Introduction

Over the years the common plastic milk bottle has become bland and unexciting. Some consumers may still remember the nostalgic sound of the traditional glass milk bottle that was delivered by white-coated milkmen and women, driving milk floats and delivering to your doorstep.

Now the milk containers all look the same both in style and shape, fit for purpose but with no distinguishing features or character.

The Brief

The challenge for this brief is to design the next generation of milk bottle packaging in the form of a 2-pint fresh milk bottle made from plastic. The solution still needs to be practical, easy to use and be handled by everyone including the elderly and children.

It is important that your design includes the primary function of being easy and stable to pour the contents, without mess or spillage, and for the opening to be resealable to maintain fridge life and freshness. Your solution should not only have ‘stand out appeal’ in store but also look good on the breakfast table. With more consumers shopping online for their groceries, transportation of fresh milk products from the manufacturer is also to be addressed in ensuring that your design solution can withstand the rigours of filling, packing and delivery to both retail outlets and the consumer at home.

The visual presentation and styling of this new plastic milk bottle needs to reflect a quality product to the consumer, one that is convenient, easy to use and looks good both in store displayed and in the home.

Points to consider

- Visual appeal and shelf impact
- Easy handling by a variety of age groups
- Functionality
- Effective dispensing and resealing
- Safe and secure delivery to the consumer purchasing on line, and to stores from manufacturer
- Filling, storage and display

Materials to be used

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

**Extending Brands into the Home Through E-commerce Packaging**

**Introduction**

Shoppers, although now familiar with the process of buying online, are looking to replicate the in-store experience in their e-commerce interactions. In a competitive market, packaging needs to extend the brand message into the home when the goods are received and through the unwrapping process. Opening these packs then becomes a unique moment of 'home theatre'.

E-commerce continues to evolve quickly with ‘sustainability’ and ‘zero waste’ high on the environmental agenda. Re-using packaging materials by developing means through which they can be re-utilised having fulfilled their packaging role, is becoming a focus for companies who wish to operate ‘sustainably’. Innovation in the design of this packaging is critical to maintaining customer and retail loyalty.

**The Brief**

This brief asks students to identify how corrugated board, with its many benefits of flexibility and inherent properties, can be used to promote a secondary use of the packaging, either in a retail environment or within the home. Think of packaging beyond its final destination in the bin or landfill and it has a potential branding role within the home for much longer.

This brief can be answered using any product relevant to the e-commerce market – your choice. Your solution should take into account the safety of the contents of the packaging and that the pack has secure elements against tampering and theft. Through innovation in shape and form the packs need to maintain a pristine condition so the contents can be received and opened by the consumer in perfect condition.

**Points to consider**

- Innovation in shape and form
- Effective use of corrugated board
- Functionality – products contents held in place
- Security of contents
- Consumer appeal

**The pack should also**

- Prevent damage
- Hold products carefully in place, until the consumer receives them in pristine condition
- Secure products against tampering and theft

**Materials to be used**

Use the properties and flexibility of corrugated board.

---

**Sponsored by DS Smith**

DS Smith is a leading European packaging company of customer-specific recycled packaging with emphasis on state-of-the-art packaging design and local service close to customer facilities. With a product portfolio that includes transit packaging, consumer packaging, displays and promotional packaging, customised protective packaging and industrial packaging, DS Smith answers to each market requirement.

[www.dssmith.com](http://www.dssmith.com)

**Prize**

Work experience placements:
First prize – one month
Second prize – two weeks
Third prize – one week

Provision will be made to assist with travel/accommodation costs where appropriate and in discussion with DS Smith.

**Helpline**

For guidance with the brief please contact:
- simon.saunders@dssmith.com
- andrew.hancock@dssmith.com

**Join us on:**

Twitter: @starpackawards
Facebook: 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)
BRIEF C

PACKAGING TO HELP REDUCE CONSUMER FOOD WASTE

Sponsored by Klöckner Pentaplast – LINPAC

Kp-LINPAC 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, innovative and efficient packaging. Most of our rigid food trays are made from recycled content (plastic bottle flake), by super-cleaning and extruding the plastic flakes into a sheet which goes into our thermoforming ovens in our factories, resulting in the end product.

www.linpac.com

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 is 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 most wasted foods by the consumer.

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. Printed graphics on card or paper labels can be used to enhance the pack and help educate the consumer.

