



STARPACK
STUDENTS

Student Starpack
Awards 2019

BRIEF

MULTI-USE PLASTIC PACKAGING FOR LIQUIDS

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

 **Logoplaste**

Logoplaste[®]
innovation lab

Prize

An all-expenses paid trip to Portugal to visit Logoplaste and our innovation lab – the design and technical centre for all group Research and Development activity.

You will work with our teams focusing on design, packaging and engineering support, raw materials and sustainability, and visit the dedicated lab trials centre where rigid packaging and containers are produced in the development phase.

Helpline

For guidance with the brief contact Darren Wingrove

☎ 07825 607252

✉ Darren.wingrove@logoplaste.com

Introduction

There is intense pressure on the packaging industry and on society in general to be more aware of the impact that packaging waste has on the environment and the oceans that surround us.

Reduce, re-use and recycle are key messages that are used by environmental bodies and key organisations like Greenpeace.

Plastic packaging is essential for many products - preventing food waste, effective containment, protection and dispensing of contents. However most plastic packages are for single use and then disposed of, adding to the environmental problem of waste.

The Brief

Design and develop a plastic liquid container that not only functions as a container and dispenser of liquid but can then be adapted to have a secondary use. This secondary use needs to be promoted through the design of the pack and it must be a workable concept that the consumer would find easy to manage and adapt the pack to. The secondary use can be within the home, garden, leisure/hobbies or other – your choice

Develop a design that allows primary and secondary functions.

Consider shaping the container or giving graphic indicators to allow consumers to easily recognise what the container could be used for once the contents are used up.

Ensure the product has good shelf appeal and its secondary function becomes an appealing and key buying decision.

Your design solution needs to be representative of a rigid or flexible plastic.

Points to consider

- Innovative approach to a secondary use
- Workable secondary use concept
- Shelf impact, with great graphics
- Consumer convenience and adaptability
- Environmental messages through secondary uses

Materials to be used

For your mock ups use an appropriate material to represent plastic.

JOIN US ON:

[TWITTER.COM/STARPACKAWARDS](https://twitter.com/STARPACKAWARDS)

[WWW.FACEBOOK.COM/STARPACKAWARDS](https://www.facebook.com/STARPACKAWARDS)

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)