The winning idea behind Schools and Student Starpack is to introduce young people to the design process and provide them with an early introduction to the industry, to excite this next generation into thinking of packaging as a career opportunity. It is also a great opportunity for the students to showcase their great ideas and solutions directly to an industry which is looking for rising stars.

This year once again saw entrants take on the challenge with brilliant off-the-wall creativity and solutions to what were quite demanding briefs. The judges and sponsors were delighted with the quality of thinking that went into working up the structure and function, and the execution of the graphics to give punchy, on-shelf stand-out. It was difficult to choose the winners amongst so many great ideas!
Schools Starpack Awards – Entries for 2018

This year we had 190 packs submitted for judging and the judges awarded 50 Highly Commended, 25 Bronze, 21 Silver and 15 Gold awards as follows:

**Brief A: 13 entries submitted**
- 4 Highly Commended
- 3 Bronze
- 3 Silver
- 2 Gold

**Brief B: 19 entries submitted**
- 6 Highly Commended
- 2 Bronze
- 3 Silver
- 2 Gold

**Brief C: 14 entries submitted**
- 4 Highly Commended
- 1 Bronze
- 3 Silver
- 2 Gold

**Brief D: 49 entries submitted**
- 13 Highly Commended
- 5 Bronze
- 3 Silver
- 3 Gold

**Brief E: 22 entries submitted**
- 6 Highly Commended
- 3 Silver
- 2 Gold

**Brief F: 39 entries submitted**
- 9 Highly Commended
- 4 Bronze
- 1 Silver
- 2 Gold

**Brief G: 34 entries submitted**
- 8 Highly Commended
- 10 Bronze
- 5 Silver
- 2 Gold

Student Starpack Awards – Entries for 2018

This year we had 143 packs submitted for judging and the judges awarded 20 Highly Commended, 16 Bronze, 14 Silver and 11 Gold awards as follows:

**Brief A: 44 entries submitted**
- 7 Highly Commended
- 5 Bronze
- 4 Silver
- 2 Gold

**Brief B: 16 entries submitted**
- 3 Highly Commended
- 1 Bronze
- 1 Silver
- 1 Gold

**Brief C: 8 entries submitted**
- 3 Highly Commended
- 1 Bronze
- 1 Silver
- 1 Gold

**Brief D: 11 entries submitted**
- 1 Highly Commended
- 1 Bronze
- 1 Silver
- 2 Gold

**Brief E: 2 entries submitted**
- 1 Silver
- 1 Gold

**Brief F: 51 entries submitted**
- 6 Highly Commended
- 8 Bronze
- 5 Silver
- 1 Gold

**Brief G: 8 entries submitted**
- 1 Bronze
- 1 Silver
- 2 Gold

**Brief H: 2 entries submitted**
- 1 Silver
- 1 Gold

Starpack Awards are awarded at the discretion of the judges. In addition, sponsors donate a wide ranges of prizes which include work placements, monetary and other gifts.
Student Starpack Best in Show

Second life product with Plaswood
Iris Bacar
Ravensbourne University

A well considered design solution that thoroughly explores material usage, design fundamentals and promotion of sustainability issues. Great model making skills with attention to detail and functional and practical appeal. Very strong design boards which follow the journey of the concept to final mock up. Excellent.

Schools Starpack Best in Show

The Great British Bottle
Ellen Redgrave
Lady Eleanor Holles School

Great concept, well produced mock-up. First take on design classic. Ergonomic and visual appeal make this product very exciting and relevant to the brief. Design boards clear, concise and well presented. Great model making - well done!

Eric Dickens Memorial Award

Loughborough University

The Eric Dickens Memorial is given to a college or university in recognition of its success and acknowledging that this is indicative of the high quality of packaging design evident at the college. We are delighted to announce that the Eric Dickens Memorial Award for 2018 goes to Loughborough University. Judges were very impressed with the awards achieved and consistency in the work produced.
The Schools Starpack Packaging Design Awards are designed to encourage students to take up a career in the exciting world of consumer packaging design. The school awards, now in their sixteenth year, form part of the Annual Starpack Awards programme which also includes the Starpack Industry Awards and the Student Starpack Packaging Design Awards for Colleges and Universities.
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<th>SILVER</th>
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<th>HIGHLY COMMENDED</th>
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THE BUG PACK

Sponsored by

THE BUG PACK

Introduction
Encouraging young children, particularly from urban and inner city areas to be more aware of our natural environment, nature and the wildlife that surrounds us in an initiative that many organisations like the National Trust are advocating.

The Brief
Using recycled plastic, design and develop a ‘fun’ pack for young children to collect a variety of bugs or insects for nature projects.

Points to consider
- Creative use of recycled plastic
- Ease of use and effective construction
- Safety and security of contents
- Consumer appeal through appropriate imagery and graphics

Materials to be used
The primary material to be 80% recycled flexible plastic and you may include in the construction another complementary packaging material to offer structure and stability if required (20%).

RPC bpi recycled products is the largest recycler of waste plastic film in Europe and the second largest manufacturer of polythene film products worldwide. RPC bpi recycled products is one of the most responsive and dynamic polythene film businesses in the world, a major player in what is rapidly becoming a truly global industry.
www.rpc-bpi.com/recycled/

RPC is a £2.5bn global design and engineering company specialising in polymer conversion in both packaging and non-packaging markets. The company celebrated its 25th anniversary in 2016, having grown from a UK operation with five factories in 1991 into a major global business with currently 140+ operations in 29+ countries, and over 20,000 employees. RPC operates in a wide variety of end markets combining its manufacturing skills with the expertise of its 24 design and engineering centres.
www.rpc-group.com
Gold, Best Portfolio and RPC-bpi recycled products Sponsor Award

Hexagonal Home
Ellie Trigger
Queen Elizabeth’s School/ Year 12

This is a beautifully presented portfolio with excellent illustrations. It gives a clear and thorough description of each stage of the project and provides a detailed exploration of product development.
Gold
Swatch for Bugs
Oliver Staddon
Queen Elizabeth’s School / Year 12
Well progressed research leading to a really innovative final outcome. The design journey was evident in the boards indicating a well-developed thought process, which led to making the most of existing closure mechanism within the waste plastic. The sponsors liked how the product and design carefully considered recycled plastics in the choice of material for the watch. The idea is fun and innovative. Clearly read the brief and understood the requirements - good job!

Silver
Spider Backpack
Kieran Croal
Reigate School of art @ east surrey college / AS/A2 Level
A nice construction with well-considered elements that produce a striking visual appeal. Great model. The sponsors liked that the backpack is made out of recycled plastic and how the bag looks like a character! A striking design.

Silver
Critters Crib
Grace Copeland
Queen Elizabeth’s School / Year 12
Really well considered structure and graphics that would make any bug happy. The structure is fantastic and the packaging design really impressive.
Silver

**HIVE**
**Charlie Hazell**
*Queen Elizabeth’s School / Year 12*

Interesting experimental structure that leads to a great outcome satisfying the brief and providing good viewing capabilities. Great work. The sponsors liked how the design is clearly plastic and were very impressed with the model and design.

