



PACKAGING COMPETITION

We would like to welcome you to the packaging competition of the 31st Mint Directors' Conference to be held on 26 to 29 April 2020, in Cape Town, South Africa. Cape Town was the first city in Africa to be named a UNESCO City of Design and commit to promoting innovation and design. It is our pleasure to honour this pledge by exhibiting some of the world's most creative coin packaging.

REGISTRATION RULES

- Entry to the packaging competition is open to MDC Official Member Mints and Observer Mints.
- Participants in the MDC 2020 Packaging Competition must complete the online registration, which is available on the MDC 2020 website (<http://www.mdc2020southafrica.com/competition>). Registration via email will not be accepted. **The deadline for online competition registration is 31 January 2020.**
- Each entrant must supply a sample of the packaging for the judging panel to make its decision. It is recommended that all entries be submitted via courier. Each entry must arrive at the South African Mint and be accompanied by a completed entry form no later than **Wednesday, 26 February, 2020.**

Delivery Address:

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- No metal coins are to be included in the packaging submitted. If coins are included in a package submitted to this competition, the package will automatically be disqualified.
- If the coin itself is key to understanding a package, then a high quality four colour image in actual size of the coin may be placed into the coin well or opening in the packaging being submitted. The coin well, or opening in which the coin image is placed, may not be sealed. These images will be removed after the initial viewing, enabling the judges to clearly understand the package and how it houses the coin while still being able to judge the packaging on its own merits.
- With each entry include a good quality image of how best to display the product and any additional items that the packaging may come with.
- Entry to the packaging competition is open to all official MDC Member Mints and Observer Mints.
- Entries may be from the country submitting the entry or from another government agency, which has contracted an official mint to produce the coin packaging.
- Packaging for coin products issued during these dates, **01 February 2018 to 31 January 2020**, should be entered. All previous MDC packaging competition entries are excluded from the 2020 MDC packaging competition.
- Each official MDC Member Mint or Observer Mint may enter only one packaging concept per category.

- There will be one winner per category, one second place and one highly commended entrant.
- There are four categories in the packaging competition:

CATEGORY I: MOST CREATIVE / INNOVATIVE AND UNIQUE PACKAGING

Entries in this category must demonstrate creativity, innovation and a uniqueness not seen before in numismatic collectible packaging. Exceptional product design is the focus.

CATEGORY II: BEST NATIONAL SET

Entries in this category shall best convey the identity of the issuing nation. This packaging usually displays the annual currency of the issuing nation. The product is easily recognisable internationally as being from the issuing country.

CATEGORY III: BEST PACKAGING TO ENCOURAGE COLLECTING

Includes all packaging that can house

- a multiple coin set in a series that will be collected over time. The coins along with the packaging create the story that needs to be completed. Or
- an individual package of an annual set, or
- an annual issue of coins in which the packaging of the series changes each year for several years and the coins remain the same from one year to the next. Only the date of issue changes. The series of packaging creates the story and not the coins.

The packaging is set-up in such a way that the collectors of the coin sets enjoy the story being created and have strong needs to complete the series. The satisfaction is so strongly felt that the owners of the series are encouraged to continue collecting.

CATEGORY IV: MARKETERS' CHOICE

These entries include all of the product entered into category I, II and III. A Mint may have an exceptional coin product that does not fit any of the first three categories and can therefore be submitted to the Marketers' Choice category.

EXHIBITION

The entries to the packaging competition will be exhibited on 26 to 28 April 2020 at the MDC 2020.

VOTING

- Each official MDC Member Mint and Observer Mint has one vote for each of the following categories: I, II, III.
- This vote is to be from the senior marketing representative of an official MDC Member Mint or Observer Mint. If there is no senior marketing person present during the conference, then the most senior representative of a mint may vote.
- A selected panel of judges will place the votes for category IV and contribute to the voting in categories: I, II, III.
- Voting will take place by secret ballot from 9am to 6pm during the first and second day (27 to 28 April 2020) of the MDC conference. In the event of a draw, the deciding vote will be made by the president of the MDC conference.

Panel of judges

Four people from the following industries / backgrounds will be the judges:

- Product designer
- Retail and commercial merchandise buyer
- Coin collector
- Coin dealer, distributor or trade representative

The conference host mint will invite national experts in each of the fields featured above to review and judge the packaging entries received in each of the categories. The panel will have discussions based on the accompanying material submitted by a mint for each packaging.

Each category will then be voted on in a secret ballot. In order to determine the first and second place and the highly commended entrant, the ballots from the panel of judges and from the mints will be counted. The MDC president will have the deciding vote in the case of a tie.

All winners shall remain confidential until the official award ceremony. **The winners will be announced at the Farewell Dinner to be held at the Cape Point Vineyards on 29 April, 2020.**