



**STARPACK**  
STUDENTS

**Student Starpack**  
Awards 2021

## BRIEF A

## GIFT PACK FOR GIN

### 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](http://www.mpma.org.uk)



### Prize

£500 to the winning design plus the opportunity to spend a day at a manufacturing plant.

Runner up awards to be awarded at the judge's discretion.

### Helpline

Visit [www.mpma.org.uk](http://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

☎ 01273 585833

✉ [Debbie@mpma.org.uk](mailto:Debbie@mpma.org.uk)

### Introduction

Gin may quite possibly be the world's most-loved spirit. While the gin craze may have begun with more classically juniper-driven flavours, there are now a delectable array of gins to explore, botanical/herbal, spice, floral or fruit-flavours or often a combination.

### The Brief

To design and develop a metal gift pack for either a single bottle or 2 or 3 bottles of any size or shape or a mixed gift pack of a bottle of gin with related items. Students should create a fictitious brand reflecting the heritage, flavour and quality of the gin. The pack should be designed to be sold in retail outlets spanning duty free areas at airports, high end, high street stores and specialist drinks stores or in online shops of individual distilleries.

Students will need to develop the name, bottle label and most importantly the secondary metal pack. The secondary pack should be designed with a potential after use.

### Points to consider

- The focus should be on the secondary (metal) pack rather than the contents
- Embrace the gift purpose - the receiver's anticipation in opening the pack
- Decorative possibilities of metal ie. high quality graphics and print, print finishes
- Shaping, embossing and debossing possibilities of metal
- Innovative and creative branding and design reflecting the product
- Shelf impact and consumer appeal
- Functionality of the pack
- Suitability of the pack for after use

While a physical mock-up is not essential, the pack and its functionality should be clearly presented on supporting concept boards.

The judges will be looking in particular for an understanding of what can be realistically achieved with metal packaging, and an appreciation of how retailers can present the product to consumers.

### Materials to be used

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

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## BRIEF B

## LET THE FUN BE GIN

### 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](http://www.logoplaste.com)

 **Logoplaste**

 **LOGOPLASTE**  
INNOVATION LAB

### Prize

£600 prize or

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

 + 44 (0) 7825 607 252

 [Darren.wingrove@logoplaste.com](mailto:Darren.wingrove@logoplaste.com)

### Introduction

Over the past years Gin has become the alcoholic drink of the nation. Once considered a drink for the older generation, Gin has exploded into trendy niche Gin bars and clubs, and now has direct routes into the home consumer thanks to developments within the E-Commerce sector. To offer differentiation Gin brand owners have been developing new and exciting flavours. To compliment the total gin drinking experience, we would like to target the structural design and development of a novel gin bottle pack.

### The Brief

The challenge is to create a rigid plastic bottle design that promotes the total Gin drinking experience.

The pack will be aimed at offering E-Commerce market suitability so any postal delivery constraints must be considered.

The pack should be designed in such a way that it can withstand the supply chain demands. Structural design should offer really premium aesthetics and the bottle should sit well on the shelf or home gin bar.

### Points to consider

- Material choice
- Sustainability / Circular economy
- Recyclability
- E-Commerce restraints and challenges
- Stand out design and methods of labelling

### Materials to be used

The bottle should be made of a suitable polymer. It would be great if students could show some understanding as to what properties the chosen material has and why they have made their final material selection.

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## BRIEF C

## PACKAGING TO HELP REDUCE CONSUMER FOOD WASTE

### 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](http://www.kpfilms.com)



**klöckner pentaplast**

### Prize

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

### Helpline

For guidance with the brief contact  
Aida Cierco

+34 649 38 24 85

[aida.cierco@kpfilms.com](mailto:aida.cierco@kpfilms.com)

### 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 and encourage them to recycle and avoid food waste.

### 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 carton board or labels can be used as secondary packaging to help visualize a total pack solution.

See website [www.kpfilms.com](http://www.kpfilms.com) for product examples.

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## BRIEF D

## SOCIAL AT HOME

### Sponsored by Graphic Packaging International

Graphic Packaging International (GPI) 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. GPI 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. GPI's customers include many of the world's most widely recognized food manufacturers and brands.

[www.graphicpkg.europa.com](http://www.graphicpkg.europa.com)



### Prize

£500 and a week's placement at our Bardon site.

### Helpline

For guidance with the brief contact  
Kate Jackson

- 📞 landline: +44 (0)1530 518 264  
mobile: +44 (0)7773 153051
- ✉ kate.jackson@graphicpkg.com

### Introduction

As we all adjust to a new normal some level of threat may still remain altering our social interactions. With some of us opting for smaller gatherings with friends or family at home over mass gatherings in public settings.

We have seen how the hospitality, entertainment and retail sectors have adapted to offer experiences within the home. With elements of social distancing remaining and public anxieties over a return to lockdown how might this become a part of the new normal?

### The Brief

Select a food/beverage category of your choice and drawing on your personal experiences, consider how packaging could play a part to enhance the occasion.

