



STARPACK

STUDENTS

Competition 2027

BRIEF C

OPEN TO ALL: THE ACCESSIBLE PACKAGING CHALLENGE



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Prize

Winner: £500.00 cash prize

Runner-up: £100.00 cash prize

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

Enquiries

For enquiries or guidance on the brief, please contact Lorraine Wilson

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Introduction

Packaging is designed to meet a wide range of requirements, including safety, usability, and environmental performance. But for many users, it represents challenges. Aside from the 25 million UK residents that have injured themselves opening packaging in recent years, many people suffer with medical conditions – such as stroke, arthritis, motor neurone disease, Parkinson's disease or multiple sclerosis – that affect dexterity.

This makes some packaging, especially formats designed for safety (e.g. child-resistant packaging), difficult or impossible for some to open. Similarly, the RNIB reports that 9/10 blind and partially-sighted people find it difficult to access crucial information on packaging.

The Brief

We would like to see designs for packaging that is easy to navigate for those with physical or visual disability. It will also succeed in protecting the product inside, feature an attractive design, and demonstrate that it is reusable, or meets the criteria for recyclability under the UK's Recyclability Assessment Methodology (RAM).

Points to consider

Product weight, rotation and linear force can all be challenging for people with dexterity issues. According to Arthritis UK, people with arthritis struggle most with:

- Opening bottles, tins and jars
- Squeezing plastic packaging, such as shampoo or condiments
- Removing medicines from foil packaging

For blind and visually-impaired consumers, QR codes are providing a solution.

Students may wish to consider:

- Designing for a wide range of user needs (inclusive design principles)
- Real-world challenges such as:
 1. Difficult-to-open secure packaging (e.g. small components or safety-critical items)
 2. Everyday items that require flexibility or adaptability in use (e.g. straws, closures)
- Trade-offs between safety, accessibility, and material use
- Labelling, instructions, and tactile or visual cues
- Compatibility with UK recycling systems and guidance (e.g. RAM)

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