BRIEF A

SUSTAINABLE SHAMPOO BOTTLE

Introduction
With the world concentrating on ocean pollution and environmental damage caused by packaging, it has never been more important to design and develop a plastic bottle that fits perfectly into the current climate.

The Brief
Design a 500ml shampoo bottle that will stand out on the shelf and meet current sustainability criteria. The market is today saturated with opaques and coloured HDPE / PP plastic bottles that can be difficult to recycle back into bottles using a circular closed loop system.

The bottle needs to be designed in a way that catches the consumer's eye, but also feeds simply back into all recycle streams.

Points to consider
- Visual design – shelf presence and performance
- Decoration – labels, sleeves, colour
- After life – how it fits in to mainstream recycling
- Materials – plastic used and manufacturing carbon footprint
- Are some materials more suitable for use than others?

Materials to be used
For the mock ups – any material / model is acceptable.

Prize
Prize to School
An all-expenses paid visit to a Logoplaste manufacturing site - for up to 30 students
This exciting opportunity is for a tour of one of Logoplaste’s ‘Hole in the Wall’ plants.

Prize to Pupil
Students will get to ‘walk’ through the entire manufacturing process from incoming raw materials finishing bottles.

In addition, there will be
£100 for the winning individual and
£400 for the winning school

Helpline
For guidance with the brief contact
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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.
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Prize

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BRIEF B

FOOD-TO-GO PACKAGING TO PROMOTE HEALTHY EATING FOR CHILDREN

Klöckner Pentaplast (kp)

kp is a plastics manufacturer with over 40 years’ experience designing and creating intelligent 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 packaging solutions used by millions of people across 70 countries. Additionally we manufacture barrier films and cling film to create the total pack solution on shelf.

Our products are used in lots of different food categories, such as meat and poultry, fish, bakery, convenience, produce and food to go. We champion the reduction of food waste with 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 in our factories, resulting in the end.

www.kpfilms.com

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 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.”

http://www.childrensfoodtrust.org.uk/blog/sonsugar/

The Brief

Promoting healthier food-to-go choices for children 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 sheet heated to create a specific shape), or plastic film, the aim is to create inspirational packaging concepts to help engage with children to choose healthier food-to-go products instead of food high in sugar, salt and fat. Consider the graphics used in the secondary packaging to create fun and educational branding with consumer appeal.

Ensure the packaging can be reused or recycled at the end of its life to help create a closed loop system (i.e. no materials have to enter or leave the process to manufacture the packaging). Keep in mind that the main material of the packaging should be plastic.

Points to consider

• Has good visibility so you can see the food product
• 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 e.g. part for lunch and part for afternoon snack
• Engages and attracts children with fun graphics
• Helps to educate children and parents on smart food choices to improve health
• Allows easy packaging disposal through material recycling or reuse.

Materials to be used

Packaging to predominantly include thermoformed plastic components (vac formed is fine for prototyping), or flexible film as the primary packaging, to be at least 70% of the overall packaging. Other materials such as cartonboard or labels can be used as secondary packaging to help visualise a total pack solution.

Tutors and pupils are encouraged to look at the www.kpfilms.com website to see current examples of thermoformed and film packaging and also learn about our commitment to a sustainable closed loop packaging system.

Prize

Prize to School
Certificate to school

Prize to Pupil
£100 to the winning student submitting the best solutions using plastic film or thermoformed plastic components

Helpline

For guidance with the brief contact
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Awards 2020

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Introduction

Many confectionery companies create special “seasonal” packs of their favourite sweets with packaging that is relevant to the occasion to be celebrated. These can be for any season, Christmas, Easter, Halloween, Valentine’s day, you name it, but they all have shapes, decoration or something special to relate to that season. Most contain their most popular chocolates or candies but all are very different to the normal packaging.

The Brief

Design a seasonal pack for one of your favourite chocolate or candy products. Use shape, colour and graphic design to create a piece of packaging that is relevant to the season you choose, promotes the product and brand, and is really eye-catching and appealing.

Remember this will be sold in shops or supermarkets so must look great on a shelf but also protect the sweets inside. Also think about who the packaging needs to appeal to as a Valentines day pack may not have the same buyer as a Christmas pack.

Points to consider

• RPC are manufacturers of plastic packaging so the pack needs to be made predominantly from plastic
• Think about the sustainable aspects of the pack – can it have an after use as a toy, is it easy to recycle etc?
• Any seasonal pack has to appeal to the person it is intended for so ensure it has an appropriate ‘wow’ factor for the target age group
• Integration of shape and graphics is very important so consider the overall look and shape of the pack
• Have fun! This is the most fun type of packaging that we have to design

Materials to be used

As RPC make plastic packaging, we would expect the design to be made predominantly from plastic. The major recyclable materials like PET, polypropylene or polyethylene are all acceptable so do a bit of research and let us know what is best for your design.
**Introducción**

Easter genera una gran cantidad de residuos de plástico de uso único. En una sociedad más consciente para el medio ambiente, ¿cómo podemos asegurar que este evento se mantenga sin causar un impacto negativo en nuestro planeta?

**La brevedad**

Usando 100% cartón, diseñe un paquete de regalo de Pascua que atraiga a niños y jóvenes de 11 a 17 años.

**Puntos que considerar**

- Considere cómo el paquete lucirá en el estante, ¿es atractivo? ¿Se destaca?
- Considere la protección si el producto es frágil
- Considere el producto. ¿Debe ser un huevo? (Estamos abiertos a otras ideas)
- Considere la demografía; Pascua es un evento divertido, ¿cuáles son nuevas ideas para interactuar con el paquete que lo hace relevante para los niños de 11-17 años?
- El paquete debe tener un uso posterior, ¿qué más podría hacerse con él?

**Materiales a usar**

El cartón debe utilizarse para todos los elementos del embalaje. El material se puede proporcionar a petición por Graphic Packaging.

**Premio**

Premio al instituto escolar
£500 para el colegio ganador

**Asistente**

Para asesoramiento con la brevedad contacte a Kate Jackson
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