Bronze

**Ladybird Backpack**
**Chantelle Gray**
*Reigate School of art @ east surrey college / AS/A2 Level*

An interesting solution to the design problem, well suited to manufacture with recycled materials. A very impressive design supported by a superb model – aesthetically pleasing and colourful. Well done!

Bronze

**Stacked Bug Tube**
**Olivia Morgan**
*St John’s Marlborough / Year 12*

Interesting design with well considered graphics and branding. A thoughtful design with verification feature added. The pack is great and the logo design is tasteful.
Bronze

Transparent Triangle
Jake Kilgallon
Queen Elizabeth’s School / Year 12

Excellent creative thought, with a well-developed project to fully support the ideas. The project considered both the needs of the bugs and the environmental elements of the brief. A really nice job. Great work and fantastic model.

Highly Commended

Butterfly Bottle
Megan Smilie-Page
Reigate School of art @ east surrey college / AS/A2 Level

A nice inventive, well-made model showing an innovative and visual solution to the problem. The sponsors liked the colourful, attractive design which is very easy to use and has good consumer appeal.

Highly Commended

Bug Binoculars
Richard Andre
St John’s Marlborough / Year 12

A practical outcome with well-developed materials and interesting structural design that makes good use of specified materials. The sponsors really liked the design featuring great touches such as the recycled logo, HDPE.
Highly Commended

Bug Lunch Box
Alexander Thomson
St John’s Marlborough / Year 12

Practical use of material with well-considered structure and graphics. The lunch box idea is different and the plastic material of the bag clearly demonstrates “second life” recycled product.

Highly Commended

Critter Cottage
Queen Elizabeth’s School
Helena Gifford / Year 12

Great concept, well branded and nice illustration with a very viable product at the end. Impressive model and design with clear instructions. The sponsors were impressed with the logo designs.
‘GOOD TO GO’ – FOOD PACKAGING FOR CHILDREN TO PROMOTE HEALTHY EATING

Sponsored by

Introduction
Promoting healthier food-to-go choices for children is an important step in the challenge to improve health and wellbeing, and reduce obesity. Packaging has an important role to play in encouraging smart food purchases.

The Brief
Using thermoformed plastic, or plastic film, design and create inspirational packaging to appeal to children to ensure they make the right healthy food to go choices.

Points to consider
★ Good visibility of the food contained
★ Easy accessibility of product and portion control
★ Appealing pack graphics to promote fun and education of healthy eating
★ Disposability, recycling or re-usability

Materials to be used
Dependent on school resources, models to be made out of an appropriate material to indicate or represent thermoformed plastic, or flexible film as the primary packaging, to be at least 70% of the overall packaging. Other materials such as cartonboard or labels can be used as secondary packaging to help visualise the finished solution.

Tutors and pupils are encouraged to look at the www.linpac.com website to see current examples of thermoformed and film packaging.
Klöckner Pentaplast - LINPAC
Winning School

Brighton College

Awarded to the school which has provided the best overall entries.

Gold and Best Portfolio

Crazy Caterpillar
Anvi Sanathi
Brighton College / Year 9

A well-considered design that explores multiple considerations for users and the market. A very well-reasoned project, well-made model with good shelf appeal. The sponsors praised the exceptional concept and development boards with excellent mock up. This entry meets all requirements of the brief. Well done.

Gold

Fruit Cubes
Alexander Fortune
Reigate School of art @ east surrey college / AS/A2 Level

The boards demonstrate effective thinking with a very engaging and achievable outcome. The sponsors thought this was an amazing idea. Answers the brief and makes fruit portions fun. Fantastic design elements and very impressive different printed designs. Good development boards, they flow well and tell the story of the journey. Well done!
Silver

Feed Me
Catherine Wardas
Bungay High School / Year 10

Good development of potential designs backed up with effective research into a child’s nutritional needs with a good final outcome. Good job. Excellent research to meet all requirements of the brief. Good understanding of sustainable eating choices in food, health and recyclability. Excellent mock-up and very impressive development boards outlining from concept to design to mock-up.

Silver

Trio Pack
Erika Kucina
Reigate School of Art @ East Surrey College / AS/A2 Level

Good result from the technology used to create an engaging characterized family of packs. The sponsors loved the snack packs. The good development boards take you on a journey and clearly explain the decision making. Well done!

Silver

Micky’s Nibbles
Catherine Morley
Brighton College / Year 9

A comprehensive piece of work, methodically developed resulting in a viable package. The sponsors loved the mock up. Excellent use of technology and materials. Very clear and concise development boards with excellent research and application.
**Bronze**

Ladybird Lunchbox  
Gracie Fox  
*Bungay High School / Year 10*

A practical solution demonstrating clear understanding of the brief with all points/requirements covered. Good understanding of the need for healthy food choices, as well as how packaging can help, plus consideration into material type. Very good development boards. A lovely concept, fun and eye catching!

**Bronze**

Peppa Pig  
Pun Danchaivichit  
*Brighton College / Year 9*

A comprehensive piece of work, well done. Fantastic eye catching, fun product. Excellent thought process and good market research.

**Highly Commended**

Harvey Sayer  
*Bungay High School / Year 10*

Useful research that seeks to explore the potential of the concept. Lovely, simple yet effective idea to encourage healthy eating! Excellent research conducted and understanding of plastics. Good amount of thought into recyclability.

**Highly Commended**

Train Treats  
Rafael Soeiro  
*Bungay High School / Year 10*

A well thought out piece of work. The sponsors loved the concept and the catchy product name. Good development boards outlining thought process from design to concept to well produced mock-up. Meets all requirements of the brief.
Highly Commended

Ivaylo Stoyanova
Reigate School of art @ east surrey college / AS/A2 Level

An excellent and agile pack. Clever use of graphics. Interesting how it folds into different shapes.

Highly Commended

Snacker Pack
Sophie Bradley
Brighton College / Year 9

A really well considered structure with strong branding. Overall a good, eye catching, versatile idea.

Highly Commended

Mango Cup
Bonnie White
Brighton College / Year 9

Good research with logical design development. Amazing development boards. Extremely concise and clearly thought out process from concept to mock up. Excellent background research.

Highly Commended

Katie Warren
Reigate School of art @ east surrey college / AS/A2 Level

Good research and exploration of ideas. Excellent mock up and design concept. A very good idea.
Introduction

Sweets can be a quick source of energy, a snack, a comfort, a reward and a token of appreciation. Being able to dispense sweets individually can have several advantages including the control of portions and the addition of a fun and play element to consuming sweets.

The Brief

Design an innovative and ‘fun’ piece of packaging that can hold a regular quantity of your favourite sweets. The pack needs to be able to dispense them individually or in portion amounts as well as be easy to be refilled when empty.

Points to consider

- The size and design of the dispenser, for easy usage and retail display
- Simple and easy refilling of dispenser when empty (it should take at least one full standard pack)
- The recycling aspect of the dispenser (if using a combination of materials they need to be easily separable)
- Fun and play element

Materials to be used

Dependent on schools resources for model making, dispensers to be produced using an appropriate material to indicate or represent plastic packaging. RPC are manufacturers of plastic packaging and if this unit went into production it would be made from polypropylene, polyethylene, PET.
**Gold and RPC Design Sponsor Award**

Swing the Sweets  
Shahriyat Ahmed Kazi  
*Greig City Academy / Year 9*

Good development with market potential. The sponsors loved the descriptive model. This is a very engaging design where the student has considered every aspect of the design brief and answered them very well. The visual appeal, mechanism and branding are all very well thought through making this a worthy winner.

