOCIATION
OF LATVIA

LATVIA STAR - BEST PACKAGING IN LATVIA' 2025

Competition Regulation

Competition objectives - to facilitate the elaboration of packaging production as well as the elaboration of packaging design in accordance with the requirements of the common market of the European Union, to support the circulation of the high quality packaging in Latvia, as well as to stimulate the development of ecological packaging and to promote production of environmentally friendly packaging.

Competition participants – the customers of the packaging production, designers, packaging manufacturers, packers, distributors of the goods.

The organizers of the competition reserve the right to invite participants of packaging competitions or packaging manufacturers from other countries to participate in the competition with their works in order to promote the international competitiveness of Latvian packaging of goods.

Competition entries may be works that are realized (creation of design, manufacturing, putting into production/sale) **by September 8, 2025**. Unlimited amount of entries can be submitted by each participant.

Competition supporters – the Ministry of Climate and Energy of the Republic of Latvia, the Association of Latvian Printing Companies, JSC *Latvijas Zaļais punkts (Green Dot Latvia)*, International Exhibition Company BT 1, *GS1 Latvija*, the Latvian Packaging Certification Center, Latvia University of Life Sciences and Technologies, Technology and Knowledge Transfer Department, Riga State Technical College etc.

The professional quality of the competition has been certified by the World Packaging Organization awarding the national competition organized by the Packaging Association of Latvia (PAL) with a Recognition Certificate.

The professional jury evaluates the competition entries in the following groups:

- **commercial packaging (primary, secondary):**
 - food and non-food products,
 - drinks (alcoholic, non-alcoholic),
 - pharmaceutical goods, cosmetics, household chemical goods;
- **transportation packaging;**
- **packaging for presentation;**
- **eco packaging** (material economy, nature-friendly packaging, recycling possibilities);
- **“new-for-old” and innovative projects;**
- **displays and stands;**
- **“save food” packaging;**
- **E-commerce packaging;**
- **complementary packaging** (labels, fasteners, holders etc.).

If necessary, the competition jury has the right to form subgroups in each of these groups or to make new groups. The submitted entries will be evaluated by the jury of experts only if the payment of the competition participation fee is made before evaluation day.

The criteria for the evaluation of the competition entries: protective functions of the goods, original approach to the use of materials and construction, functionality, economy of packaging materials, environmental aspects, design (advertising function, the correspondence to the product, etc.), the correspondence to the legislation norms (the texts, codes, marking, etc.).

Competition entries are evaluated by:

1. **professional jury** - the experts, packaging professionals, invited by the Packaging Association of Latvia,
2. **students** from Latvia University of Life Sciences and Technologies students led by Prof., Dr. sc. ing. S. Muižniece-Brasava;
3. **consumers** – the potential users of packaging, voting via internet – popular Latvian news portal and home page of Packaging Association of Latvia www.packaging.lv and Association *Facebook* account;

In accordance with the results of competition:

- jury of experts determine the best in each group of packaging and award the *GRAND PRIX* – free participation in the competition of the World Packaging Organization (WPO) - *WORLDSTAR GLOBAL PACKAGING 2026*;
- experts' comments the participants will receive in writing after the annunciation of results;
- competition supporters - the Ministry of Climate and Energy of the Republic of Latvia; Association of Latvian Printing Companies; LLC *Latvijas Zaļais punkts (Green Dot Latvia)*; International Exhibition Company BT1; *GS1 Latvija*; Latvian Packaging Certification Center, Latvia University of Life Sciences and Technologies, Technology and Knowledge Transfer Department, Riga State Technical College, Latlazerpak etc. - evaluate the works and award special prizes.

Competition entries submitted by **September 1, 2025** will be exhibited on the stand of the Packaging Association of Latvia in the exhibition *RIGA FOOD 2025* (4.-6.09.) for the evaluation of the exhibition visitors.

To take part in the competition, the following information must be submitted:

- [competition entry form](#) (for each entry, sent by e-mail and/or submitted in paper),
- 2 packaging samples (1 packaging sample, 1 sample of the ready-made product),
- packaging description (artistic and technical specific properties of the packaging, as well as a description of the used materials filled in [here](#);
- photo of the packaging sent by e-mail (photo of the packaging on a neutral (preferably light) background, where the packaging itself is clearly visible, without other auxiliary elements).

Please send the competition documents electronically to info@packaging.lv from July 15, 2025 till September 8, 2025.

The samples of the packaging must be submitted to the Packaging Association of Latvia in Riga, Vienības gatve 11, Latvia, LV-1004, from August 1, 2025 till September 8, 2025 by previously agreeing the submission time by ph. +37129126494.

Competition participation fee:

For the members of the Packaging Association of Latvia:

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|---|---------|
| ➤ one entry | EUR 90 |
| ➤ complementary packaging | EUR 50 |
| ➤ packaging project (including the evaluation of the description) | EUR 130 |
| ➤ packaging series (at least 3 packaging units) | EUR 150 |
| ➤ complementary packaging series (at least 3 packaging units) | EUR 90 |

For other participants:

- | | |
|---|---------|
| ➤ one entry | EUR 120 |
| ➤ complementary packaging | EUR 70 |
| ➤ packaging project (including the evaluation of the description) | EUR 160 |
| ➤ packaging series (at least 3 packaging units) | EUR 180 |
| ➤ complementary packaging series (at least 3 packaging units) | EUR 105 |

! If 2 entries are submitted, 10 % discount is applied; if 3 entries and more are submitted, 15 % discount is applied. All the amounts are indicated without VAT, as PAL isn't VAT payer. The competition participation fee must be paid according to the Invoice received. Payment information:

Latvijas Iepakojuma asociācija,
Reg. No. 40008011341,
Vienības gatve 11, Riga, LV-1004, Latvia
SEB bank, Account No. LV69UNLA0001001700812, BIC/SWIFT UNLALV2X.

The competition works starting November 1, 2025 **will be published** on the home page of the Packaging Association of Latvia *www.packaging.lv*

The final evaluation results announcement and awards ceremony will take place by the end of 2025. Competitors will be notified about the place, date and time of the event.

For more detailed information about the competition, please, contact: Latvijas Iepakojuma asociācija, Vienības gatve 11, Rīga, ph.: +37129126494, *packaging@packaging.lv*, *info@packaging.lv*.

You are welcome to participate in the competition!

On behalf of the competition organizers,
Chairwoman of the Board of the Packaging Association of Latvia
Ms. Sandra Muižniece Brasava