



STARPACK

STUDENTS

Competition 2027

BRIEF B

INNOVATIVE WASHING LIQUID & CONDITIONER

 **Logoplaste**



Sponsored by Logoplaste

Logoplaste is a global leader in the development and manufacturing of sustainable rigid plastic packaging.

Logoplaste Innovation Lab is the R&D division of Logoplaste supporting every phase of packaging development, delivering ground-breaking and faster time to market packaging solutions.

www.logoplaste.com

Prize

Winner: £650.00 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 James Thomas

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Introduction

Clothes washing can be tedious and also time consuming. Knowing what cleaning agents to use and how much can be guess work.

As plastics are an extremely flexible material, they enable the designer to mould complex and innovative shapes. This brief gives you the opportunity to create a new pack focussed on modern aesthetics, usability and sustainable packaging. Making the task easier and user friendly.

The Brief

To design a stylish, functional, and eco-conscious package specifically for Washing up liquid and fabric softener. The package should enable the dosing of both liquids easily, at the correct amounts and be 'space friendly' for storage. Standing out on retail shelves is also important.

You are to design a 1000ml Plastic bottle (total of both liquids) that should be blow moulded. Research into current packaging, its constraints and look for how you could make improvements.

Points to consider

We will be looking for a "big idea" that may be the next big consumer culture.

Innovative use of plastic materials that explore open minded thinking. Your final material choice needs to ensure that adequate protection is given to the product.

Packaging that considers the repetitive use of the product, sometimes multiple times a week.

- Consideration of shelf and utilisation in store
- Fit successfully on the shelves, or in kitchen/utility cupboards.
- Easy handling and opens easily for mixing and dispensing the contents
- How can the ratios of both contents be carefully metered.
- Offer something original, innovative, or novel that's better than 2 separate bottled products.
- Enhance brand to pack identity, material selection, and by use of 'eye catching' bottle emboss / deboss visuals to help drive consumer shelf standout success
- Showcase the positives of your pack compared to what's available today.

Your final entry should show consideration of:

- Concept sketches
- Cap design & functionality
- Final digital renderings
- Material and manufacturing recommendations
- Label layout template
- Visual mock ups
- End of life, REUSE, REFILL
- Recyclability

Materials to be used

Rigid Plastic - Explanation for your choice of material is required, e.g. HDPE/PET, etc.

For the mock ups - any material / model is acceptable. Use the best method possible to accurately represent your design(s).

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)

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