**Gold**

Rocket Bottle Dispenser  
Ben Featherstone  
*Brighton College / Year 10*

A great idea well executed.

**Silver and Best Portfolio**

Sweet Clock  
Brianna Ahadzie  
*Greig City Academy / Year 9*

Great design development with market potential. Demonstrates a thorough thought process and development of the design. The portfolio provides clear information on every stage of the project.
Silver
Polo Shooter
Adam Auret
Harrow School / Year 10

A brilliant idea that is wonderfully executed. The models are great and the developmental steps are very good. Great secondary packaging.

Silver
Large Box
Patricia Cheung
Brighton College / Year 10

Great design development. The sponsors loved the development and the idea. The model shows the mechanism very well.

Bronze
Sweet Maze
Lena Yousaf
Ysgol Penglais School / Year 10

A good concept. Comprehensive research, looking at related dispensing products and considering materials, function and the environment. Good exploratory design development of ideas and a well thought through final design with a well produced final mock up. Well done.

Highly Commended
Cleo Maze
Britney Simmons
Greig City Academy / Year 9

Excellent research and development of design intentions. The final outcome ticks all the boxes.
Highly Commended

Candy Spritz
Safia Riache
Maiden Erlegh School in Reading / Year 9

An interesting concept, well executed.

Highly Commended

Tiffany Carrington
Greig City Academy / Year 9

A good idea with great shape. Very good descriptive and detailed development boards.

Highly Commended

Helter Skelter
Aaliyah Kamara
Greig City Academy / Year 9

Good development with fun shelf appeal. The sponsors like the nice idea using refills so the original pack can be reused. Great to see a working model has been made and experimented with. A very good presentation.
Introduction

Brexit is shorthand for saying the United Kingdom is leaving the European Union, merging the words BR(itain) with exit. With Brexit soon to happen, Logoplaste are looking for a bottle that puts the ‘Great’ back into Great Britain.

The Brief

Design and produce a 500ml bottle that reflects the ‘Great’ in Great Britain. This new bottle shape should represent an aspect of the UK that is recognisable and have features that would be a ‘must have’ for memorabilia collectors.

Points to consider

* The bottle must be related and/or recognisable as being an aspect of the UK
* The bottle must still represent the product it is used for
* Have a collectable value
* Be functional
* Consider the recycling aspect and its environmental credentials
* Have good display potential in store

Materials to be used

Dependent on school resources, models to be made out of an appropriate material to indicate or represent plastic.
Gold and Logoplaste Sponsor Award
Anne Bottle
Eleni Leontsini
Lady Eleanor Holles School / AS/A2 Level

Fantastic design with well-produced boards that clearly communicate the design intentions. An iconic design, very British with real world potential. Great design with themed approach.

Gold and Schools Best in Show
Phone Box
Ellen Redgrave
Lady Eleanor Holles School / AS/A2 Level

Great fun design taken beyond the obvious, well done.

Gold
Ergo Grip Bottle
Oliver Lowe
Brine Leas School / Year 10

Great concept, with great design potential. Effective and appropriate design development - great analysis and model making. Well done.
Silver and Best Portfolio

Diamond Robinsons
Amy Smith
Parkstone Grammar School for Girls / Year 10

Well-presented research boards with design potential.

Silver

Teapot
Matthew Ayling
Bungay High School / Year 10

Great structure and idea that has future potential.

Silver

Big Ben
Shizuka Homewood
Lady Eleanor Holles School / Year 12

Great design and visual communication of idea. Very British.
Bronze

Bulldog Bottle
Jacob Burden
Bungay High School / Year 10

Fun design that would have great shelf presence.

Bronze

Ketchup
Susie White
Parkstone Grammar School for Girls / Year 10

Great fun pack with an iconic British brand and good shelf appeal.

Bronze

Beefeater
Xin Wen
Parkstone Grammar School for Girls / Year 10

Great shape, great graphics well presented. Very iconic.
Bronze

UK Shape
Agon Gjakija
Westminster Kingsway College / BTECH Levels 2/3

Great idea, instantly conveys the British message.

Bronze

Phone Box
Florence Lithgow
Ysgol Penglais School / Year 10

Viable design solution with good model making. The research boards indicate a consideration of British design icons to develop an interesting solution for bottle shape. Well thought out final solution, with good evaluation and an excellent final mock up with good model making skills evident.

Highly Commended

Architectural Bottle
Samuel Jones
Simon Balle All-through School / Year 12

Interesting design supported by well produced development boards.
Highly Commended

Ice Bottle
Rosie Stewart
Simon Balle All-through School / Year 12
A good well produced mock-up with great sales appeal in its shape.

Highly Commended

Gerkhin and Mobile Phone Building
Matt Strange
Simon Balle All-through School / Year 12
Development of a good shape with potential.

Highly Commended

Anesh Kapoor
Morgan Swift
Simon Balle All-through School / Year 12
An interesting design with relevance to the brief.

Highly Commended

Cooling Tower Bottle
Sebastian Toombs
Simon Balle All-through School / Year 12
Good mock-up with potential.
Highly Commended

Gerkhin
Jack Tuson
Simon Balle All-through School / Year 12

Some design potential and nice unit model.

Highly Commended

Gerkhin
Jacob O’Connor
Shoeburyness High School / AS/A2 Level

A simple structure and nicely produced visual.

Highly Commended

Harvey Gregory
Cleeve Park School / Year 12

A great idea.

Highly Commended

Beefeater Yazoo
Ezra Readhead
Parkstone Grammar School for Girls / Year 10

Great fun design with fab shelf appeal.
Highly Commended

Lipton Tea
Kyle Spackman
New College / AS/A2 Level

Great design and model making, would be appealing on the shelf. Good development boards.

Highly Commended

Devon Custard
Megan Harris
Parkstone Grammar School for Girls / Year 10

Great shape & form. Informative visuals with good annotation.

Highly Commended

BA Plane
Oliver Corfield
New College / AS/A2 Level

Good visual boards.

Highly Commended

Rugby Ball
Liam Draper
New College / AS/A2 Level

Interesting concept and model. Good sales appeal for niche market.
Introduction

Shoe boxes come in an array of shapes and sizes and can be made from an even wider range of materials, from cardboard and plastic to fabric and fibre board. Their function is to not only protect and preserve but also allow retailers to stack and/or store the packaging effectively within limited spaces.

The Brief

Exploring a range of materials including fabrics, alternative textiles, as well as more traditional combinations of materials, design and develop an original and creative solution for the fashion industry for packaging designer branded shoes.

