



STARPACK

STUDENTS

Competition 2027

BRIEF A

METAL INDUSTRIAL CANS REPURPOSED



**Metal
Packaging
Manufacturers
Association**

Sponsored by the Metal Packaging Manufacturers Association (MPMA)

The Metal Packaging Manufacturers Association is the lead voice of the UK metal packaging industry. The Association supports and represents members' interests on industry matters related to operational, regulatory and environmental issues. In addition, the work of the Association promotes the benefits of metal packaging and the sustainable attributes of steel and aluminium through education programmes, industry awards and relevant communication channels.

For guidance and helpful videos, visit:
mpma.org.uk

For inspiration:
uk.pinterest.com/metaltackuk/

Prize

Winner: £600.00 cash prize

Runner-up awards will be presented at the judges' discretion.

IOM3 presents trophies to Gold, Silver and Bronze and certificates to Highly Commended entries.

Enquiries

For enquiries or guidance on the brief, please contact Debbie Clements

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Introduction

The large market for industrial cans, known as general line cans in the trade, are used for many different products and come in many different sizes, but tend to be round or oblong in shape. They are already sometimes, but not often enough, used for other uses.

Functionality will be a key consideration, and as always visual appeal is very important to purchasers.

Metals are permanent materials, they can be recycled an infinite number of times without loss of quality, making metal packaging a key contributor to the circular economy.

The Brief

Take any industrial type can, that you may see in a DIY, automotive store or builders' merchant and adapt it for another use. You can choose from any shape or type of can, redesign, repurpose and rebrand it not for its intended use – i.e. a gift range of spa products in a paint can, snacks in a paint can, gin in an oil can, vodka in a cone top can etc.

Students must focus on the pack rather than the contents. It can be any shape or size from existing cans on the market, samples are shown on Pinterest. Your pack should use the exceptional properties of metal, and what stunning designs and finishes can be achieved with metal; be eye-catching, functional and have real shelf appeal.

Model pictures or rendering of the final design should be included with development boards.

Points to consider

- Have you chosen the right basic can for your product?
- High-quality branding, decoration and graphics - creative branding to enhance shelf impact and consumer appeal and add value to the brand.
- Textures, print finishes, and features, consider using the metal of the tin to highlight your graphics, design and brand.
- Finishes and features such as embossing, debossing, micro-embossing and perforations.
- Consider the right opening and closing options to suit your product; think about inclusivity and the opening experience.
- A unique after-use feature is a great consideration in building your design and is highly valued in the judging process.

Materials to be used

These types of packs are usually made of tinplate. Entrants do not need to specify the thickness of the metal. Materials other than metal should not be used in the main pack design.

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www.starpack.uk.com

The Starpack Competition is organised by the Institute of Materials, Minerals & Mining (IOM3) and endorsed by the IOM3 Packaging Group (formerly the Packaging Society)