The market for thin wall container applications is growing consistently every year driven, greatly, by new technology developments with in-mould labeling (IML).

Aim
The aim is to create a distinctive pack, or range of packs, that can be used to fill butter or 'low fat food spreads'. Think of the container and product as ONE complete pack – creative graphics and brand identity are key to offering a simple but functional packaging solution.

points to consider
1. Retail display and shelf impact
2. Consumer convenience – opening, closing, handling
3. 250g / 500g – pack sizes
4. Storage and use of the products – can contents be completely emptied, zero waste.
5. Second life – what happens after the pack is empty and could it be reused or recycled - or easily disposed of?
6. Ease of opening
7. Tamper proof on purchase
8. High speed manufacturing methods and complete supply chain functionality
9. Unique selling points – functional packaging advantages
10. Consumers like packaging that is ‘different’, that offers ‘value for money’ but still looks ‘sophisticated and trendy’

criteria for success
The panel of judges will mark the brief taking into consideration:
- 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

materials to use
For the mock up – any material / model is acceptable.

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