



**STARPACK**  
STUDENTS

**Student Starpack**  
Awards 2017

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## A NEW LUXURY VODKA PACK

### 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.



### Prize

Gold Winner - £500. Plus, dependent on design, the opportunity to have model made up by Crown Speciality Packaging.

Silver second place - £100

Bronze/highly commended third place - £50

### Helpline

For guidance with the brief contact Debbie Clements:

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See special Student Starpack hub at [www.mpma.org.uk](http://www.mpma.org.uk)

### Introduction

Bartenders are increasingly recognising vodka for its wide scope in developing a broad flavour spectrum. Subsequently, vodka is shaking off its 'flavourless' label and is being enjoyed as a quality drink. In the UK we drink over 58.5 million bottles of vodka each year. In total the spirits industry is worth over £3.8 billion to the retail sector and a sizeable portion of sales come from quality bottled spirits, such as champagne, brandy and whisky, often bought as gifts. Lining the shelves in spectacularly designed secondary packs, these spirits are both eye-catching and make a handsome present.

### The Brief

This brief is to develop a new and exciting pack for a fictitious vodka brand targeting the quality retail gift sector, including retail outlets spanning duty free areas at airports and high end, high street stores. You will need to develop the name, bottle label, bottle closure using aluminium and secondary metal pack made from tinplate.

### Points to consider

- Marriageability with one of the two supplied vodka bottle specifications.
- Metal offers great scope for creative design using different finishes including:
  - print finishes
  - varnishes – high gloss, matt, crackle finish
  - use of colour
  - bare metal
  - embossing and debossing
- Reusability and storage of the secondary pack.
- Shelf impact.
- Marriageability with other components – bottle closure and labelling.
- Scope to tell a story.

### Materials to be used

The secondary pack must use tinplate and the closure aluminium as the core elements, but models can be made of any appropriate material to represent the metal components.

All secondary pack and closure designs must be compatible with either the specifications supplied for Bottle A or Bottle B. (Please choose either Bottle A or Bottle B for design)

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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)

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Specifications for Bottle A and Bottle B - please select one of these for your design

## Bottle A



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## Bottle B