### Points to consider

- What is the social occasion?
- Where will it be purchased? Will it be instore such as a supermarket or will it be ordered online, and will it be collected in person or delivered
- What is the scenario of use for example how many people is it for? Within the same household or distanced
- How can material and print finish be used to enhance the occasion
- The pack should include at least one item of food and/or beverage
- The packaging needs to protect the product(s)

### Materials to be used

We would like the majority of the pack to be created using cartonboard, but other materials can be used alongside it.

Carton board materials are available upon request.

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## BRIEF E

## WIN TICKETS TO 'CARDBOARD' MASTERS FESTIVAL X DORITOS AND PEPSI

### Sponsored by Smurfit Kappa Display UK

Smurfit Kappa, a FTSE 100 company is one of the leading providers of paper based packaging solutions in the world, with around 46,000 employees in approximately 370 production sites across 35 countries and with revenue of 8.9 billion euros in 2018. 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.display.uk.com](http://www.display.uk.com)  
[www.smurfitkappa.com](http://www.smurfitkappa.com)  
[www.openthefuture.info](http://www.openthefuture.info)

 **Smurfit Kappa**  
Open the future

### 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 please contact Louise Everett

☎ 07824 556 913  
✉ [louise.everett@smurfitkappa.co.uk](mailto:louise.everett@smurfitkappa.co.uk)

### 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.

Many music festivals were cancelled in 2019 due to adverse weather and in 2020 due to Covid-19. Our fictional 'Cardboard Masters' Festival in 2021 aims to bring together arts, music and adventurous sports.

### The Brief

Provide an innovative and creative solution for the promotion and display of Doritos 230g sharing bags and Pepsi 500ml.

The display needs to promote a fictional 'Cardboard Masters' Festival and drive sales of Doritos Sharing bags and Pepsi 500ml. It needs to be visually striking as well as incorporate stock holding. The design should explore the possibility of interaction (lights/sound/movement) with the consumer through its visual format and graphics, exploring shapes and solutions that reflect a strong message.

The display will be sited at the front of the store 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. Brand development for "Cardboard Masters" is secondary to this requirement. Submit no more than 4 presentation boards in support of your entry.
- Balance of Pepsi/Doritos/PepsiCo branding with your own core 'Cardboard Masters' Festival concept.
- How is your POS unit going to hold the product? Visit stores and look at how bottles and crisps are stacked, displayed and shopped.
- Dimensions of overall display: Left to Right: 2.5m x Front to Back: 1m x Height: 2.3m. Total product weight under 500KG.
- 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. Think about how this will be assembled and built in store: Velcro, rivets, tabs, slots. What will be assembled prior to arriving in store?

### 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 matt finish?

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## BRIEF F

## SUSTAINABLE ALUMINIUM PERSONAL GROOMING PRODUCT & BRAND

**Sponsored by Aluminium Packaging Recycling Organisation Ltd (Alupro) & supported by The Aluminium Federation (ALFED)**

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](http://www.alupro.org.uk)

### Prize

Visit to Crown Packaging Global Technology and R&D centre in Wantage to see first-hand, brand and packaging design and development.

Plus £500

### Helpline

For guidance with the brief please contact Julie Meeks

☎ 01527 597757

✉ [julie.meeks@alupro.org.uk](mailto:julie.meeks@alupro.org.uk)

### Introduction

Aluminium packaging has historically been used in the food and drink industry and in recent years new developments have pioneered its application in new sectors including the beauty and personal care sector. Traditionally the packaging for most of these products has been produced in plastic and glass. Aluminium is a great material choice for this sector as it has many qualities that lend themselves to the design of sustainable, innovative, attractive, functional, recyclable packaging.

### The Brief

We want you to create an exciting new personal grooming brand for men or women with sustainability as a core brand value. Rather than designing the packaging to be made from plastic or glass, we want you to exploit the unique properties offered by aluminium. The packaging must be reusable and 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 just what can be done with aluminium. The brand communication should not only highlight the brand name and stylish packaging but the reusability and recyclability of the material should be a key element, with a clear call to action to take personal responsibility at the end of the product life.

### Points to consider

- Focus of the design should be on the packaging but the packaging should showcase the value of the product.
- 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'. Aluminium's innate qualities also mean that the product it protects reaches the customer in its best condition.
- The brand messaging is equally as important as the design of the product. It should include a justification of why aluminium is the best choice for the product and packaging, not simply a different choice than glass or plastic for example.
- The product 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.
- Aluminium is a circular material, capable of being recycled multiple times, without losing any quality.
- Think about the unique attributes of aluminium and use as many as you can in your designs.

### 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 product needs to be able to demonstrate that it can be manufactured and processed for recycling and marketed appropriately.



Alfed will provide free bespoke training sessions as part of the brief, on the benefits of using aluminium in packaging design and how the metal is formed and shaped using different technologies. Training sessions will take place on **Thursday 15th October and Thursday 12th November 2020 at 12:00**. Please email [K\\_romback@alfed.org.uk](mailto:K_romback@alfed.org.uk) to book your space.

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