BRIEF A

WHISKEY MINIATURE BOTTLE FOR ‘ON THE GO CONVENIENCE’

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

Prize

An all-expenses paid trip to Portugal to visit Logoplaste and our Innovation lab - the design and technical centre 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 centre where we actually produce rigid packaging and containers in the development phase.

Helpline

For guidance with the brief contact
Darren Wingrove
07825 607252
Darren.wingrove@logoplaste.com

The Brief

Develop a suitable 100ml bottle for use either as an individual pack or as part of a larger pack. Consideration needs to be given to promoting safe consumption of alcohol.

Points to consider

• Think how your design influences multi pack requirements.
• Brand positioning and differentiation from the competition
• How can you make the pack design and branding influence the customer?
• Show research and insight into ‘your’ target market and the reasons behind creating the design strategy you have selection
• Plastic should be the preferred material of choice but think about sustainability credentials and design for a circular approach.
• Think how the closure integrates with the bottle – it should be with ‘on the go convenience’ in mind
• Will the pack have good environmental credentials and use recyclable material?

Also

• Is it re-sealable?
• How is the product used or dispensed by end user?
• How would the pack work in manufacture, filling, storage and transportation?
• Effects of high alcohol in plastic containers and considerations.

Materials to be used

For the mock ups – any material / model is acceptable.
BRIEF B

LUXURY FRAGRANCE PACK

Introduction
Fragrances date back to Egyptian times when the earliest perfumes were made. Today the total sales value of fragrances in Great Britain (at December 2017) was almost £1.8 billion and the global fragrance market is expected to reach a value of around £53 billion by 2022. Visual appeal in terms of both the primary and secondary packaging are very important to purchasers.

The Brief
Design and develop a luxury promotional metal pack to hold a 100ml bottle of perfume, aftershave or cologne. Students should create a fictitious brand reflecting the quality retail gift sector including retail outlets spanning duty free areas at airports, high end, high street stores and specialist fragrance stores.

Students will need to develop the name, bottle label and most importantly the secondary metal pack.

Points to consider
- Decorative possibilities of metal, ie. matt, gloss, metallic
- Shaping, embossing and debossing possibilities of metal
- Innovative and creative branding and design
- Shelf impact and consumer appeal, ie. use of perforations, windows
- Suitability of the pack for after use

Materials to be used
The pack must be made predominantly of tinplate. For the purposes of the model any appropriate materials may be used to represent metal.

Prize
£500 to the winning design plus the opportunity to spend a day at a metal packaging manufacturing plant; visit their design studio and tour the factory.

Runner up awards of £100 or £50 to be awarded at the judge’s discretion.

Helpline
Visit www.mpma.org.uk for guidance and helpful videos.
For inspiration see: https://uk.pinterest.com/metalpackuk/

For guidance with the brief contact
Debbie Clements
01189 788433
Debbie@mpma.org.uk

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 70,000 people across 200 companies producing more than 70 billion containers each year.

www.mpma.org.uk

www.starpack.uk.com

The Starpack Awards are organised by IOM Communications Ltd and endorsed by The Packaging Society (a Division of the Institute of Materials, Minerals and Mining)
**Brief C**

**Sustainable Solutions with Corrugated Cardboard**

**Introduction**
Over the past two 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 recyclability of mixed materials, 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 single use polymers or mixed materials, and to design an innovative packaging solution 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.

**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
**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 or fresh produce – can you create a plastic pack that is recyclable or made from recycled content and helps reduce food waste by the consumer?

Printed graphics on card or paper labels can be used to enhance the pack and help educate the consumer.

**Points to consider**

- Consider the protection of the product inside to minimise damage, increase shelf life and transport a safe food product to the consumer
- Packaging that helps to reduce food waste. Consider size of pack, volume of product, portion size, etc
- Consider the target consumer and how the pack can help to educate them on portion control; healthy eating and reducing food waste
- Consider the demographic trends of a growing population, the increase in single households and the rise of convenience shopping
- Help change the behaviour in the home towards using all food; minimising waste
- Visibility of the product is key. Consumers buy with their eyes
- Efficient use of space during product distribution to store, on shelf merchandise and storage in the home
- Pack must be made from recycled content and/or be able to be recycled at the end of its life

**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 cartonboard or labels can be used as secondary packaging to help visualize a total pack solution.

See website www.kpfilms.com for product examples.

Materials that kp use for this kind of solution is rPET (PET made from 100% recycled water bottle flake). The flakes are sent through our machines to be supercleaned, then extruded using heat into a mono material called rPET. The material is in sheet form and sent through to our thermoforming ovens and ‘stamped’ into specific shapes. Finally it is cut out and stacked ready to be taken away to our customers.

