



**STARPACK**  
STUDENTS

**Student Starpack**  
Awards 2017

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## HEALTH IN A HURRY

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### Prize

£500 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](mailto:kate.jackson@graphicpkg.com)

### Introduction

Shopping and lifestyle habits are changing. In our fast-paced, tech-enabled lives we demand convenience but without sacrificing on health. It's no longer just about cutting calories, but also about what is good for ourselves and the planet.

### The Brief

A new online health brand is launching that promises to prepare, pack and deliver fresh meals, snacks and drinks to health-conscious consumers' homes and workplaces in 90 minutes or less. Create a solution using cartonboard as the primary packaging material to deliver products through this innovative, on-demand supply chain. Orders may range from a single meal to multiple items. The design must also provide a positive and engaging experience to delight the end-user and encourage brand-loyalty.

### Points to consider

- The needs of each user in the supply chain.
- How to protect and preserve the products.
- A clear style or graphic system that is appropriate to the brand's healthy credentials.
- Use of colour, board materials and finish.
- Identify and research the target market.

### Materials to be used

Cartonboard. Any other materials and technologies.

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