introduction

Our seas are becoming plastic ‘soups’, causing harm to fish, wildlife, and damaging our environment. It is estimated that only 10% of all plastic gets recycled. The remainder going to landfill and into our oceans!

the brief

Design an ‘Ocean’ themed shampoo / conditioner bottle. The challenge is to create a bottle, pouch or other suitable container that can be used for a shampoo or conditioner product, or maybe two bottles that form a shampoo and conditioner pair.

The challenge is to raise awareness surrounding the global issue of marine ocean plastic waste!

points to consider

Most importantly

★ Will the pack have good environmental credentials and use recyclable material… remember there are millions of tons of ocean plastic floating in our seas?
★ Will it, through clever design and messaging, raise awareness about that marine ocean plastic waste?

Also

★ How does the pack structure influence purchase?
★ Is it re-sealable?
★ How is the product dispensed? Show how you have ensured that consumers of all ages and abilities can use the pack
★ Does it have shelf standout?
★ How would the pack work in manufacture, filling, storage and transportation?

materials to use

For the mock ups – any material / model is acceptable

OCEAN’
SHAMPOO / CONDITIONER BOTTLE

Sponsored by

Logoplaste

Innovation lab

Years 10 and 11

the prize

An all expenses paid visit to a Logoplaste manufacturing site for up to 30 students.
In addition there will be £100 – for the winning individual and £400 – for the winning school which has provided the best overall entries
The Packaging Society will also award £50 for the best supporting portfolio.

HELPLINE

For guidance with the brief contact Chris Clarke:
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