



STARPACK SCHOOLS Awards 2022

BRIEF A

VINTAGE PACK FOR JUICES - WHAT IS NEW IS OLD

Sponsored by Logoplaste

Logoplaste are leaders in plastic packaging, providing an overall service for packaging R&D, in-house production and quality systems, backed by technical support and advice.

www.logoplaste.com

 **Logoplaste**



Prize

Prize to School
£500 cash prize + A visit to your school from the Logoplaste Innovation Lab technical team. The students will receive an interactive presentation addressing the hot topics associated with packaging design, as well as a live virtual tour around a Logoplaste manufacturing plant.

Prize to Pupil
£100 Cash Prize

Helpline

For guidance with the brief contact
Darren Wingrove

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✉ Darren.wingrove@logoplaste.com

Introduction

Old retro and vintage packaging designs that take Inspiration from different historical eras. Introducing Vintage designs allows brands to take 'generations' of iconic styles and design thinking and to re-engage by creating an old fashioned look with more 'wow factor' often inspired by the use of graphics, textures, embossing / debossing.

The perception of vintage can be inspired by how old it looks and by its visual style. Research old packaging designs from previous decades or centuries to help give some design inspiration. Design styles and labelling graphics have evolved over time so let's bring back the old as the new 'new'.

The Brief

Design a Vintage or retro 1 litre squash bottle for use with a cordial or juice concentrate product.

The pack design should be aimed at a luxury brand and take pride of place on the supermarket shelf. Think stand out shelf appeal and think how to engage with the consumer by the use of clever vintage / retro label graphics.

Ideally the pack design should be manufactured In Plastic and be suitable for recycling in current streams.

Identify a suitable brand that you want to pitch your design thinking on.

Points to consider

- Manufacturing and Supply Chain logistics
- Overall design aesthetics and user experience
- Material choice.
- Sustainability / Circular economy
- Packaging Second life.
- Stand out design and consumer experience. How will It Influence

Materials to be used

The bottle should be made of a recycled plastic, Ideally from PET.

It would be great if students could show some understanding as to why PET material properties benefit beverage packaging.

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twitter.com/StarpackComp
www.facebook.com/starpackawards

www.starpack.uk.com

The Starpack Awards are organised by the Institute of Materials, Minerals and Mining (IOM3) and endorsed by The Packaging Society (a Division of IOM3)



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BRIEF B

SUSTAINABLE SNACKING

Sponsored by Graphic Packaging International

Graphic Packaging International (GPI) is a leading provider of paper-based packaging solutions for a wide variety of products to food, beverage, foodservice, and other consumer product companies. The Company operates on a global basis. GPI is one of the largest producers of folding cartons and paper-based foodservice products and holds leading market positions in solid bleached sulphate paperboard, coated unbleached kraft paperboard and coated recycled paperboard. GPI's customers include many of the world's most widely recognized food manufacturers and brands.

www.graphicpkg.com



Prize

Prize to School
£500 to the winning school

Helpline

For guidance with the brief contact
Kate Jackson

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Introduction

As focus switches away from the pandemic, there will be a renewed focus on sustainability. Potentially even more so with covid-19 resulting in increased public concerns over the environment.

Cartonboard is a naturally renewable resource from sustainably managed forests, however not everyone knows how sustainable cartonboard is. With some seeing it as the reason for deforestation but European forests are actually 30% bigger than in 1950.

The Brief

Design an engaging snack pack that highlights the sustainability of cartonboard and encourages recycling or reuse.

You can consider any snacking item consumed in your house, when you are out and about, or at school.

Points to consider

- What food product/ snacking occasion are you going to pick?
- Where/ how is the snack typically consumed?
- How to engage the consumer in the sustainability/ recycling/ reuse message.
- Who is your target audience?
- Consider the graphics and branding, how can they communicate your message
- Consider how print finishes could be used to enhance your designs

Materials to be used

The pack should be created from carton board.

The properties of different types of cartonboard should be considered. Details of different carton board types can be found at www.graphicpkg.com

Cartonboard materials are available upon request.

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BRIEF C

PROMOTING HEALTHY EATING FOR CHILDREN WITH PLASTIC FOOD-TO-GO PACKAGING

Sponsored by Klöckner Pentaplast (kp)

kp is a plastics manufacturer with over 60 years' experience designing and creating intelligent fresh food packaging to optimize the protection, preservation and presentation of food. From clam shell takeaway trays, to minced meat trays and strawberry punnets in the supermarket, we create recyclable packaging solutions used by millions of people across 60 countries. We also manufacture barrier top lidding films and cling film to create the total pack solution on shelf.

Our products are used in lots of different fresh food categories, such as meat and poultry, fish, bakery, convenience, produce and food-to-go. We champion the reduction of food waste with the supermarkets, providing them with clever and innovative efficient packaging.