Clever use of sustainable packaging, such as portion control features or other practical elements, or aspects of the pack that can extend its shelf life, both in the retail stores and in the home, such as modified atmosphere (inserted gases or vacuum skinned packs), could help avoid food waste. Consider the protection of the product inside to minimise damage during transportation as well as increasing shelf life in store at the supermarket. Identify the target consumer and the demographic trends of a growing population, consider the increase in single households and the rise in convenience shopping. Visual impact (seeing the product/contents) and customer appeal is important when brands are competing in store. Your pack solution needs to help change the behaviours of the consumer in the home towards wasting food. Design of the packaging should consider any wasted space around the product in the pack without compromising storage and transportation to store.

Points to consider

• Features of the pack that help reduce food waste
• Made from recycled material (use materials available to you to represent a recycled plastic)
• Functionality of the pack
• Visibility of the contents
• Protection of contents
• Visual impact

Materials to be used

Dependent on your resources, use an appropriate material to represent plastic to make your model. Materials that kp-LINPAC 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 super-cleaned, 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. Tutors and students are encouraged to look at the www.linpac.com website to see current examples of thermoformed and film packaging and also learn about our commitment to a sustainable closed loop packaging system.

Prize

£400 to the winning student and the opportunity for a week’s work experience at one of our Design Centres.

£100 to the runner up

Helpline

For guidance with the brief please contact

Lubna Edwards
☎ 07967 694996
✉ lubna.edwards@linpac.com
Roxy Walker
☎ 07810 831169
✉ roxanna.walker@linpac.com
Introduction

Pouring oil from the bottle into the filler hole in a car engine is a difficult thing to do without making a mess. This is especially true of more modern and high-performance cars as the filler hole is smaller. Often additional utensils are required to aid the action of filling, like hoses and funnels, but this is time consuming and can still be messy. To incorporate a dispensing feature into the main pack is an important feature with this brief. Traditionally designed motor oil bottles and containers are not recyclable but it is important that at least some of the components of this new pack can be recycled.

The Brief

You are to design a pack that easily dispenses motor oil into a car filler hole without needing any extra utensils. The 5-litre bottle will need to allow control of oil flow but not add excessive costs. The design should consider ergonomics in use, anti-glugging for an even flow, space for adequate decoration and recovery of parts for recycling. Glugging is a problem. As liquid is poured from the pack it needs to be replaced by air. In a standard bottle, when the pressure inside is reduced it draws air back through the neck causing glugging. The new design needs to stop this happening. Your design solution should include features to ensure the pack is easy to handle and carry as well as be resealable and safe to store. The new pack should be made entirely of the common packaging plastics using standard manufacturing processes. You may choose any major brand of lubricating oil and use graphics/decoration within your design to add branding and visual appeal. Ensure there is enough space on the pack to allow for the mandatory legal information that is required.

Points to consider

- Ergonomics
- Ease of use
- Dispensing feature
- Aspects of recyclability
- Visual impact and decoration
- Safety and storage
- Re-sealing feature
- Customer convenience

Materials to be used

For your mock-ups use an appropriate material to represent plastic (dependent on the resources available to you). RPC is a manufacturer of plastic packaging and if your design went into production it would be made entirely of the most commonly used packaging materials (polypropylene, polyethylene, PET). Standard techniques, including injection moulding, blow moulding, injection stretch blow moulding and thermoforming, could be used.
**Introduction**

Hidr8 is a revolutionary new water product that is produced by distilling pure spring water and adding electrolytes and minerals to deliver intense hydration with a pure crisp taste. In a busy retail environment, there are many brands competing for customer attention and claiming similar benefits with their products. Free-standing units that promote and display new products need to have a powerful message, be structurally functional and have great visual impact.

**The Brief**

Create a new free-standing display unit for the launch of ‘Hidr8 Water’. The new unit needs to ‘introduce the brand’ to the public, be innovative in structure and shape but hold contents securely and allow them to be accessed easily. Your design solution needs to be able to hold a minimum of 48 to a maximum of 144 Hidr8 600ml bottles.

Size dimensions of unit – maximum of 600mm left to right, maximum 400mm front to back, maximum of 1720mm high.

