



STARPACK
STUDENTS

Student Starpack
Awards 2019

BRIEF G

INTERACTIVE LABELLING/SYSTEMS FOR INNOVATIONS ON PRODUCT PACKAGING

Sponsored by The Packaging Society of IOM3

The Institute of Materials, Minerals and Mining (IOM3) is a major UK engineering institution whose activities encompass the whole materials cycle. It exists to promote the science, design, engineering and technology of materials, minerals and mining and their practical applications and facilitate qualifications, professional recognition and development, and to deliver knowledge, information and networking services. The Packaging Society is a division of IOM3. As well as providing benefits for members, the Society also contributes to a large training programme and is the driving force behind Starpack.

www.iom3.org/packaging-society



A Division of the Institute of Materials, Minerals and Mining

Helpline

For guidance with the brief contact
Kevin Laughton

☎ 07802201657

✉ kevin@wearicon.co.uk

Introduction

With new developments in technology and materials, heat sensitivity, scratch and sniff, and glow in the dark options, as well as the ability to use smart phones in retail environments, there are many creative opportunities for innovation in label design.

The Brief

Explore and develop a new label design for a product pack of your choice that incorporates new technology and materials to engage the consumer, effectively promoting the product and giving memorable shelf impact.

Explore new materials, print techniques and multimedia opportunities for innovation in label packaging.

Develop realistic labelling design solutions that promote the product/uses.

Produce an appropriate visual representation whether in 2D form or 3D on the product package of your choice.

No restrictions on the exploration of materials or techniques but solutions need to be achievable in label design and production.

Appropriate graphics and visual representation to be able to identify product/contents of pack.

Points to consider

- Innovation in label design
- Exploration of new materials/techniques/effects
- Links to smart technology
- Consumer convenience
- Shelf impact

Materials to be used

No restrictions on the use and representation of either existing or new materials.

If appropriate indicate preferred print techniques.

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)