



STARPACK

STUDENTS

Awards 2022

BRIEF A

PERSONAL DAILY CARE PRODUCT & BRAND

Sponsored by Aluminium Packaging Recycling Organisation Ltd (Alupro) & supported by The Aluminium Federation (ALFED)

Alupro is an industry funded, not-for-profit organisation with over 30 years experience representing the UK's aluminium packaging industry. We work to fulfil the industry's obligation to meet, and exceed, recycling targets for aluminium packaging.

We are achieving this by working in partnership with local authorities, the waste management industry and the wider metal packaging sector to develop and stimulate the UK's collection infrastructure. We also manage and run consumer information and education campaigns to encourage participation in recycling schemes.

www.alupro.org.uk



Prize

£500 cash prize to overall winner

Plus trip to Crown Packaging's Beverage Can Plant in either Botcherby (nr Carlisle) or Leicester.

Helpline

For guidance with the brief please contact Julie Meeks

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✉ julie.meeks@alupro.org.uk

Introduction

It is more important than ever for the future and health of our planet to consider material choices in new product design. However, there are still unrecyclable materials used in many different forms of packaging that are having a negative environmental impact. Aluminium is a great material choice as it has many qualities that lend themselves to the design of sustainable, innovative, attractive, functional yet still fully recyclable packaging.

The Brief

We want you to create or re-design a package for a daily (i.e. non-luxury) personal care product, moving away from its usual plastic/flexible/multi-material/glass packaging to an infinitely recyclable aluminium solution. You will need to focus only on primary packaging and not use any secondary packaging. The product will need to be easily manufactured (in volume), have shelf appeal, marketability and be reusable or fully recyclable at the end of its useful life. The product should ultimately address the need to displace the use of unsustainable packaging in the marketplace, with consideration given to the entire life cycle (i.e. packaging production, filling, supply chain, retail, consumer use, recycling and reprocessing).

The brand design, values and communication messages are essential, as well as the actual design of the packaging. You will need to demonstrate real 'shelf appeal' that showcases sustainability and just what can be done with aluminium.

Points to consider

- Primary packaging is the packaging that most closely protects and is in direct contact with the product. For example, primary packaging in the beverage industry would be the bottle or can the beverage is sold in. Secondary packaging would be the cardboard/plastic wrap holding a number of cans/bottles together. The packaging needs to be able to be manufactured.
- Aluminium is light and strong so it can be manufactured in a variety of shapes and sizes, it takes graphics very well and its natural sheen and brightness gives it great 'shelf appeal'.
- The brand messaging for the product is equally as important as the design of the packaging. It should include a justification of why aluminium is the best choice for the packaging, not simply a different material choice, as well as the messaging for the product.
- The packaging needs to be able to be recycled easily, preferably through councils' kerbside recycling systems. You will need to take into account that any residual contents in your packaging after use, can easily be removed/cleaned.
- Think about the unique attributes of aluminium and use as many as you can in your designs.
- If your packaging is reusable or refillable, think how the package will be refilled and also consider the packaging that is used to refill your product.

Materials to be used

The packaging must be made out of aluminium or an aluminium alloy.

An actual mock up is not essential, but we do expect clear drawings/graphics to showcase the product. The design boards need to demonstrate how the product can be manufactured, filled, transported, marketed, consumed and appropriately recycled.



Training sessions on the benefit and uses of aluminium will be offered to students who choose to do our brief. Dates TBC Please email K_romback@alfed.org.uk to book your space.

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BRIEF B

GOING BACK GREENER

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

£500 and 1 week placement at our Bardon site.

Helpline

For guidance with the brief contact Kate Jackson

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✉ kate.jackson@graphicpkg.com

Introduction

During the economic shut down we have seen some reduction in pollution and emissions, however a greater reduction is still needed year on year to meet 2050's target. As we begin to recover and move out of lockdown, there are fears that the environmental gains we have made will be lost. Instead, we should see this as an opportunity to 'go back greener' and build upon them.

