



**STARPACK**  
STUDENTS

**Student Starpack**  
Awards 2019

## BRIEF A

## READY, STEADY, REDUCE

### 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 recognized companies and brands.

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### Prize

£500 to the winning student.

### Helpline

For guidance with the brief contact  
Kate Jackson

☎ 01530 518264

✉ [kate.jackson@graphicpkg.com](mailto:kate.jackson@graphicpkg.com)

### Introduction

With the current focus on reducing single use plastics, how could we redesign a ready meal pack? This should continue to offer convenience, whilst reducing the environmental impact. Taking into consideration current consumer habits, how can the pack be used to communicate correct disposal?

### The Brief

To create a ready meal pack with reduced environmental impact

### Points to consider

- Board may not be able to achieve this on its own, so how can we combine materials to make the pack fit for purpose whilst keeping the environment in mind?
- Consider alternative materials/ materials combinations.
- Consider the pack's end of life: can it be recycled, separated, re-used, composted etc? Is the waste stream currently set up to accommodate your idea? If not, what would you change/simplify?
- How can the benefits of the pack be communicated at the point of purchase?
- Create a convenient to use pack for your target audience

### Materials to be used

Cartonboard – Supplied by Graphic Packaging upon request.  
Any other appropriate material to convey the concept

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