Points to consider

★ Originality of concept
★ Exploration and development of the idea
★ Experimentation of suitable materials and shapes
★ Storage and display within designer branded shoe outlets
★ Presentation and justification of final design

Materials to be used

No restrictions on materials, except if health and safety an issue, and combinations or complementary materials acceptable.
Gold and IOM3 Packaging Society Sponsor Award

Benjamin Wong
Westminster Kingsway College / BTECH Levels 2/3


Gold

Joseph Wardles
Brine Leas School / Year 10

Great shaping and design potential. Good finished mock up with eye catching graphics with good opportunity for display and product storage.

Silver and Best Portfolio

Kate Qian
Burgess Hill Girls / Year 10

Comprehensive development boards, visually appealing and referencing a good understanding of materials. Works well for the “designer” market. Well done.

Silver

Jack Day
Reigate School of art @ east surrey college / AS/A2 Level

Great use of materials and design techniques. A well produced structure with a mock up that has used material and techniques effectively. Appropriate research into shapes and materials. Would suit very niche market at top end price, maybe as special promotion. Great effort.
Highly Commended

Emily Jones
Reigate School of art @ east surrey college / AS/A2 Level

A very decorative final solution that suits the theme. Would suit Vivienne Westwood. Well done, very imaginative.

Highly Commended

Louis Morton
Reigate School of art @ east surrey college / AS/A2 Level


Highly Commended

Lily Martin
The Downs School / Year 10

Appropriate design development, with good visualisation of product for customer appeal - good for storage and secondary use.

Silver

Kyle Kumer-Shaw
Reigate School of art @ east surrey college / AS/A2 Level

Good design potential with great practical use. Good exploratory boards showing how your idea has developed and effective use of branding - good in store visibility and home use. Well done.
**Highly Commended**

Emily Bliss  
*Ysgol Penglais School / Year 10*

Show box research indicates effective consideration of customer needs and the age groups the brand is marketed to. The questionnaire undertaken to support initial ideas shows good design initiative. Development of a traditional shape with good use of materials and a well produced mock up.

**Highly Commended**

Ben Blackhurst  
*Brine Leas School / Year 10*

An interesting, elegant final solution, with form that is appealing and would work well in store. Well thought through development sheets.

**Highly Commended**

Claire Edwards  
*Brine Leas School / Year 10*

Effective structure with appropriate graphics giving great customisation options. Good visualisation. Well done.
Introduction

Although still recognised as one of the most important meals of the day, many people do not have the time to eat breakfast at home and due to convenience and time are looking at more options for eating breakfast on the move. Commuters and people walking to work with busy schedules need an easy to eat, nutritious breakfast product.

The Brief

Design a new and innovative cartonboard pack for a nutritious breakfast product that can be eaten on the move whether travelling or walking.

Points to consider

* Eating on the move suitability
* Easy to use by consumers
* Effective and appealing display potential
* Identification if single serve or multipack
* Freshness and protection of contents

Materials to be used

Cartonboard, with flexible film material for pack windows if appropriate.
Gold and Graphic Packaging Sponsor Award

Rozelin Akkaya
Greig City Academy / Year 10

The sponsors really liked the original graphics - it makes the pack stand out. A well constructed model and attention to detail. Well laid out boards with great attention to research. The sponsors liked that the user has been thought about - the product choice would make for a good breakfast.

Gold

Grace Johnson
Ribston Hall High School / Year 10

Fantastic concept taking an existing brand and product higher. Well developed boards that clearly show experimentation and development of ideas.

Silver

Joseph Ansah
Christ’s Hospital / Year 10

Effective, practical solution with sales appeal and good product identification

Bronze

Wesley Newman
New College / AS/A2 Level

The sponsors liked the compact all in one design - with the bright graphics it really says breakfast. Great visuals and effective structure.
Bronze

Ozilia Marques  
*New College / AS/A2 Level*

An alternative breakfast product with strong graphics. Interesting pack with potential. Informative visuals and good graphic appeal as well as practical functions.

Bronze

Giselle Liu  
*Christ’s Hospital / Year 10*

A neat solution with good shelf appeal and customer convenience.

Bronze

Colin Chow  
*Christ’s Hospital / Year 10*

Great research and fun use of graphics that lead to a visually interesting design with lots of shelf appeal.

Highly Commended and Best Portfolio

Issy Rees  
*Ribston Hall High School / Year 10*

A traditional pack solution supported by a very striking portfolio. It is beautifully presented and clearly demonstrates every stage of the project.
Highly Commended

Max Burrows
Kingston Grammar School / Year 10

Sponsors liked the concept and could see it working with different flavours/combinations.

Highly Commended

Josie Jones
New College / AS/A2 Level

Well produced mock up with good shelf appeal - good development of ideas explored. Nice illustration.

Highly Commended

Lauren Smith
Ribston Hall High School/ Year 10

Great concept, with good consumer appeal - fun branding

Highly Commended

Juliette Kingscote
Ribston Hall High School/ Year 10

The sponsors really liked how the breakfast had been thought about. The carry handle is a great touch.
Highly Commended

Rebecca Symns-Rowley
Brine Leas School / Year 10

The sponsors liked the graphics and contrasting colours.

Highly Commended

Anson Lui
Christ’s Hospital / Year 10

Great concept, well thought out with great customer appeal and shelf impact.

Highly Commended

Emmanuel Odujebe
Christ’s Hospital / Year 10

Bold colour choices make this pack stand out from the crowd. Boards are informative and visually interesting.

Highly Commended

Nelson Lopes Carvalho
Greig City Academy / Year 10

Very thorough research shows methodical approach to final design. Well constructed model.
UNPACKING ASTHMA

Introduction

After the success of the 2017 Unpacking Asthma challenge we ran it for a second year. One of last year’s winning designs is already in the process of being piloted in an NHS hospital. We are now looking to build on this success by developing a range of different solutions to help healthcare professionals with infant asthma treatment.

The Brief

Develop a packaging solution that helps reduce the anxiety of children under 6 who are having asthma treatment for the first time. The pack not only needs to contain all the items needed for asthma treatment but also needs to do it in a way that is fun and engaging for the child.

The DOT challenge is different from other awards in that it comes with a full class set of resources to support teachers with helping students meet the challenge. The resources come as part of CPD training for teachers.

DS Smith is a leading European packaging company of customer-specific recycled packaging with emphasis on state-of-the-art packaging design and local service close to customer facilities. With a product portfolio that includes transit packaging, consumer packaging, displays and promotional packaging, customised protective packaging and industrial packaging, DS Smith answers to each market requirement

www.dssmith.com/
Gold and Best portfolio

Gajivana Maeiyalagan
Croydon High School / Year 7

The judges were impressed with the well thought through, beautifully simple and novel design idea. The multiple, complex elements consider the range of stakeholders and their requirements incredibly well. Congratulations!

Gold

Sophia Ballard
Wimbledon High School / Year 9

The judges were impressed by the outside-of-the-box thinking to create something unique and engaging, designing the experience not just the product and the story created by the design development.

Silver

Indie Slimmon
Wimbledon High School / Year 9

The judges were impressed with how the spacer and inhalers are integrated into the experience, and the link to the mobile phone app.
Silver

Katie Jones
Wimbledon High School / Year 9

The judges were impressed with the attention to detail and the range of concepts explored.