Although your solution needs to be creative in design and shape, it requires simple assembly and be robust enough to withstand different retail environments. Consider how the products should be displayed for maximum security and impact. The key marketing objective is to deliver on the brand message of ‘Essential Hydr8tion’ and to develop an in-store communication (display unit) that highlights and re-enforces the key benefits of this revolutionary product: ‘Purity, Health and Hydration’.

Nutritional facts about the product: Calories 0, Fat 0g, Sodium 0g, total carbohydrates 0g, Protein 0g.

**Points to consider**

- Creative and robust structure
- Holds products securely
- Communicates the brand and key benefits
- Simple assembly
- Visual impact and consumer appeal

**Materials to be used**

The free-standing display unit must be made from corrugated fibreboard and/or solid board.
**Student Starpack Awards 2018**

**Sponsored by The Metal Packaging Manufacturers Association**

The Metal Packaging Manufacturers Association is the lead voice of the UK metal packaging industry with direct links into a European market employing 70,000 people across 200 companies producing more than 70 billion containers each year. The Association supports and represents members on industry matters related to operational, regulatory and environmental issues.

In addition, the work of the association promotes the benefits of metal packaging and the sustainable attributes of steel and aluminium through education programmes, industry awards and relevant communication channels.

www.mpma.org.uk

---

**BRIEF F**

**LUXURY FAMILY RANGE OF CANS FOR TEAS OR COFFEES**

**Introduction**

In the UK, we drink over 60.2 billion cups of tea every year and some 55 million cups of coffee every day. The UK tea industry alone provides 0.02 per cent of the entire country’s annual turnover. However, we have come a long way since instant coffee or straight-up builder’s tea were our go-to choices.

Tea infusions with exotic ingredients and additional health benefits are increasingly popular and with the café culture boom, nearly a fifth of the population visits a coffee shop on a daily basis. Consumers want that premium tea and coffee experience in their homes. The purchase of premium, organic, ethically-sourced and rare varieties of teas and coffees by UK homeowners is on the rise.

A wide range of teas, coffees and infusions from every corner of the world are now sold as gift items or decorative containers for the home. Rare blends, single origin mixes and infusions are presented and kept fresh in beautiful produced speciality tins.

**The Brief**

To design and develop a new, exciting and eye-catching range of at least three tins for either teas or coffees. Students will need to create a fictitious brand targeting the quality retail sector, including duty free areas at airports and the higher-end retailers such as John Lewis, Selfridges and M&S. This new range is to be designed primarily for purchase as a luxury gift pack. Metal offers great potential for creative design solutions with not only embossing and debossing but also the high quality of print finishes that can be achieved with colour, varnishes and bare metal.

Consider when designing your range (minimum 3 in range) marriageability as a set of three and that the labelling, graphics and overall presentation ensure they are a family of luxury products.

When developing your designs consider re-usability of the tins for a secondary use within the home.

To meet food standards, the contents (tea, coffee or infusions) would, if going into production, be sealed separately in foil bags and presented in the secondary pack.

**Points to consider**

- Creative use of tin
- Marriageability as a set of three luxury tins
- Innovative use of decorative and graphic elements
- Re-usability as a secondary pack
- Shelf impact
- Consumer appeal as luxury gift packaging

**Materials to be used**

The set of tins must use tinplate as the core element but your models can be made of any appropriate material to represent the metal components. Similarly, any appropriate material can be used to represent the tin contents.

---

**Prize**

First prize £500 – plus the opportunity to visit Crown Speciality Packaging for the day: spend time with their design team, tour the factory and visit the tool room, engineering and proofing departments.

Second prize - £100

Third prize - £50

**Helpline**

For guidance with the brief contact Debbie Clements

☎️ 01189 788433

✉️ debbie@mpma.org.uk

---

JOIN US ON:

TWITTER.COM/STARPACKAWARDS
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)
Sponsored by Graphic Packaging International

Graphic Packaging International is one of the UK’s leading printed folding carton suppliers, producing packaging product for the food retail, beverage, consumer products and personal care sectors for a wide range of UK and European customers.

www.graphicpkg-europe.com

Prize

£500 to the winning student and a week's work experience at our Bardon Site.