Most of our rigid food trays are made from recycled content (plastic bottle flake), by supercleaning and extruding the plastic flakes into a sheet which goes into our thermoforming ovens, and then gets stamped and cut into shape in our 20 food factories world-wide, resulting in the end packaging product.

www.kpfilms.com/en/food-packaging



klöckner pentaplast

Prize

Prize to School
Certificate to school

Prize to Pupil
£100 to the winning student

Helpline

For guidance with the brief contact
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Introduction

Children's Food Trust CEO Linda Cregan says: "The good news is that as a country, we've taken the first step: we know we've got a problem. Parents don't want to pass onto their kids the ravaging health effects of a poor diet that this generation of parents is experiencing. So now we've got to make sure every part of society is doing its bit to change the food environment we've created". "It's an environment which makes it so difficult for children to understand what healthy means, and for parents to push back against pester power. Whether it's less healthy treats from well-meaning friends and relatives, junk food in vending machines right outside the swimming pool changing rooms or sugary cereals with kiddie appeal on the lowest shelves at the supermarket – it's our new normal and everywhere we turn, we're sending confusing messages to children." <https://wellbeinginfo.org/self-help/health/healthy-eating/>

The Brief

Snacking for children is second nature, so promoting healthier fresh food-to-go choices for them is an important step in the fight to improve their health and wellbeing and reduce obesity. Packaging has an important role to play in encouraging smart food purchases.

Using plastic thermoformed (i.e. plastic heated to create a specific shape), the aim is to create inspirational and colourful packaging concepts for fresh food on-the-go to help engage with children (and their parents) to choose healthier products instead of food high in sugar, salt and fat.

Feel free to add graphics on a cardboard sleeve or paper label to create fun and educational branding and information about the food with consumer appeal. The packaging should be reusable and/or recyclable at the end of its life to help create a closed loop system (i.e. no materials have to go to landfill, but are reused in more packaging).

While bio-degradable and compostable plastics appear to be a good solution then are difficult to thermoform into a shape and not readily recycled at home or on-the-go. We would like you to consider easy to recycle polymers for your pack, like PET or PP.

Points to consider

- There is good visibility of the food, people shop with their eyes and their stomachs so it's more appealing if you can see the product and the packaging engages and attracts children with fun graphics and information
- Allows food to be eaten easily and mess-free on the go
- Clear portion control to reduce over eating
- Packaging which enables 'half now', 'half later' eating is encouraged but not essential
- Helps to educate children and parents on smart food choices to improve health
- It's easy to recycle

Materials to be used

Packaging to predominantly include thermoformed plastic components (vac formed is fine for prototyping if available), or flexible film as the primary packaging, to be at least 70% of the overall packaging. Other materials such as carton board sleeve or labels can be used as secondary packaging to help visualise a total pack solution like you would see on a supermarket shelf.

Tutors and pupils are encouraged to look at the <https://www.kpfilms.com/en/food-packaging/> website to see current examples of fresh food thermoformed and film packaging and also learn about our commitment to a sustainable closed loop packaging system.

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BRIEF D

PROMOTING THE REDUCTION OF WASTE BY DESIGNING PACKAGING TO BE REUSED

Sponsored by IOM3 Packaging Group

IOM3 Packaging Group is the technical community within IOM3 which focusses on packaging and the people working in the packaging sector.

We provide networking opportunities so people can share their knowledge and ideas, we support their personal development with packaging specific training and we put on events that help them to keep up to date with what is happening across the industry.

<https://www.iom3.org/group/packaging-society.html>

Packaging Group

I.M3

Prize

A cash prize to the school

Helpline

For guidance with the brief contact
Jude Allan

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Introduction

Recycling is a really important way of managing packaging waste but it also perpetuates the status quo of single use, where packaging containers are used just once before being treated as waste.

Sitting above Recycling in the waste hierarchy is reuse (or more accurately 'preparation for reuse') Packaging reuse can take many forms which fall into three broad categories

- Refill – a piece of packaging is refilled by the consumer either from a lightweight single use bulk pack or by taking it to a store to fill from a bulk container.
- Return – the packaging is returned once finished with, it is washed, refilled and the product sold to a different consumer.
- Repurpose or secondary use – an alternative use is found for a container.

The Brief

Design an engaging piece of packaging that is intended to be reused a number of times by refilling, returning or repurposing.

You can choose packaging for any product and examples could be packaging for food, health and beauty products, household items or pet products.

Use graphics and branding to communicate the message about how the packaging will be reused.

Points to consider

- Who is your target audience?
- How will you engage the consumer and communicate the message of reuse?
- How do you think the packaging will be reused?
- How many times with the packaging be reused for its original purpose?
- Would the packaging be recyclable in household recycling once it can't be reused any more?
- Could the graphics be adapted by the consumer to personalise the pack if it is to be refilled or repurposed?

Materials to be used

The packaging can be made from plastic, card, glass or metal

Consider the weight and durability of the packaging, it needs to be able to survive being reused but not so heavy or strong that its environmental burden is too high.

Consider the ease of adaptability of the packaging for repurposing.

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