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**

£300 to the winning student.
£100 to a runner up.

**Helpline**

For guidance with the brief please contact Maurizio Carano

📞 +393356557893
📧 maurizio.carano@kpfilms.com

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**Sponsored by Klöckner Pentaplast**

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 a packaging solution 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 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 in our factories, resulting in the end packaging product.

www.kpfilms.com
**BRIEF E**

**E-COMMERCE PACK**

**Introduction**

E-commerce is a growing rapidly and it offers a great many challenges and also opportunities to packaging manufacturers. Home delivered groceries, courier deliveries or whatever other route that products take all bring special considerations that need to be addressed. One of the most controversial areas is the number and size of non-returnable cardboard boxes that are half filled, used once and need to be recycled. Surely we can do something better than this?

**The Brief**

Develop a pack, or range of packs that can be used for home deliveries of a range of goods that are returnable and reusable. The packs will need to be designed to accommodate a myriad of different items, be robust enough to survive many journeys and also to protect the contents. Remember there will be many different shapes and sizes of product so adjustability and the ability to cushion often delicate contents are important. Also the pack needs to be returned so being able to compact down to a small size is a great benefit.

**Points to consider**

- The pack needs to be adjustable by the dispatcher but stay rigid and robust through the distribution chain
- A method of cushioning the contents, especially if they are delicate, is important
- The pack needs to be returnable and reusable so the ability to compact down to a small volume after use is important
- Also the pack will need to have a return address and be relabelled for its next use

**Materials to be used**

As RPC make plastic packaging we would expect the design to be made predominantly from plastics using the main manufacturing techniques (injection, blow or thermoforming). Materials like Polypropylene are commonly used for crates and would be suitable for this but if you think another material would be more suitable (ABS as it is stronger, Acrylic, Polycarbonate etc.) then make a case for it.
BRIEF F

TESCO BACK TO SCHOOL FLOOR STANDING DISPLAY - PEPSI 1.5L BOTTLES

Introduction
Grocery retail is a very busy environment with brands competing to attract shoppers’ 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
Design a corrugated fibreboard temporary display. Produce a 3rd scale colour mock up in E flute corrugated fibreboard and/or cartonboard of a display to hold 48 bottles of 1.5L Pepsi Max. Also provide a concise presentation demonstrating your thinking process for its development with sketch ideas (demographic and brand research is not required as this is already considered in the brand identity). You may use core brand logos and imagery to express a marketing idea around ‘Back to School’ appealing to parents not children. Include a cutter guide of the flat elements you have developed together with a photograph or 3D render of the model listing at least 3 aspects of interest you would like to draw our attention to about your design. Supply no more than 4 mounted presentation boards that clearly and simply demonstrate your thinking process with in-store research of existing displays and an understanding of retailer requirements.

Points to consider
• Maximum footprint of the body of the display is 600mm x 400mm
• Maximum height of the display is 1400mm
• Maximum total height of the display including header is 1720mm
• To be delivered as a flat packed, no more than 100mm thick
• If the display is robust enough to be delivered fully assembled and loaded with product, consideration given to controlling stock in transit would be a bonus but not essential if it affects the display’s visual impact.
• 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
• Ease of assembly/strength and stability

Materials to be used
Corrugated fibreboard: E flute/EB Flute/ EE flute/solid board.

Prize
£250 Vouchers plus 1 week work experience at Display UK in Corby.

Helpline
For guidance with the brief please contact Louise Everett
07824 556 913
louise.everett@smurfitkappa.co.uk
Introduction

Single use plastic (SUP) has been highlighted for its detrimental effect on the planet’s oceans. The packaging industry faces a continual challenge to ensure SUP is only used where completely necessary. We have seen the move from plastic to paper in straws, cups, and bottles. What do you think should be next? Have you ever picked something up and thought ‘this is over packaged?’ Or ‘why is this made from plastic?’

The Brief

To identify a current example of unnecessary SUP in the marketplace and design a cartonboard alternative.

Points to consider

- Why is the current product in plastic? Are there any functional properties the product requires? e.g. air tight, leakproof.
- What benefits can cartonboard offer in addition to its environmental credentials?
- Consider board treatments, e.g. coatings, barrier properties
- Consider the user/ environment for your chosen product

Materials to be used

Cartonboard - supplied by Graphic Packaging upon request.

Prize

£500 and a weeks work experience at our Bardon site.

Helpline

For guidance with the brief contact
Kate Jackson
01530518264/ 0777315305
kate.jackson@graphicpkg.com

Sponsored by Graphic Packaging International

Graphic Packaging International 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, 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. The company’s customers include many of the world’s most widely recognised companies and brands.

www.graphicpkg europe.com