As well as the economic impact, covid has also resulted in a reduction in otherwise normal activities. A UCL Covid 19 social study found that meeting up with friends (64%) and family (61%) were the main activities missed during lockdown.

The Brief

As restrictions are lifted we will see a return to socialising, with some eager to entertain friends and family to make up for lost opportunities. Traditionally packaging designed for sharing can be over packaged, made up of multiple components and packaging materials.

Design a sustainable packaging solution that aids a shared social interaction with a responsible use of packaging materials.

We will be looking for a well defined, interesting scenario drawing on personal experience of your own missed social interactions. There should also be a well communicated journey through to the final design concept.

Points to consider

- Consider what you've missed during lockdown, and how packaging could have aided that experience.
- Consider what the shared social experience is.
- How the pack will be interacted with?, is it easy to use?, is it suitable for the scenario of use?
- Responsible usage of materials.
- The pack needs to protect the product(s) but not be over packaged.
- On pack graphics and print finish should be considered

Materials to be used

The pack should be created using primarily cartonboard. Other materials can be used alongside but must be fully justified.

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

Cartonboard materials are available upon request.

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STUDENTS

Awards 2022

BRIEF C

METAL PACK FOR A MOBILE PHONE AND ACCESSORIES

Sponsored by The Metal Packaging Manufacturers Association

MPMA is the lead voice of the UK metal packaging industry with direct links into a European market employing around 177,000 people across 760 companies producing over 98 billion containers each year. 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.

www.mpma.org.uk



Prize

£600 to the winning design.
Runner up prizes to be awarded at the judge's discretion.

Helpline

On request, MPMA will provide, in person, a lecture/session for students and tutors on designing and manufacturing in metal. Visit www.mpma.org.uk for guidance and helpful videos.

For inspiration see: <https://uk.pinterest.com/metapackuk/>

For guidance with the brief contact Debbie Clements

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Introduction

Since the emergence of the first commercial mobile phone in 1983, mobile phone adoption rates have grown exponentially. Around 14 billion people in the world now own mobile devices. The packaging considerations for mobile phones includes packaging engineering, the protection of the mobile phone from any damage in the distribution chain, and packaging design, the visual appearance and feel of the packaging for marketing and branding purposes. The whole should give the buyer a sensory experience that strengthens the brand.

The Brief

Design and develop a metal pack for a mobile phone and its accessories. A fictitious brand should be used. The pack should have a reuse function.

Be creative and original, how would Q package a phone for James Bond? It wouldn't just be a box! Research and exploit the excellent physical and decorative options metal has to offer.

Judges will be looking for a clear understanding of metal packaging manufacturing principles.

Pack design and functionality should be clearly presented on well laid out development boards and photos or illustrations of the model showcasing the final design should be submitted.

Points to consider

- The focus should be on the metal pack rather than the contents
- Decorative possibilities of metal ie. high quality graphics and print, print finishes, shaping, embossing and debossing
- Functionality of the pack with innovative and creative branding
- Shelf impact and consumer appeal
- Embrace the purchaser's anticipation in opening the pack
- Suitability of the pack for after use

Materials to be used

The pack must be made predominantly of tinplate and/or aluminium.

You do not need to specify the thickness of the metal. For the purposes of a model any appropriate materials may be used to represent metal. However, the judges will expect to see that metal packaging manufacturing principles have been considered in your design.

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STARPACK

STUDENTS

Awards 2022

BRIEF D

SUSTAINABLE SOLUTIONS WITH CORRUGATED CARDBOARD

Sponsored by VPK Packaging UK & Ireland

VPK produces recycled paper, corrugated cardboard packaging, solid board packaging, cores and tubes. The international packaging group operates according to a circular economic business model. Employing over 6200 people across 65 locations in 20 countries, the group recorded a turnover of €1.5 billion last year.

VPK UK & Ireland is an award-winning leader in packaging. As part of the VPK Packaging Group we can trace our roots back to 1907, delivering the sustainable corrugated packaging solutions customers demand.

