Packaging is an industry that is around us every day but one of which we take little notice. Look around you – in the supermarket, in your home, in your school – every item has arrived in a package and outer packaging is used for transportation. Packaging has three main functions Preserve, Protect and Promote.

The Schools Starpack Packaging Design Awards are designed to increase your understanding of the uses of packaging and to encourage students to take up a career in the exciting world of consumer packaging design. The briefs provide excellent opportunities for Years 10, 11 and AS level and entry is for individual student’s work. The school awards, now in their 16th year, form part of an annual Awards programme which also includes the Starpack Industry Awards and the Student Starpack Packaging Design Awards for colleges and universities.

Following rigorous judging, Gold, Silver, Bronze and Commended framed certificates are awarded.

For each brief there are sponsor prizes of up to £500 for award winning schools and up to £100 for individual students.

The sponsors have the right not to award a prize if they do not think the work put forward has reached the required standard.

Register online at: www.starpack.uk.com/schools on or before Friday 27 February 2015

Physical entries must arrive for judging between 9–13 March 2015

Judging will take place on 18 March 2015

Award Presentations – to be confirmed.
helpful guidelines for teachers...

★ All entries must provide no more than 6 single sided A3 sheets or boards that demonstrate in a simple, clear, and precise way, the research, the development stages and the final outcome.

★ After completion of the online form teachers will receive an automated email providing details of delivery arrangements and entry numbers. If you do not know which student names to select at the time of registering online, then type in Student A, Student B etc. The online registration form allows you to add the names up until 6 March, but it is most important to register before 27 February.

★ The entry number needs to be placed clearly on the back of each work sheet and firmly, but more discreetly on the finished model.

★ If a brief is done as a class project, then the teacher must select the BEST six designs for submission.

what the judges are looking for...

★ Originality and aesthetic qualities of the design rather than the commercial viability.

★ The quality of manufacture of the model and graphics used, whether generated by hand or CAD.

★ The quality of the supporting portfolio which must include evidence of research and the development of the concept.

★ Designs which demonstrate awareness of environmental issues, through economic use of the material and recyclability.

★ A 3D model, to withstand transport and handling.

★ Six one-sided A3 sheets or boards to demonstrate the development of ideas.

HELPLINE
For general enquiries contact:
email rachel.brooks@iom3.org
tel 01476 513885
MOTHER’S DAY PAMPER PACK

Sponsored by

Benson Group

Year 11 and AS Level

THE PRIZE
Benson Group will award £500 to the school which has provided the best overall carton board entries.

The Packaging Society will award £50 for the best supporting portfolio.

INTRODUCTION
Gift packs are very popular as a thoughtful gift for mums on Mother’s Day (“Mothering Sunday”). It’s a time to honour mothers and motherhood and thank them with cards and gifts.

THE BRIEF
The challenge is to design a pack that combines a range of pampering gifts for a mother. Products you may want to consider are toiletries, candles, chocolates, but please feel free to be creative in your gift ideas. Consider the visual gift appeal of the pack and the experience for the mother opening the pack.

POINTS TO CONSIDER
★ Packaging must showcase the products, have suitable decorative detail and attract a purchase. The pack could be printed on both sides and include the use of windows.
★ The pack must be exciting to open and use
★ Consider how the products inside are held in place using fitments
★ Consider the end of life of the packaging. Can the pack be reused or recycled?

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.
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

Helpline
For guidance with the brief contact Chris Clarke:
e chris.clarke@logoplaste.com
For general enquiries contact Rachel Brooks:
e rachel.brooks@iom3.org
NEW CHILDREN’S TOY PACK/PRODUCT

Sponsored by BPI (British Polythene Industries)

Years 10, 11 and AS Level

THE PRIZE

£500 will be awarded to the school which has provided the best entries. The sponsor may award £100 of the £500 to an individual student should an outstanding entry be presented. £100 will also be awarded to the runner up school.

The Packaging Society will award £50 for the best supporting portfolio.

INTRODUCTION

As a result of an increasing need for sustainability within our economy the environmental benefits of recycling plastic are becoming better recognised. Recycling plastic diverts waste from landfill, conserves resources and benefits the environment.

Plaswood is an award winning long life environmental alternative to traditional materials, natural wood being a good example. Plaswood versatility of design means it can be fabricated into many different products, from furniture to fencing and walkways and play areas within parks and public areas.

THE BRIEF

You are to choose one of the following:

- Using Plaswood design a new and innovative toy container/package that holds fun and play products but that also has a secondary function for example in the garden, the park or the home.
- Design a new play product for children out of Plaswood whereby the product is also the package. Consider a new or an update of an old concept in play that would best suit this material. You may include an exterior label for retail use on your final solution which provides information to the consumer.

Choose the appropriate children’s target age group for your product and provide appropriate graphics and finishes to ensure great shelf appeal in store.

MATERIALS TO USE

You may make your models and designs out of a material of your choice and one that you consider best reflects the qualities of Plaswood. You may use Plaswood or part Plaswood and another material such as cardboard/cartonboard and paint this. Plaswood information on current uses, benefits, environmental aspects and samples of the product will be available to schools entering this brief. Please visit www.whyusewood.co.uk.
**conditions of entry**

★ Students must be aged 18 years or under at the start of the academic year in September 2014.

★ A nominal fee of £30 per school for a maximum of 6 entries is required. Schools wishing to submit more than 6 entries may submit a maximum of 6 entries per brief and are required to pay an additional £5 per entry.

★ Completion of the online registration form by the teacher on or before 27 February 2015. Go to www.starpack.uk.com/schools.

★ The physical entries must be delivered on 9–13 March 2015.

★ Work sheets and models must not show the entrant’s name or school, but must show the entry number on each piece of work. Any work received without the entry number will be disqualified.

★ It is the teacher’s responsibility to arrange for the work to be returned, either by supplying stamps, organising a courier or personally collecting. All uncollected work will be disposed of after 30 April 2015. We do not have the storage space to retain work after this date.

★ IOM3 has unlimited rights to use all work submitted to promote the awards. The sponsor owns the right to develop the solution with the entrant.

★ Whilst IOM3 will take reasonable precautions, it cannot accept responsibility for loss or damage to an entrant’s work. Adequate protection of all entries is essential.

**many thanks to our valued sponsors**

The Benson Group

Benson Group is one of the UK’s leading printed folding carton suppliers, producing packaging product for the food retail, beverage, healthcare and personal care sectors for a wide range of UK and European customers.

www.bensongroup.co.uk

Logoplaste

Logoplaste are leaders in plastic packaging, providing an overall service for packaging R&D, in-house production and quality systems, backed by technical support and advice.

www.logoplaste.com
www.logoplasteinnovationslab.com

British Polythene Industries (BPI)

BPI – British Polythene Industries plc is the largest manufacturer and recycler of waste plastic film in Europe. BPI supplies over 400,000 tonnes of film annually to the key agricultural, food production, retail and manufacturing sectors on a worldwide basis.

www.whyusewood.co.uk
www.bpipoly.com

The Packaging Society

The Packaging Society is a Division of the Institute of Materials, Minerals and Mining. As well as providing benefits for members, the Society also supports *Materials World* magazine, contributes to a large training programme and is the driving force behind Starpack.

www.iom3.org/packaging
Comments from attendees at the 2014 awards presentations:

“Thanks for a great day on Wednesday. The students loved it, Mark Shayler was superb once again.”

“As usual our students and parents enjoyed the occasion and in particular the fun of the excellent guest speaker.”

“We had a lovely time at the presentations on Wednesday.”