Brief A: “Einstein's Anniversary”
Coin Collector’s Presentation Packaging
Sponsored by API

Background
The Royal Mint produces and manufactures beautifully crafted coins and medals for countries all over the world. The 1100 years of its existence tracks the history of Britain through its wars, its social and economic progress and its technological and scientific advances. The Mint makes and distributes coin currency in the UK as well as supplying medals and specialist coins for a variety of anniversaries and celebrations, from The Battle of Britain to the Royal Christening of Princess Charlotte.

The Brief
March 2016 sees the 100th Anniversary of Einstein’s publication of The Theory of Relativity. Your brief is to produce a creative solution for a Presentation Gift Pack to hold one coin on this theme in a cardboard carton with hot-foil decoration, that offers safe and secure containment of the coin in transit as well as display and presentation opportunities.

The brief also includes designing the actual coin that will be displayed. Investigate Einstein’s theory, and its impact on the world, and apply those learnings to create an innovative structure and design - but you can be nostalgic or futuristic in your approach.

The overall size of the pack should be between 30-60mm in either direction and as deep as needs.

Your solution must use the materials specified, and exploit the decorative possibilities and the foils’ visually appealing colours and surfaces: experiment with different shapes and formats and maybe explore embossing and de-bossing to enhance the pack’s features and visual appearance. It is very important to understand how hot stamping foils perform and behave with a variety of applications.

Standard criteria for success
- Answers the brief
- The concept
- Model: One good quality mock up to withstand transport and handling
- Development boards: 3 x A3 boards showing concise and clear presentation of ideas from your initial ideas through to the final concept

Prizes
The prize will include one week’s work experience with API to learn from industry experts. This will include travel and accommodation.

Helpline
Materials requests: Hester McQueen hester.mcqueen@apifoils.com T: 01506 497630
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Material
API will include 3 sheets of Hot Stamping Foil (Bright Silver, Bright Gold and Matt Gold) and two sheets of
A4 sized laminated boards (one traditional design and one contemporary design). Winter and Company will be providing 10 A4 sheets of paper (Natural and Buckram papers only, limited colours offered) per pack. Winter and Company manufacture a wide range of unusual and creative cover materials. Remember that the primary packaging material (the foils and laminated boards) must be used, but other materials can be used with it.

For more information about the above ranges please see website www.apigroup.com and www.winteruk.com

**About the sponsor**

API is a leading manufacturer and distributor of foils, laminates and holographics that provide exceptional brand enhancement and protection for products worldwide. With over 90 years’ experience, API’s packaging solutions are part of a highly collaborative approach to customers’ needs

Operating from fifteen locations across Europe, America and Asia, API’s product packaging solutions help companies across a wide range of industry sectors, including alcoholic drinks, confectionery, tobacco, perfumery, personal care, cosmetics and healthcare. Through its Holographics division, API is also a trusted supplier of custom optical solutions to protect secure documents and branded goods against counterfeit and fraud.

For more information on API and its range of foil, laminate and holographic brand enhancement products, visit the website at www.apigroup.com.

Retail and manufacturing industries worldwide. www.bpipoly.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 (IOM3).