Helpline

For guidance with the brief contact
Kate Jackson
01530 518264
kate.jackson@graphicpkg.com

Introduction

Packaging is the gateway to the user experience and in our increasingly connected society we are demanding more from our packaging, wanting it to be smarter and more intelligent. Digital/virtual technologies are transforming our day to day lives – they can be used in a game/shared experience with family and friends. Corona used the pack and the product to create a game, using a QR activated smartphone app for dice and task cards. Bombay Sapphire used electroluminescent technology to stimulate the visual senses. However, when you explore this technology it must provide additional functionality that is engaging for the customer.

The Brief

An existing brand is looking to expand their reach, utilizing the interaction customers already make with packaging and the developments in digital/virtual technologies to connect consumers during meal times. Your brief is to create a new pack aimed at evening meal times for an existing brand in the marketplace. This could be a convenient meal solution such as ready meals, pizza etc. The brand is looking for a solution that will connect the user(s) with the product using digital/virtual technologies to encourage spending time together at meal times. Your solution should protect, preserve and promote the product within. Identify within your development work the target market and a clear brand identity which the consumer will find relevant and appealing. Use graphics/print techniques to identify the product within and enhance the packaging with additional functionality, rather than gimmicks.

Points to consider

• Exploration of digital/virtual technologies
• Innovative packaging structure
• Functionality
• Promotion of consumer interactions/connections during meal times
• Visual impact and shelf appeal

Materials to be used

Cartonboard, flexible film material for pack windows.
BRIEF H

CREATING SECOND LIFE PRODUCTS – RECYCLING AWARENESS

Sponsored by RPC–bpi recycled products
RPC–bpi recycled products has been leading the way in recycling for more than three decades and as one of Europe’s leading plastic recyclers. They process over 70,000 tonnes of waste from industrial, commercial, agricultural and domestic sources. The environmental benefits of recycling polythene in the UK are: It saves energy, saves water, saves raw materials and saves carbon emissions. As one of the largest polythene film re-processors in Europe, RPC–bpi recycled products is a champion of UK recycling. It is their mission to increase the amount of waste plastic recycled in the UK as part of their commitment to the environment and sustainability. RPC–bpi recycled product’s portfolio includes: Refuse and recycling sacks, ‘The Green Sack’, construction membranes through Visqueen Building products and ‘Plaswood’ a versatile and tough material, currently used in a variety of exterior environments.

Introduction
RPC–bpi recycled products has been leading the way in recycling for more than three decades and as one of Europe’s leading plastic recyclers. They process over 70,000 tonnes of waste from industrial, commercial, agricultural and domestic sources. The environmental benefits of recycling polythene in the UK are: It saves energy, saves water, saves raw materials and saves carbon emissions. As one of the largest polythene film re-processors in Europe, RPC–bpi recycled products is a champion of UK recycling. It is their mission to increase the amount of waste plastic recycled in the UK as part of their commitment to the environment and sustainability. RPC–bpi recycled product’s portfolio includes: Refuse and recycling sacks, ‘The Green Sack’, construction membranes through Visqueen Building products and ‘Plaswood’ a versatile and tough material, currently used in a variety of exterior environments.

The Brief
Plaswood is a material made from 100% recycled plastic, it is eco-friendly, longlasting and weatherproof. This recycled product has great potential for ‘second life products’. This brief requires students to explore the potential of this material and design an innovative use for ‘Plaswood’ within the retail sector to promote awareness of the importance and benefits of recycling packaging materials. Recycling of our packaging is an important message for consumers who may still be unaware of its impact on our society. Your design may take the form of the shopper’s initial experience outside of a store, supermarket or shopping mall, as a piece of artwork, sculpture or mural, consider an innovative concept to alert consumers about the relevance and benefits of recycling plastic. You may also look at whether Plaswood could be used within the store as shelving, signage, floor areas and aisles, or as part of the checkout areas, indicating to consumers its second life potential.
Plaswood can be fully recycled at the end of its use, it is completely inert, will not leach any chemicals and will not rot or degrade with age. Plaswood can be formed into different shapes and sizes and is available in many colours, giving it high visual impact and suitability for a range of products and markets.

Points to consider
• Creative use of Plaswood
• Relevance to retail market
• Recycling message to shoppers
• Function
• Visual impact
• Overall presentation

Materials to be used
You may use any appropriate material to represent the recycled plastic for your mock up.

Prize
£300 for the winner and a visit to one of our manufacturing facilities.

Helpline
For guidance with the brief contact Lucinda Holmes
L.Holmes@rpc-bpi.com

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)