Silver

Finley Meehan
Springwood High School / Year 7

The judges were impressed with the range of different ideas that were explored, in particular they liked the spy themed concept.

Silver

Owen Hopgood
Springwood High School / Year 7

The judges were impressed with the range of ideas explored, particularly the concept of GPS and the teddy attachment on the spacer to distract the child and lessen their anxiety.

Silver

Mamil Klopotowski
Ely College / Year 7

The judges liked the compact design with fold out trays making it portable and the drawer mechanism.
Bronze
Saskia Dickinson
Wimbledon High School / Year 9
The judges were impressed by the awareness of stakeholders, creative incentives for children to take the inhaler and the design development process.

Bronze
Matilda Russell
Wimbledon High School / Year 9
The judges were impressed by the idea of making features such as the spacer more fun and entertaining to the child, awareness of stakeholders, and pulling all of the pairs together to make a fun and enjoyable product and excellent prototype.

Bronze
Sophia Harley
Wimbledon High School / Year 9
The judges liked the use of drawers to store all the items in an engaging overall design.

Bronze
Susannah Brandt
Wimbledon High School / Year 9
The judges liked the approach to overcome the difficulties in effective asthma treatments, via a metaphorical approach. This demonstrates enhanced creative thinking and strength in being conceptional. Well done!
Bronze

Rosabel Wong
Wimbledon High School / Year 9

The judges were impressed by the creative process, unique and eye catching design, fantastic awareness to the stakeholders and that this is designed to journey, not just the product.

Bronze

Jemima Jennings
Croydon High School / Year 7

The judges very much liked that the design considers multiple elements in addressing a very complex problem. The design brings many aspects together in a simple and engaging way. Excellent exploration in considering “policing” asthma treatment to monitor and check compliance. Great referencing of advancing technology and demonstrating awareness of a complex world.

Bronze

Lilia Cassam
Ely College / Year 7

The judges were impressed by the attention to detail including the twist up mechanism, “hair handle” and the scratch to unlock codes.
Bronze

Alex Brewis
Ely College / Year 7

The judges liked the compact, portable design and how each element is integrated into the design of the chest. They also liked the snorkel idea.

Bronze

Jennifer Morgado
Ely College / Year 7

The judges were impressed by the fun aspect of the doll’s house and the storage drawers within it. They also liked the idea of snakes and ladders with facts about asthma.

Bronze

Charlotte Wragg
Ely College / Year 7

The judges were impressed with how the design meets the different requirements with various features.
**Highly Commended**

Talia Slatter  
*Wimbledon High School / Year 9*

The judges were impressed with the quality of the drawings and final model.

**Highly Commended**

Lucia Garcia Gutierrez  
*Wimbledon High School / Year 9*

The judges were impressed by the stakeholder awareness, the idea of using the storage device as a method of relaxing the child and designing the journey not just a product.

**Highly Commended**

Emily Palmer  
*Wimbledon High School / Year 9*

The judges liked the high quality prototype and the attention to detail in meeting the stakeholder needs.

**Highly Commended**

Nicole Foca  
*Wimbledon High School / Year 9*

The judges liked the high quality prototype and the attention detail in meeting the stakeholder needs.
Highly Commended

Poppy Swanton
Wimbledon High School / Year 9

The judges were impressed with the initial design exploration and subsequently how a game helps to lessen the anxiety of the infant to ensure compliance with treatment.

Highly Commended

Eliza Leutert
Wimbledon High School / Year 9

The judges were impressed with your awareness of the stakeholder, designing for your target market, the awareness about what they want, and the design development process.

Highly Commended

Kaiya Cheema
Wimbledon High School / Year 9

The judges were impressed with the attempts to specifically avoid anxiety and ensure the experience is a positive one for the child to lessen their anxiety. They liked the consideration of practicalities for travel, usability and monitoring the compliance for effective treatment. Stakeholder needs have been addressed well.

Highly Commended

Jasmine Bird
Springwood High School / Year 7

The judges were impressed by the different ideas that were explored and the clear presentation of how they work.
The Student Starpack competition, established in 1964, challenges students from a wide range of courses, some with a graphics emphasis and others concerned with structural/product design, as well as those from materials/technology courses, to submit solutions to problems set by brand-leading FMCG companies, design agencies, and manufacturers – and win recognition of their excellence.

The expectation is that students really challenge conventional thinking and break the rules with off-the-wall creativity and this is the key criterion for judging success.
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THE FUTURE MILK BOTTLE

Introduction

Over the years the common plastic milk bottle has become bland and unexciting. Some consumers may still remember the nostalgic sound of the traditional glass milk bottle that was delivered by white-coated milkmen and women, driving milk floats and delivering to your doorstep. Now the milk containers all look the same both in style and shape, fit for purpose but with no distinguishing features or character.

The Brief

To design the next generation of milk bottle packaging in the form of a 2-pint fresh milk bottle made from plastic. The solution still needs to be practical, easy to use and be handled by everyone including the elderly and children.

Points to consider

- Visual appeal and shelf impact
- Easy handling by a variety of age groups
- Functionality
- Effective dispensing and resealing
- Safe and secure delivery to the consumer purchasing online, and to stores from manufacturer
- Filling, storage and display

Materials to be used

For your mock ups use an appropriate material to represent plastic.
Gold and Logoplaste Sponsor Award

Fresh Milk Bottle
Ralph Deloso
Teesside University

Excellent contemporary design. Sporty feel to an everyday product. Well executed visuals, boards and mould, great branding and clear use and intentions.

Gold

Two Part Milk Jug and Bag
Robert Jones
Ravensbourne University

Interesting concept and shape development. Great boards well thought out. The box of milk doesn’t detract from the concept. Keeping it clean and simple really worked. Well considered model.

Best Portfolio

Halcyon Whitaker-Pye
Hymers College

An interestingly presented portfolio that clearly demonstrates how ideas were honed to the final design and how this design was made. Clear text makes it easy for the reader to follow the journey from concept to product and the photos and drawings support the narrative as well.
Silver

Ice Cold Milk, Future Milk Bottle
Chris Armstrong
Teesside University

Well-presented project. Great looking design with potential. Great branding, visuals and CAD. Great to hold.

Silver

Arctic Milk Bottle
Declan Carter
Teesside University

Great research with an interesting closure mechanism. Sleek design, quality look and feel. Great journey through ideas and product. Fantastic sketches exploring ideas and intentions. Well crafted model. Well done.

Silver

Milk it Makes You Stronger
Lorenzo Daquipil
Ravensbourne University

Simplicity of shape and branding is effective. Overall excellent effort, very professionally presented. Great style well executed.
Silver

MILKSHRINK Bottle
James Humphries
Loughborough University

Interesting concept, well-presented with good shelf appeal and branding. Fantastic futuristic bottle form that takes inspiration from usability, end of life and environmental aspects. CAD and sketches clearly show intentions and communicate ideas well.

Bronze

Simply Milk
Aron Vicencio
Ravensbourne University

Well considered solution with great presentation. Great overall design with potential. Really fantastic branding and visual shelf impact.

