



**STARPACK**  
STUDENTS

**Student Starpack**  
Awards 2017

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**POINT OF SALE UNIT FOR GENERIC  
SUGAR FREE ENERGY DRINK  
FOR CONVENIENCE AND PETROL  
FORECOURT LOCATIONS**

**Sponsored by Smurfit Kappa UK**

Smurfit Kappa is one of the leading providers of paper-based packaging solutions in the world, with around 45,000 employees in approximately 370 production sites across 34 countries and with revenue of €8.1 billion in 2015. We are located in 21 countries in Europe, and 13 in the Americas. We are the only large-scale pan-regional player in Latin America.



**Prize**

£250 vouchers plus 2 weeks' work experience at Smurfit Kappa Display in Corby.

**Helpline**

For guidance with the brief contact Phil Husband:

✉ [Phil.husband@smurfitkappa.co.uk](mailto:Phil.husband@smurfitkappa.co.uk)

**Introduction**

It is a competitive market within convenience stores and petrol forecourts. Brands need to attract consumers and market products successfully by using free standing POS displays that are functional and easy to assemble.

**The Brief**

This brief requires an innovative and creative solution to the promotion and display of 500ml bottles of an energy drink (to design your own brand). The design of the unit should explore the possibility of interactivity with the consumer through its visual format and surface graphics, exploring shapes and design solutions that reflect a strong message and reinforcement of a product promise.

It may be a floor standing unit that can be positioned in the store anywhere or a display that fits on the top shelf of an "end of aisle" shelving unit (Gondola Topper). The unit you design should contain as many energy drink bottles as possible within the dimension constraints shown below.

The free standing unit footprint can be no larger than 450mm left to right, 400mm front to back, 1500 in height including header.

The Gondola Topper can be no larger than 900mm left to right, 400mm front to back, 500mm in height including header.

**Points to consider**

- Assembly in store should be simple and take no more than five minutes, excluding stock loading.
- Number of products on the unit should be identified.
- Stability and good product visibility is important.
- Overall footprint size.
- Good use of design, graphics, shapes and material to showcase the product and promotion.

**Materials to be used**

Corrugated fibreboard

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