



STARPACK
STUDENTS

Student Starpack
Awards 2019

BRIEF C

EVOLUTION OF SHELF READY PACKAGING FOR CHILLED PIZZA

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Helpline

For guidance with the brief please contact

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Introduction

Chilled ready-made pizzas are now one of the most popular food products available in UK supermarkets. Convenience and cost drives this sector of the retail industry and according to recent research, the pizza category is worth £973m in the UK and is bought by 84% of UK households.

Secondary packaging has an important role to play in the pizza retail environment, with shelf ready packaging (SRP) being the predominant way to display the product. SRP also offers branding and product promotion benefits to the retailer as well as giving essential product protection.

The Brief

Create a corrugated SRP pack that can solve the problems associated with pizza packaging. The pizzas are typically collated in batches of 8 to 12 and placed into corrugated cardboard SRP which is used to display the pizzas in the chilled aisles of the store. Once the pizzas have been taken by customers, the store staff recycle the packaging and replenish the shelf with another full pack. However the product brings with it many design challenges for the packaging designer.

- The SRP should contain 6 to 12 pizzas, from 8 inches to 12 inches in diameter
- The SRP should be suitable for both manual and automated packing environments (further details are available from the helpline)
- Pizzas need to remain horizontal in transport to the store to avoid toppings sliding off the pizza base
- The SRP needs to be quick and easy for supermarket employees to open and place on shelf
- The SRP should not have any perforations clearly visible at the front of the pack
- The pizzas should be displayed vertically in the SRP when placed on the shelf of the chilled aisle in store for maximum shelf impact
- As pizzas are removed from the front of the SRP, those remaining can tip forwards. This needs to be prevented
- When lifting the pizza out of the SRP there is limited headspace above to box to allow the pizza to be removed without damaging the product/SRP. This need to be prevented.
- As pizzas are taken from the SRP by customers the packaging can begin to look empty which is less visually appealing to customers. This needs to be prevented with minimal manual intervention from the store worker

Points to consider

- Maximizes product visibility to shoppers
- No perforations on front of case
- Pizzas displayed in upright position
- Prevents pizzas tipping forward
- Easy for store staff to activate
- Easy for customers to remove a pizza from the SRP pack

Materials to be used

- Corrugated cardboard – from 1.8 to 3.2mm in thickness
- Peel & Seal Tape (optional) – a double sided tape used to seal the box
- Ripper-Tape (optional) – a high tensile strength tape applied across the flutes of the inside of the corrugated board. Allows supermarket employees to tear away a section of the pack. The board tears along the line of the tape

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