Bronze

Trouble-Free Milk
Sharifa Ledeatte-Williams
Ravensbourne University

Simple design and good development. A little difficult to handle with smaller hands, but could easily be adapted to work. Research into existing issues is thorough.
Bronze
The Utilitarian Milk Bottle
Josh Farquhar
Edinburgh Napier University
Well-presented project. Great looking design with potential. Great concept and form, very saleable. Form and efficiency clearly thought through. Really well considered. Branding and labelling is clean and minimal. Done really well. Very clear well presented infographic style boards.

Bronze
Collapsible Milk Bottle
Chris Barnes
Nottingham Trent University
Great branding and recycling aspects. Great form with fun lid that completes the look. Fantastic handle concept well thought through. Great boards with clear presentation. Well done.

Bronze
The Future Milk Bottle
Eliot Greenwood
Loughborough University
Sophisticated approach, great branding. Great concept with fun visuals that clearly express the intentions. Visuals and CAD work really well.
Highly Commended

Milk
Lucy Mitchell
Loughborough University

Great concept well done. The excellent model clearly represents the intentions. The form is safe but the branding is fresh and exciting with great graphics.

Highly Commended

Just Milk
Chantelle Wilson
Teesside University

Well-crafted models with well-considered graphics. Great design that ticks all of the boxes. Has real world market potential. Design is a little safe, but great grip and wedge shape.

Highly Commended

Mu Milk
Abul Habeeb
Teesside University

Futuristic concept based on a traditional design with great branding. Great boards, user testing excellent.
Highly Commended

Matinal Milk Bottle
Phoebe Thomas
Loughborough University


Highly Commended

Milk Bottle
Leon McPhillips
Edinburgh Napier University

Good research and development. Great sketches with lots of potential. Good branding. An idea with potential.

Highly Commended

Life Milk - Future Milk Bottle
Max Freeman
Loughborough University


Highly Commended

Charlotte Bradley
Hymers College

Good shape development, fun, strong use of branding. Interesting elements in your pack.
Introduction

E-commerce continues to evolve quickly with ‘sustainability’ and ‘zero waste’ high on the environmental agenda. Re-using packaging materials by developing means through which they can be re-utilised having fulfilled their packaging role, is becoming a focus for companies who wish to operate ‘sustainably’. Innovation in the design of this packaging is critical to maintaining customer and retail loyalty.

The Brief

To identify how corrugated board, with its many benefits of flexibility and inherent properties, can be used to promote a secondary use of the packaging, either in a retail environment or within the home.

Points to consider

* Innovation in shape and form
* Effective use of corrugated board
* Functionality – products contents held in place
* Security of contents
* Consumer appeal

The pack should also

* Prevent damage
* Hold products carefully in place, until the consumer receives them in pristine condition
* Secure products against tampering and theft

Materials to be used

Use the properties and flexibility of corrugated board.

EXTENDING BRANDS INTO THE HOME THROUGH E-COMMERCE PACKAGING

Sponsored by

DS Smith is a leading European packaging company of customer-specific recycled packaging with emphasis on state-of-the-art packaging design and local service close to customer facilities. With a product portfolio that includes transit packaging, consumer packaging, displays and promotional packaging, customised protective packaging and industrial packaging, DS Smith answers to each market requirement.

www.dssmith.com
Gold and DS Smith Sponsor 1st prize

Tidy As!
Mason Cook
Hull School of Art and Design, Open University

Great concept, effective and considered branding. The corrugated coathanger has been around for a while but never commercially viable, this may be the answer! Great idea - well done.

Silver and DS Smith Sponsor 2nd prize

And On
Aaron Marklew
De Montfort University

Good design development, great usability. Excellent idea. This could work in the market right now!

Bronze and DS Smith Sponsor 3rd prize

Amazon Book Shelf
Theodore Dickson
Loughborough University

Great concept, well-produced and presented. Excellent development process, concept could be developed further, nevertheless a brilliant piece of work.
Highly Commended

Flowers
Claire Thompson
Loughborough University

Excellent sketches and concept development with very sophisticated graphics and use of materials. A really good idea which with some refinement could be brilliant!

Highly Commended

2in1 Glasses Case
Scott Herbert
De Montfort University

Good research and development work. An excellent idea which would work as a “pearl pack”. Worth development.

Highly Commended

Multiple Book Packaging
Abigail Ooi
Ravensbourne University

Both a fun and functional pack which with some development could be a viable solution.
PACKAGING TO HELP REDUCE CONSUMER FOOD WASTE

Sponsored by

KP-LINPAC is a plastics manufacturer with over 40 years' experience designing and creating intelligent packaging to optimize the protection, preservation and presentation of food.

www.linpac.com

Introduction

It is estimated that there will be 9 billion people in the world by 2030. In the UK, we throw away 7 million tonnes of food and drink from our homes every year, the majority of which could have been consumed. It is costing us £12.5bn a year and is bad for the environment too. Fresh fruit and vegetables, homemade and prepared meals and bakery items are the most wasted foods by the consumer.

The Brief

Selecting from one of the following categories - bakery, convenience food-to-go or fresh produce – create a plastic pack that is recyclable or made from recycled content and helps reduce food waste by the consumer. Printed graphics on card or paper labels can be used to enhance the pack and help educate the consumer.

Points to consider

- Features of the pack that help reduce food waste
- Made from recycled material (use materials available to you to represent a recycled plastic)
- Functionality of the pack
- Visibility of the contents
- Protection of contents
- Visual impact

Materials to be used

Dependent on your resources, use an appropriate material to represent plastic to make your model.

Materials that KP-LINPAC use for this kind of solution is rPET (PET made from 100% recycled water bottle flake).
Gold and Klöckner Pentaplast - LINPAC Sponsor 1st prize

Portion Pots - Packaging to Reduce Food Waste
Edward Hepworth
Loughborough University

Fantastic concept and mock up with great branding and good shelf appeal. Answers every aspect of the brief and more. Original idea and outstanding thought process on next steps of packaging and end of life. Blown away.

Silver and Klöckner Pentaplast - LINPAC Sponsor Runner Up

Meal Snap
Megan Lincoln
Loughborough University

Good research, branding and development of a practical solution. Unique combination of ideas, answering all aspects of the brief. Excellent visual impact and fantastic story boards. Clear and well thought out thought process and concept development. Great consumer appeal.

Bronze

Aldi Bakery Tube
Kevin Motko
Edinboro University

Superb eye catching and fully functional concept. All aspects of the brief have been answered. Fantastic, clear and concise story boards explaining the whole thought process from brief to mock up. Amazing branding focus and shelf appeal.
Highly Commended

Family Food Assistance
Junjie Hua
Loughborough University

Great concept development and well produced boards. Fantastic answer to the brief. Very creative and imaginative concept. Excellent thinking outside the box with several useful functions. Good use of graphics in the presentation - clear understanding of thought process.

Highly Commended

Waste-Zero Bakery Bag
Peter Waters
Loughborough University

A unique and creative approach to keeping food fresh. Excellent concepts. Fantastic market research and analysis. Identified a new and original concept that supermarkets could use to combat the issue with food waste in bakery goods. Good integration of a pack labelling and excellent idea for stale bread on the back. Very creative and excellent mock up.

