Brief B: Recycled polythene films – new uses
Sponsored by BPI POLYTHENE INDUSTRIES PLC

The need to reduce the environmental impact from packaging continues to drive the recovery and recycling agenda - and new uses for the materials collected. Recycled polythene film is strong, waterproof, and exceptionally versatile and can be printed and formed into bags, sacks, pouches or other shaped containers.

The Brief
Take an existing product, currently packed in any conventional packaging material, e.g. cartonboard, metal, rigid plastic or glass, and rework a solution that would use recycled polythene film as a substitute. Give consideration to food products, but also non-food packaging used widely, such as

- Protecting components used in industry or construction
- Horticulture, garden centres, or similar
- Mail-order, post or courier packs

Criteria for success
- Consumer convenience: functionality – opening, closing, handling
- Innovation – recognition of good ideas. Creative use of materials
- Consumer market: relevance to the target audience and predicted uses
- Display: shelf impact/ shape, format and graphics to give good shelf presence
- Model: One good quality mock up to withstand transport and handling
- Development boards: 3 x A3 boards showing concise and clear presentation of ideas
- Environment – Reduced environmental impact, e.g. through reduction, re-use, recycle

Materials to Use
Recycled polythene film, or a suitable equivalent, shaped to form the required pack. Entrants can use this in conjunction with other materials (such as cardboard).

Prize
BPI will award £500 to the winning entry.

Helplines
For guidance with the brief contact Nina Virdi, email ninavirdi@bpipoly.com Phone 01773 841 848
For general enquires contact Rachel Brooks, email rachel.brooks@iom3.org

Sponsor Background
BPI – British Polythene Industries plc is the largest manufacturer, printer and recycler of polythene films in Europe. BPI supplies over 400,000 tonnes of film annually to the key Agricultural, Food Production, 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).