



STARPACK
STUDENTS

Student Starpack
Awards 2019

BRIEF B

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



Prize

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

Helpline

For guidance with the brief please contact

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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 foods most wasted by consumers.

The Brief

Selecting from one of the following categories - bakery, convenience food-to-go or fresh produce – create a plastic pack that is recyclable or made from recycled content and helps reduce food waste by the consumer.

Clever use of sustainable packaging such as portion control features or other features that can extend shelf life, such as modified atmosphere (inserted gases or vacuum skinned packs) could help avoid food waste.

Points to consider

- Protection of the product inside to minimise damage, increase shelf life and transport a safe food product to the consumer
- Size of pack, volume of product, portion size, etc.
- The target consumer and how the pack can help to educate them on portion control; healthy eating and reducing food waste
- The demographic trends of a growing population, the increase in single households and the rise of convenience shopping
- 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.

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