Highly Commended

Vacuum Packed Chicken
Taylor Courtney
Leeds Arts University

Great idea and branding of a fully functioning pack with good consumer appeal. Excellent research conducted to understand the current market place met all requirements of the brief. Concept is ready to mass produce. Potential to use for other fresh products. Well done.
Introduction

Pouring oil from the bottle into the filler hole in a car engine is difficult to do without making a mess in high-performance cars as the filler hole is smaller. Often additional utensils are required to aid the action of filling, like hoses and funnels, but this is time consuming and can still be messy.

The Brief

To design a pack that easily dispenses motor oil into a car filler hole without needing any extra utensils. The 5-litre bottle will need to allow control of oil flow but not add excessive costs. The design should consider ergonomics in use, anti-glugging for an even flow, space for adequate decoration and recovery of parts for recycling.

Points to consider

- Ergonomics
- Ease of use
- Dispensing feature
- Aspects of recyclability
- Visual impact and decoration
- Safety and storage
- Re-sealing feature
- Customer convenience

Materials to be used

Use an appropriate material to represent plastic (dependent on the resources available to you). If your design went into production it would be made entirely of the most commonly used packaging materials (polypropylene, polyethylene, PET). Standard techniques, including injection moulding, blow moulding, injection stretch blow moulding and thermoforming, could be used.
Gold and RPC Group Sponsor Award

Castrol Commander Motor Oil Pack
Beth Sanderson
Teesside University

Really excellent concept that is well presented. A very impressive well thought through design that meets very tough requirements of the brief. The approach and presentation were exemplary and the practicality of the design shone through. With minor developments it could be made tomorrow.

Gold

OptiFlow
David Donaghue
Teesside University

Good research with primary source development and strong appeal. A very worthy design. Demonstrates the design and principle very well. Although not entirely original, the approach is very competent and deserves praise.

Silver

Doybag
David Vidaña Zavala
Universidad Panamericana

Great sketches. The sponsors loved the unique approach to the issues of refilling motor oil.
**Bronze**

Shell Motor Oil Dispensing Pack  
Konrad Temple  
*Loughborough University*

Creative approach with great potential. The excellent ideas meet all the requirements of the brief. The sponsors loved the boards and the detail that this student has gone into. A very good presentation.

**Highly Commended**

Motor Oil Pack  
Tobias Cahill  
*Loughborough University*

A well presented concept. The sponsors particularly liked the sketches and explanation of the idea.
HIDR8 600ML WATER BOTTLE FREE-STANDING DISPLAY UNIT

Sponsored by

Smurfit Kappa
Open the future

Smurfit Kappa is one of the leading providers of paper-based packaging solutions in the world, with around 45,000 employees in approximately 370 production sites across 34 countries.

www.smurfitkappa.com

Introduction

Hidr8 is a revolutionary new water product that is produced by distilling pure spring water and adding electrolytes and minerals to deliver intense hydration with a pure crisp taste. In a busy retail environment, there are many brands competing for customer attention and claiming similar benefits with their products.

The Brief

Create a new free-standing display unit for the launch of ‘Hidr8 Water’ . The new unit needs to ‘introduce the brand’ to the public, be innovative in structure and shape but hold contents securely and allow them to be accessed easily.

Points to consider

* Creative and robust structure
* Holds products securely
* Communicates the brand and key benefits
* Simple assembly
* Visual impact and consumer appeal

Materials to be used

The free-standing display unit must be made from corrugated fibreboard and/or solid board.
Gold and Smurfit Kappa UK Sponsor Award

Hidr8 360
Megan Jackson
Loughborough University

Creative approach and appropriate design development, which has potential. Good development via mood boards. Strong board ID, ease of assembly and size for delivery considered. Good model inclusive of branding, a shame no branding on shelf fronts. Very strong, clearly deep thought process and very well presented. Very thorough research, looked beyond the brief (HIDR8 recycling). The strong design ID would stand out in store. Knowledge of print process demonstrated packing/build methodology. The sponsors were very impressed given no tutorial support.

Silver

Hidr8 Water
Quinn Thompson
Edinboro University

Good design approach with great branding. Answers the brief in terms of footprint and stock holding, understanding of market. Good concept but feel better suited to a semi or permanent display. Good range of ideas, with the stronger option developed. With refinement could be a working solution. Strong branding and a very good innovative solution. Good understanding of footprint and stock holding.
Introduction

Tea infusions with exotic ingredients and additional health benefits are increasingly popular and with the café culture boom. Nearly a fifth of the population visits a coffee shop on a daily basis. Consumers want that premium tea and coffee experience in their homes. The purchase of premium, organic, ethically-sourced and rare varieties of teas and coffees by UK homeowners is on the rise.

The Brief

To design and develop a new, exciting and eye-catching range of at least three tins for either teas or coffees. Students will need to create a fictitious brand targeting the quality retail sector, including duty free areas at airports and the higher-end retailers.

Points to consider

- Creative use of tin
- Marqueability as a set of three luxury tins
- Innovative use of decorative and graphic elements
- Re-usability as a secondary pack
- Shelf impact
- Consumer appeal as luxury gift packaging

Materials to be used

The set of tins must use tinplate as the core element but your models can be made of any appropriate material to represent the metal components. Similarly, any appropriate material can be used to represent the tin contents.
Gold and The Metal Packaging Manufacturers Association Sponsor Award

GivTEA - Luxury tea line provided for certain moods and a gift set
Francesca Atender
Loughborough University

A great design and very innovative final solution. Innovative and interesting shape, great stackability, luxury gift item anyone would be happy to receive. Excellent research.

Silver and The Metal Packaging Manufacturers Association Sponsor Runner Up

Sixteen51 Gourmet Coffee
Jordan Pugh
Solihull College and University Centre

Interesting approach with potential. Well thought through in metal. Graphical use with emboss and deboss detail and metallic effect are excellent. Design comes through well in primary and secondary packaging.

Silver and The Metal Packaging Manufacturers Association Sponsor Runner Up

Premium Exotic Chinese Oolong Tea
Chun Hei Lee
Loughborough University

Fun and interesting solution. A very clever and unique design, with good clear branding, in a design that pulls components together.
Silver and The Metal Packaging Manufacturers Association Sponsor Runner Up

Teaira Luxury Tea Tin
Wei-Ling Huang
Loughborough University

Clever and original design. Great shelf appeal - excellent gift idea.

Silver

Tealight tea packaging
Megan Fenner
Falmouth University

Great design appeal. Fabulous graphics and laser cutting combination. Great boards well presented clear communication.

Silver

Hawthorn
Charlotte Davis
Loughborough University

An interesting design with potential. Great exploration of ideas from a range of sources. Clear design intentions that have an aesthetic and practical use. Well considered graphics that bring the designs bang on trend. The model is an excellent representation of the design intentions. Well done.
**Bronze**

Infusion
Liam Murphy
*University of Brighton*

Interesting shape development and potential in expanding range. Sophisticated and elegant solution to the brief. Great models that professionally communicate design intentions. Well done. Boards are well presented, clear and concise.

