Brief E: Barbeque fun in the sun!

Sponsored by Graphic Packaging International

Background

Graphic Packaging International is one of the Europe’s leading packaging suppliers, designing and producing unique packaging products and solutions for the food and beverage industries, across the UK and Europe.

Brief

When the warm summer sun shines we all love to get together with friends and family for a BBQ. The design challenge is to develop innovative concepts for a pack to hold both food and drink refreshments to take round to a barbeque party. Whether it be beer or wine, steak or fish, bread or salad, this pack should incorporate three or more items together in a fun style carton pack.

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

The following will also be taken into account if relevant to the brief

• Consumer convenience – opening, closing, handling
• Innovation – Recognition of good ideas. Creative use of material
• Consumer market – relevance to target audience and predicted uses
• Display – shelf impact, shape, format and graphics to give good shelf presence

In addition the sponsor wishes you to consider the following points

Students should consider if the pack could be used in the preparation of barbeque meats, or display of the food on the table. How does the pack safely transport bottles or cans of drink with food products? Food hygiene safety should also be well thought out to separate raw and cooked food items. Students should think about where the BBQ is going to be: at a beach, at home, or at a venue of your choice. Is the pack easy to carry and use by the consumer?

Materials to Use

Use predominantly cartonboard and other materials required to create an innovative pack. Free cartonboard material can be obtained by contacting Nikki Clark.

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).
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Prize

Graphic Packaging International will award £500 and work experience placement with accommodation for one week.

Helpline

For guidance with the brief contact Nikki Clark Email: nikki.clark@graphicpkg.com

For general enquiries contact Rachel Brooks, email rachel.brooks@iom3.org

Sponsor Background

Graphic Packaging International, a subsidiary of Graphic Packaging Holding Company (NYSE: GPK), is one of the world’s largest producers of folding cartons, holding a leading market position in coated-unbleached kraft and coated-recycled board. Of the company’s 64 production sites, 11 are located in Europe - UK, Ireland, France, Netherlands, Germany and Spain.

The company’s European operation specialises in two main areas: Beverages: Multipack cartons and Packaging Machinery Systems and Food: Chilled Foods, Food to Go, Convenience, Confectionery, Spirits, Household and Personal Care.

Graphic Packaging International’s customers include some of the most widely recognized companies in the world.

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