In the UK and Ireland, we operate from seven strategically located facilities with sites in Desborough, Selby, Wellington and Limerick, and more recently through our acquisition of Encase we now have facilities in Banbury, Leeds and East Kilbride. At all our sites, we have had a strong investment strategy in the latest manufacturing and converting equipment.

www.vpkgroup.com



Prize

£500

Helpline

For guidance with the brief contact
Simon Astrop

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✉ Simon.astrop@vpkgroup.com

Introduction

Over the past 3 years packaging has become a major consumer concern. With focus being drawn in the media to the environmental impact of single use plastics many major brands and retailers are signing up to initiatives such as the UK Plastics Pact, targeting the elimination of single use packaging items by 2025. In addition to this consumers are becoming more frustrated by the challenges presented by the use of single-use plastics, actively choosing to not to purchase brands where the packaging is not easily recyclable.

The Brief

The challenge for this brief is to identify any product which is currently packed and distributed using a single use plastic and to design an innovative packaging solution replacement using 100% corrugated material.

The submission should include both the primary packaging used to contain the product and also any secondary / tertiary packaging which is required to collate/protect products through the supply chain. It is important to also pick out a single use plastic that you will be replacing with corrugated. Also, please pay attention and research the corrugated packaging manufacturing process to ensure that the product you design can be feasibly produced.

Points to consider

- Consider how the structure and graphic design elements used on the pack can enhance the consumers perception of the brand.
- Consider how the product is protected to prevent damage through the supply chain.
- Consider how the product will be displayed at point of sale/purchase.
- Consider the ease for the customer to open the pack and use the product.
- Consider the ease for the customer to dismantle and recycle the packaging.

Materials to be used

Corrugated Cardboard – of any thickness

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STUDENTS

Awards 2022

BRIEF E

FRESH MILK - THE FUTURE

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**

 **LOGOPLASTE**
INNOVATION LAB

Prize


£600 prize or

An all-expenses paid trip to Portugal to visit Logoplaste and our Innovation lab - the design and technical center for all group R&D activity.

You will work with our teams focusing on design, packaging and engineering support, raw materials & sustainability, and see inside the dedicated lab trials center where we actually produce rigid packaging and containers in the development phase.

Helpline

For guidance with the brief contact
Darren Wingrove

 + 44 (0) 7825 607 252

 Darren.wingrove@logoplaste.com

Useful links:

www.ensingerplastics.com

<https://en.wikipedia.org/wiki/Plastic>

Introduction

With the ever changing way that we shop, packaging is becoming more and more Important In protecting the product. Milk & dairy Is consumed 'on the go' and at home so the packaging Is required to deliver against shelf life requirement at the same time offering a visual and aesthetic point of sale to the consumer

In the past milk was purchased by consumers in shops or dairy's and placed in baskets or bags. Growth within of E-commerce and home delivery services means that the common polyethelene milk bottles now need to be robust enough to withstand their 'new supply chain' and the real mechanical Impacts exposed upon them. Society perception towards packaging has shifted with more environmental awareness. Does the current portfolio of 1pt, 2pt, 4pt and 6pt fresh milk bottles need to change to allow packaging to produced at the right weight and to deliver against todays different consumer / retailer expectations.

The Brief

We would like you to design a milk bottle (or portfolio of fresh milk bottles) for the next generation. A bottle or bottles that nicely promote the fresh milk product and that are designed to deliver against the current and future delivery methods.

The bottles will ideally be made of plastic so choosing a material that is recyclable and durable enough to withstand todays supply chain Is very Important

Consumer experience Is also key, how the consumer engages, how the bottles are used, how they are moved, stored and transported.

Points to consider

- Supply Chain logistics, transport and storage methods that the packaging will be subjected too
- Overall design aesthetics and user experience
- Material choice.
- Sustainability / Circular economy
- Packaging Second life.
- Stand out design and consumer experience.

Materials to be used

The bottle should be made of a recycled plastic. The main materials available are PET, or High Density Polyethylene (HDPE). Both materials are easily and widely recycled. It would be great if students could show some understanding as to what properties their chosen material has and why they have chosen it.

