



STARPACK STUDENTS

Competition 2023

BRIEF A

REPLACING MULTI-MATERIAL PACKAGING

Sponsored by Aluminium Packaging Recycling Organisation Ltd (Alupro)

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 and a trip to Crown Packaging drink can manufacturing plant in Botcherby (Leicestershire) or Carlisle.

Helpline

For guidance with the brief please contact Julie Meeks

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www.starpack.uk.com

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Introduction

Multi-material packaging, or composite packaging as it is more widely known, is used in a variety of product packaging. Composite material is a combination of two or more materials with different physical and chemical properties.

Composite packaging frequently uses plastic alongside other materials (such as a thin layer of aluminium). Whilst this packaging can offer strength, lightness and an airtight package for the product it is protecting, it is not widely recyclable.

It is more important than ever for the future and health of our planet to consider material choices in new product design. 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

The challenge for this brief is to identify any product within the food and dried beverage market sectors which is currently packaged in composite material and to re-design the package using aluminium. 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 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 and specifically references 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.
- Example market segments to consider: ground & bean coffee, salted snacks, confectionary, sweet snacks, food pouches, culinary sauces, dried pulses and fresh or frozen convenience food such as ready meals or bbq foods.

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.



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BRIEF B

WORLD CUP QATAR 2022 - PROMOTIONAL SOFT DRINKS BOTTLE

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 or visit/tour to one of the world's biggest soft drinks manufacturers (UK site).

Helpline

For guidance with the brief contact
Darren Wingrove

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✉ darren.wingrove@logoplaste.com

Introduction

The World Cup 2022 will soon be upon us. Soft drinks companies are always looking for novel and innovative ideas to promote their products and brands.

The Brief

Your brief is to design a promotional soft drinks bottle that will elevate your chosen brand, and allow consumers to identify with the World Cup euphoria.

Size can be between 330ml and 750ml.

Points to consider

- What can be done to drive shelf stand-out and pack recognition via an iconic design? How could superior functionality be incorporated?
- Evidence of research into selected brand, and why you have chosen it
- Consumer convenience - functionality - opening, closing, handling, disposability and suitability of the product.
- Environment - recycle and reduce. Show consideration to environmental issues.
- Relevance to target marketing group
- Creative use of structure and form
- Maximum shelf impact & material selection
- Ease of use or other improved functionality
- Without compromising creativity, transportation should be considered

Materials to be used

Plastic - explanation for choice of material required.

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BRIEF C

METAL GIFT PACK FOR CHAMPAGNE OR SPARKLING WINE

Sponsored by The Metal Packaging Manufacturers Association

The Metal Packaging Manufacturers Association is the lead voice of the UK metal packaging industry with direct links into a European market employing 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 and 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

For inspiration see: <https://www.pinterest.co.uk/metalpackuk/student-brief-inspiration-2023/>

For how speciality packs are made see:
<https://www.mpma.org.uk/wp-content/uploads/Speciality-Packs.pdf>

On request, MPMA will provide, in person, a lecture/session for students and tutors on designing and manufacturing in metal. (This maybe available on-line later in 2022).

For guidance with the brief contact
Debbie Clements

✉ debbie@mpma.org.uk

Introduction

Quality bottled drinks, such as whisky, brandy and champagne, are often bought as gifts at Christmas, for special occasions or in duty free shops and come in spectacularly designed secondary packs. Many of the packs are kept long after consumption of the contents for alternative uses or just because they are stunning pieces.

The Brief

Develop a new, exciting and beautiful pack for a fictitious champagne or sparkling wine brand targeting the quality retail gift sector. You will need to develop the secondary metal pack and creative branding. The pack should have real shelf appeal and showcase what can be done with metal.

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

The focus is the metal pack rather than the contents.

Points to consider

The great possibilities in metal:

- Shaping
- High quality graphics
- Textures
- Embossing, debossing, micro embossing
- Perforations
- Print finishes
- Variety of opening and closing options
- Creative branding to enhance shelf impact and consumer appeal

Materials to be used

These type of speciality packs are usually made of tinplate, you do not need to specify the thickness of the metal. Materials other than metal should not be used in the design.

Metal is easily recycled, a permanent material, infinitely recyclable without loss of quality, making metal packaging a key contributor to the circular economy.

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BRIEF D

WALKERS #CRISPIN OR #CRISPOUT 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 48,000 employees in over 350 production sites across 35 countries and with revenue of €10.1 billion euros in 2021. 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
www.openthefuture.info



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
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www.starpack.uk.com

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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 core 6pk flavours : Cheese & Onion/Ready Salted/Salt & Vinegar. Walkers #CrispIn OR #CrispOut campaign enabled Walkers to tap into the age old debate and build brand love around the British crisp sandwich.

<https://bit.ly/CRISPINORCRISPOUT>

This display needs to promote and drive sales of Walkers 6pk SKUs. 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 matte finish?



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BRIEF E

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 70 locations in 20 countries, the group recorded a turnover of €1.7 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, Limerick, and 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
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Introduction

Over the past couple of 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

We can supply material samples on request.

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