

From the President's Office



Package Designers Council

Post Office Box 3753
Grand Central Station
New York, N.Y. 10017
(212) 682-1980

1980 PDC GOLD AWARDS
PDC Competition

April 24, 1980

Dear Finalist :

I am very pleased to congratulate you on being a Finalist in the 1980 PDC Gold Awards Competition, a tough competition of 210 entries in twelve categories, juried by a mixed panel of independent design consultants, In-House Corp. Design Svcs Directors and Directors of Marketing Services.

Judging was scored on a scale of 1.0 (lowest) - 10.0. The Minimum Standard average score for Finalists is set at 6.5. The Winner of each category, one per category, is determined by the highest score in the category. No Award will be given to the category in which the highest score is below the Minimum Standard.

General information about the 1980 Entries is enclosed for your reference, together with an announcement of your Finalists. Please send in actual packages of your Finalist(s) to reach us by May 15th latest - for Press purposes. Where possible or feasible, remove the product for easier mailing. Be sure to complete the information requested on the Announcement form and return it to us with your packages.

The Winners will be announced at the PDC Gold Awards Dinner on Jun 2nd at the Windows On The World in New York City (Invitations to follow).

Many thanks for your generous support of the PDC Scholarship Fund. I sincerely look forward to personally congratulating you on the evening of Jun 2nd.

Cordially,

Charles Blondo,
President and
Chairman of the PDC Competition Comm.



Package Designers Council

1980 PDC COMPETITION

Competition Committee
227 East 44th Street,
New York, N.Y. 10017

Chairman: Charles Blondo
Coordinator: Lea S Liu (212) 867-0763

Category	Total # of Entries	Total # of Finalists
FOOD	51	18
BEVERAGES	14	8
TOILETRIES	11	6
COSMETICS	11	6
PHARMACEUTICALS	22	8
Household & Pet Prod's	23	12
Housewares & Home Maint.	16	8
Sports/Toys/Leisure	23	6
Tobacco	5	-
Promotional & Gift	9	3
Chain & Depart. Store	9	4
Automotive	13	3
C.I. & Industrial Pkg	3	-

YOUR FINALIST(S) :

Category	Title of Entry
HOUSEHOLD	DIXIE BATHROOM REFILL CUPS
HOUSEHOLD	DIXIE PLANT COLLECTION (REFILL CUPS)

Note: If the above Entry is a Winner, accepting the Award will be :

IRV KOONS
(Name of Individual accepting the Gold Award)
of the Firm of : IRV KOONS ASSOCIATES, INC.

(Return this form with actual packages to us by 5/15th.)