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Awards 2022

BRIEF F

HOME DINING IS THE NEW EATING OUT!

Robinson plc

Robinson specialises in custom packaging with value-added functionality for food and consumer product hygiene, safety, protection, and convenience. Their main activity is in injection and blow moulded plastic packaging operating within the food and drink, homecare, personal care and beauty sectors, providing products and services to major fast-moving consumer goods companies.

From soup and sauce pots and lids, to herbs and spice pots and flip top lids, to bleach bottles with caps and closures, or spray actuators and lids for shaving foam products, we create plastic packaging that combine sustainable features such as recyclability and lightweighting, with extended product shelf life, protection and consumer benefits such as tamper evident packs, child resistant closures and easy product dosing.

robinsonpackaging.com

ROBINSON

Prize

£400 and opportunity to spend a day with our teams who focus on packaging design, technical and engineering, sustainability, marketing and manufacturing. (Subject to agreement and dependent on Covid-19 workplace guidelines in place at the time).

Helpline

For guidance with the brief please contact Lubna Edwards

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✉ lubnae@robinsonpackaging.com

Introduction

The pandemic swept the world early 2020, touching the lives of everyone, impacting them personally, socially, professionally and financially. Numerous lockdowns, social distancing rules, working from home, and changes in employment subsequently had a transformational impact on consumer food purchases and eating habits. Many are still reassessing old spending patterns, reordering priorities, and have become accustomed to the 'new norm' of restaurant-type dining at home versus eating at pubs and restaurants. Consumers have not yet reverted to pre-Covid habits despite the opening of indoor hospitality, opting for home cooked meals with quality food ingredients to provide that premium dining experience.

The Brief

Select a meal of the day which will be cooked at home and shared with family and/or friends. The packaging should contain a meal kit with the correct amount of all ingredients and the recipe for easy home cooking. Consider how the packaging can enhance the home cooking experience and help the consumer provide a premium home dining occasion that can replicate a pub or restaurant meal. Include sustainability credentials of the packaging to educate and engage the consumer and encourage them to recycle.

Points to consider

- Consider the protective needs of the ingredients to ensure they do not get damaged or mixed-up during transportation or prior to cooking.
- How can the design of the packaging have retail shelf and consumer appeal to attract the consumer to purchase the home-meal kit?
- The packaging will need compartments to help separate ingredients and in the correct portions.
- The packaging must have sustainability features and benefits.
- Consider the information and communication needed on the pack to attract the consumer and help them enjoy an easy home cooking experience and dining in occasion.
- Educate the consumer to ensure there is no food waste.

Materials to be used

The primary packaging will be injection moulded, made from post-consumer recycled plastic and be recyclable. The whole pack should be 'optimised' so that not too much or too little material is used. Other secondary materials such as cardboard and/or labels can be used if needed but must be easily removable and recyclable. Consumer information and communication will be required so consider the packaging design and shape, as well as material selection.

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BRIEF G

PLASTIC PACKAGING TO HELP REDUCE CONSUMER FOOD WASTE

Sponsored by Klöckner Pentaplast

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

£300 to the winning student

Helpline

For guidance with the brief contact
Roxy Walker



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roxy.walker@kpfilms.com

Introduction

It is estimated that there will be 9 billion people in the world by 2030, which raises concerns about food shortage. 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's 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; protein or vegan protein alternatives; or fresh produce – can you create a total plastic packaging solution that is recyclable and contains recycled content which helps reduce food waste by the consumer?

Printed graphics on a separate card sleeve or paper label can be used to communicate the brand and share key food information to enhance the pack and help educate the consumer while encouraging them to recycle and avoid food waste.

