A LITTLE BIT EXTRA!

Sponsored by PET Power

the prize
The winning designer will have the container named after them or a name of their choice (in consultation). In addition there will be financial rewards: 1st Prize €350, 2nd prize €250, 3rd prize €150

Sponsor background
Since the foundation of the company in 1995, PET Power has built up a strong base for its approach. An impressive array of machines and a large range of bottles and jars make PET Power's packaging solutions unique. By vast experience combining moulds for the neck with blow moulds for the rest of the bottle, more than 1,200 variations are possible. We specialize in packaging for pharmaceuticals, food and cosmetics, but there are many more possibilities.

www.petpower.eu

HELPLINE
For guidance with the brief contact Chris Turner:
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INSPIRE and ENJOY!: The particular sector of the food market we are looking at is all about people both entertaining and being entertained in a hospitable and social surrounding. Functionality aside the parameters should be boundless!

Aim
The design challenge is to design a pack for the “sauces and dressings market” to include ketchups, mayonnaise and other related condiments. The latest Nielsen statistics show BBQ sector being the fastest growing food category. We are looking for differentiation from both the strong brand leaders – Heinz and Hellmans, and also staid generic packaging.

points to consider
* With innovation must also come functionality for the consumer and this must be clearly illustrated in the design brief by way of:
  1. How the consumer will dispense the product
  2. How the consumer will handle the container (hand grip, ridges)
  3. The feel of the container (squeezability)
  4. The dispensing system to be used (closure, valve)
  5. The orientation of the container on shelf and in use.
* Consumer appeal of the Packaging On Shelf:
  1. Distinctive Container Shape.
  3. Use of Embossing/Texturising.
* Container Size: 150ml – 400ml. Also consider a ‘family’ of containers – same shape, different capacities, single use/promotional.
* Price Range: premium products, innovation, distinction to provide good Branding Position and maximum impact on shelf and on table.

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
The container can be manufactured either by Injection Stretch Blow or Extrusion Blow Moulding; for the model any material is acceptable.

Register online at: WWW.STARPACK.UK.COM/STUDENTS on or before 27 February 2015