**Bronze**

Deep Blue Tea Company
Liam Hopley
*Loughborough University*

A well presented concept and good use of material. Great branding - really interesting design.

**Bronze**

R’oil Tea Tea Tins
Kayla Cratty
*Edinboro University*

A unique design approach with appealing secondary use. Fantastic graphics and novel approach to form make this an exciting product. Boards clearly communicate design intentions. Great use of existing form.

**Bronze**

My Coffee ‘Tis of Thee
Sarah Bennett
*Edinboro University*

An interesting design concept with great branding. The excellent graphics give the project attractive shelf appeal with a strong theme. Clear boards, well presented.
Bronze

Mountain Brew Coffee Range
Oliver Williams
Nottingham Trent University

A fun pack with secondary use potential. Great final solution that explores fun shapes - well made with good sales potential.

Bronze

Simply Coffee
Matthew Lloyd
Loughborough University

Fantastic boards with clear design understanding of layout and composition. The final model would be very difficult and expensive to produce from metal but it fully answers the brief.

Bronze

“Eastern Steam” - Darjeeling Tea Train
Olivia Ablett
Loughborough University

An interesting concept with potential. Fantastic visual impact on the shelf and home. The great model does very well to communicate your ideas and intentions. Good strong branding and clear boards.

Bronze

The Botanist Coffee Company
Gemma Riley
Banbury College

A great use of illustration and type to create a visually interesting layout. Boards are clearly designed with development and experimentation. Great kitchen shelf appeal.
**Highly Commended**

Zula - An Eritrean Experience  
Cherelle Hibbert  
*Nottingham Trent University*

Great solution. Clear concept which could be enhanced by using metal or secondary pack. Great boards with clear communication and intentions. Sophisticated model outcome.

**Highly Commended**

Altitude  
Neve Ball  
*Leeds Arts University*

Fantastic branding with striking graphics. A cohesive collection with sophisticated outcome with lots of sales appeal. Well done.

**Highly Commended**

Arabic Inspired Coffee Gift Set  
Hannah Le Gassick  
*Loughborough University*

Interesting shapes and forms, with great shelf impact. Full informative boards that explore design ideas and justify intentions. Fab final model that visually and practically represent the design - well done.
Highly Commended

Bloom Coffee
Tom Flanagan
*Hull School of Art and Design*

Bold shelf appeal with fun graphics that would make a great collector’s item. Boards clearly communicate intentions and show off the work well. Well thought out secondary use/life.

Highly Commended

Kettle Down
Oli Cantrill
*Birmingham City University*

Great graphics that clearly communicate the product using humour and topical graphic trends. Boards clearly communicate intentions and deliver a fun brand experience.

Highly Commended

Riksha Tea
Harveen Marwaha
*Birmingham City University*

Fun trendy graphics led project that has great shelf appeal and is well developed through presentation boards. Good job.

Highly Commended

Luxury Range of Coffee Tins
Justine Bidwell
*East Surrey College*

A solution with potential. A brave attempt at a good design. Unique. A nicely presented portfolio which details every stage of the design process.
Introduction

Packaging is the gateway to the user experience and in our increasingly connected society we are demanding more from our packaging, wanting it to be smarter and more intelligent. Digital/virtual technologies are transforming our day to day lives – they can be used in a game/shared experience with family and friends.

The Brief

To create a new pack aimed at evening meal times for an existing brand in the marketplace. This could be a convenient meal solution such as ready meals, pizza etc. The brand is looking for a solution that will connect the user(s) with the product using digital/virtual technologies to encourage spending time together at meal times.

Points to consider

* Exploration of digital/virtual technologies
* Innovative packaging structure
* Functionality
* Promotion of consumer interactions/connections during meal times
* Visual impact and shelf appeal

Materials to be used

Cartonboard, flexible film material for pack windows.

Graphic Packaging International is one of the UK’s leading printed folding carton suppliers, producing packaging product for the food retail, beverage, consumer products and personal care sectors for a wide range of UK and European customers.

www.graphicpkg europe.com
Gold and Graphic Packaging Sponsor Award

The Golden Slice
Maximilian Brooks
Edinburgh Napier University

A sophisticated approach with excellent presentation and branding. Great attention to detail in the model and app simulation. Some good sketch exploration. A good way of bringing people together with competitive fun. We can see people would want to purchase again to win the 7th slice. An eye catching pack and a very well executed model. The judges especially liked the additional effort in creating an app simulation and could see this being a great pack to drive repeat purchases. A great use of competitive fun to bring people together.

Gold

Old El Paso Party Pack
Philip Matthews
Nottingham Trent university

Great design solution with built in family fun. A great use of an existing brand - sponsors could see this being a commercial pack. An excellent model. All of the elements have been thought about not just the technology aspect. Well presented boards - good to see research into different technologies.

Silver

Engaging Packaging for M&S
Alice McCutcheon
Loughborough University

Great design development, with interesting graphics and consumer appeal. Nicely laid out boards with some great graphic design. A good way to bring people together and experience a new cuisine. The links between virtual and reality are well thought out.

Bronze

The Bombay Wallah
Thea Willmott
Loughborough University

Well produced research boards and story boarding. A fun interactive way to bring the family together - the sponsors liked that the design considers out of home use as well as in the home.
Introduction

As one of the largest polythene film re-processors in Europe, RPC-bpi recycled products is a champion of UK recycling. It is their mission to increase the amount of waste plastic recycled in the UK as part of their commitment to the environment and sustainability.

The Brief

Explore the potential of ‘Plaswood’ 100% recycled plastic, and design an innovative use for this material within the retail sector to promote awareness of the importance and benefits of recycling packaging materials.

Points to consider

- Creative use of Plaswood
- Relevance to retail market
- Recycling message to shoppers
- Function
- Visual impact
- Overall presentation

Materials to be used

You may use any appropriate material to represent the recycled plastic for your mock up.

RPC bpi recycled products is the largest recycler of waste plastic film in Europe and the second largest manufacturer of polythene film products worldwide. RPC bpi recycled products is one of the most responsive and dynamic polythene film businesses in the world, a major player in what is rapidly becoming a truly global industry.

www.rpc-bpi.com/recycled/

RPC is a £2.5bn global design and engineering company specialising in polymer conversion in both packaging and non-packaging markets. The company celebrated its 25th anniversary in 2016, having grown from a UK operation with five factories in 1991 into a major global business with currently 140+ operations in 29+ countries, and over 20,000 employees. RPC operates in a wide variety of end markets combining its manufacturing skills with the expertise of its 24 design and engineering centres.

www.rpc-group.com
Gold, RPC-bpi recycled products Sponsor Award and Student Best in Show

Second Life Product with Plaswood
Iris Bacar
Ravensbourne

Great construction and design development, with excellent visual impact. Thorough creative design, with a strong recycle message. Comprehensive research into the manufacturing process and the recycling stats on the side of the stand are perfect - well considered. Sponsors also liked the recycle logo.

Silver

Planter with Shopping Bag Holder
Zofia Chrabaszcz
Ravensbourne University

A fantastic, well produced concept with great potential and a clearly defined idea. The fact that it helps to encourage plastic bags to be reused and the design uses 100% recycled plastic is innovative.