While bio-degradable and compostable plastics appear to be a good solution they 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

- Consider the product inside – is it protected, is it preserved to extend its shelf life and how will the packaging and product stay and look the same after transportation
- Does the packaging solution reduce food waste? Consider size of pack, volume of product, portion size, etc. For example, number of days in the week and number of people consuming the product
- Who is your target customer? Consider who does the shopping and if it's appealing to them
- Consider the global megatrends of a growing population, the increase in single households and the rise of convenience shopping (little and often or on-the-go)
- Visibility of the product is key. Consumers buy with their eyes, consider polymer colour and visibility
- Efficient use of space, how would several of the products look on a supermarket shelf, can they stack for example

Materials to be used

Solution to predominantly include plastic thermoformed (vacuum formed is fine for prototyping) optionally with flexible film as the primary packaging. Other materials such as carton board sleeves or labels can be used as secondary packaging to help visualize a total pack solution.

See website www.kpfilms.com/foodpackaging for product examples.

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BRIEF H

TESCO MAX STRONG FRONT OF STORE DISPLAY

Sponsored by Smurfit Kappa Display

Smurfit Kappa Display is part of the Smurfit Kappa Group, a FTSE 100 company and one of the leading providers of paper based packaging solutions in the world with around 46,000 employees in over 350 production sites across 35 countries and with revenue of 8.5 billion euros in 2020. We are located in 22 countries in Europe and 13 in the Americas. We are the only large-scale pan-regional player in Latin America.

www.smurfitkappadisplay.com
www.smurfitkappa.com



Prize

£250 Amazon Voucher and 1 Weeks *Work Experience at Smurfit Kappa Display UK

*Work experience on site subject to agreement and dependent on Government Covid-19 workplace guidelines in place at time of organisation.

Helpline

For guidance with the brief contact
Louise Everett

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Louise.everett@smurfitkappa.co.uk

Introduction

Grocery retail is a very busy environment with brands competing to attract shopper's attention as they enter and navigate around the store. Research shows that shoppers make the majority of their purchasing decisions in store, which makes POS displays a key element of the marketing mix. Brands need to attract consumers and market products successfully by using POS displays that grab the attention of shoppers and differentiate from the competition, as well as being functional and easy to assemble.

The Brief

Provide an innovative and creative solution for the promotion and display of Walkers Max Strong 150g Sharing bags. Intended to appeal to beer lovers and aimed at social sharing occasions, Walkers Max Strong is a range of ridged crisps in bold spicy flavours. The display needs to promote and drive sales of Walkers Max Strong. It should be visually striking and incorporate significant stock holding. You may explore the possibility of interaction (lights/sound/movement) with consumers through visual format and graphics. The display will be sited in the foyers of large grocery retailers and will be immediately visible as shoppers enter. PepsiCo do not advertise to children.

Points to consider

- Please note that the main focus of this brief is to develop an innovative and creative structural concept. Submit no more than four presentation boards in support of your entry. Use market research imagery and sketches to demonstrate the thinking process behind your design.
- Visit stores and look at how crisps are stacked, displayed and shopped. Register for Smurfit Kappa Pop Watch – via our website: www.smurfitkappadisplay.com
- Consider the practicalities of your designs' stability and use of glue and tabs or even plastic rivets to assist assembly. Be aware of accessibility of product to the average consumer as well as ease of replenishment by store staff.
- The dimensions of overall display MUST BE: 2400mm (left to right) x 1000mm (front to back) x 2300mm (height). Total product weight under 500Kg and will be loaded in store. Ensure you maximise use of this footprint as the customer will be being charged a premium for this retailer floorspace.
- Consider the quality and impact of your colour model in relation to: graphical impact, display shape (you may use layered or 3D elements, you can exceed the footprint marginally to add theatre), use of lights/sound/motion if appropriate to your idea.
- Store staff or merchandising teams will be assembling your design. Think about how it will be built in store. What parts could be pre-assembled whilst keeping the pack at a manageable size?

Materials to be used

Corrugated cardboard comes in different shapes, sizes, thickness, fluting and board grades. Some consideration as to how this will influence your design would be a benefit within your boards. We would recommend you designing for EB Flute which is 5mm thick. Consider tolerances for parts of your display that interact. Is the part printed? Does it have a gloss or matt finish?

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