Brief D

**School milk pack**

**KEY STAGE 4 AND AS LEVEL**

**Background**

The traditional glass ‘milk bottle’ was a popular feature on nearly every doorstep in the country back in the 70’s and 80’s. School milk was also an important part of the morning school ritual, giving pupils a dose of essential vitamins and energy to start the working day.

**Resume of the Brief**

Students were required to design and produce a new design for a 250ml, 330ml and 1 pint container for ‘school milk’. The pack you design will be made from plastic (PET) and can be shaped or formed into an interesting and creative final solution. Consideration should be given as to how the pack will be used by the consumer, stacked on a shelf by retailers and disposed of when empty. The recyclability and disposability of this pack is an important aspect of the brief for you to look at.

**Prize**

Logoplaste will award £500 to the winning school to purchase computer equipment or another relevant resource. They will also arrange a visit to one of their bottle manufacturing plants in the UK (and supply the transport to do this).
Gold
Matthew Maisey
The City of Leicester College

Really nice project – good and thorough profile. Well thought out, nice and appealing idea.

Judges’ comments
Gold

Abdul Makodiya

The City of Leicester College

Good progression of idea – nice clear concept.

Judges’ comments
1. Mazena Emmerson • Bungay High School

Good potential as an easy-to-drink and lunchbox-friendly pack.

*Judges Comments*

Excellent for the school pack and lunch

*Stephen Mancey, Managing Director, Logoplaste*
2. Colin Jacob • Bungay High School
   Good complete project — innovative idea — shows a lot of skill in the production of the mock up.

3. Amy Wilkinson • Hymers College
   Good model making skills — good concept with a strong visual solution — great when seen as a group.
1. Jon Thompson • Hymers College
   Good rationale in the development – simple and effective design solution.

2. Marcus Lyon • Hymers College
   Elegant design and a very commercially viable solution.

3. Jelle Zwemstra • Hymers College
   Innovative take on the brief to create a ‘glass’ with lid to drink from.
Highly Commended

1. Sebastian Needler • St Mary’s College
   Covers all sizes – good concept ideas – thought about stacking – forming trials – good to grip.

2. Josephine Crossman • Wellington School
   Fun idea.

3. Danny Gibson • Bungay High School
   Good mock-up.

4. Dani Farrow • Bungay High School
   Fun and enjoyable answer to the brief.
Logoplaste Sponsored Award
Winning School

Bungay High School
ScD32 was the most outstanding entry.
Stephen Mancey, Managing Director, Logoplaste