

Right: Gold Star—Class 1. Food and Beverages (Retail Consumer Packs).

Laminated pockets for Heinz soups. Manufacturer: The Metal Box Co. Ltd. Designers: functional—The Metal Box Co. Ltd.; graphic—Young & Rubicam Ltd.

Left: Bronze Star—Class 1. Food and Beverages (Retail Consumer Packs).

Reeded pint bottles for Clayton minerals. Manufacturers: bottle—Redfern Bros. Ltd. and Forsters Glass Co. Ltd.; cap—Containers & Closures Ltd.; labels—R. B. Macmillan Ltd., and Fell & Briant Ltd. Designer: W. M. de Majo.



STARPACKS 1960

Above left: Bronze Star—Class 8. Paints, Cleaning and Protective Materials (Retail Consumer Packs).

Plastic bottle for Lux liquid. User: Lever Bros. Ltd. Manufacturers: The Metal Box Co. Ltd. Designers: The Metal Box Co. Ltd., in conjunction with Lever Bros.

Above right: Silver Star—Class 8. Paints, Cleaning and Protective Materials (Retail Consumer Packs).

Plastic bottle for "Quix" detergent. User: Crosfields (C.W.G.) Ltd. Manufacturers: The Metal Box Co. Ltd. Designers: The Metal Box Co. Ltd., in collaboration with Crosfields.



Left: Gold Star—Class 7. Pharmaceuticals and Cosmetics. (Retail consumer Packs).

Silvikrin container and carton. Manufacturers: container—The Metal Box Co. Ltd.; carton—A. Cooke Ltd. Designer: T.H.M. Partners.

A TOTAL OF 171 entries was received in the Starpacks 1960 competition, organized by the Institute of Packaging. From among the entries, six were awarded gold stars, six silver stars, eleven bronze stars and a total of sixty-four certificates of merit.

Entries competed in two main sections—for retail consumer packs and for transit packs. Each section had classes for: food and beverages, clothing, pottery and glassware, hardware, sports goods and recreational equipment, soft furnishings and household textiles, pharmaceuticals and cosmetics, paints, cleaning and protective materials, tobacco and smokers' requisites, electrical appliances (excluding clocks), stationery and office sundries, and unclassified.

Each pack submitted was judged on three main features: functional efficiency, user convenience and sales appeal. To win a gold star an entry had to receive a minimum of 82 per cent of possible marks and be voted the best in its class. To win a silver star, entries were required to receive a minimum of 79 per cent of the possible marks; for a bronze star, a minimum of 74 per cent of the total possible marks was required.

(continued on page 56)

SUPREME AWARDS

In both the retail consumer pack section and the transit pack section the entry with the highest marks was chosen to receive Supreme Awards as the outstanding packages of the competition.

Supreme Award winners were:

RETAIL CONSUMER PACK— Silvikrin Laboratories, for a "Silvikrin" container and carton designed by THM Partners. The container was manufactured by The Metal Box Co. Ltd. Alf Cooke Ltd. manufactured the carton. (See photo left.)

TRANSIT PACK— Bowater Packaging Ltd., for a fibre/steel drum, designed and manufactured by that company for Gillette Industries Ltd. (See photo right.)



Right: Gold Star—Class 3. Pottery and Glassware (Retail Consumer Packs).

Presentation pack for six sherry glasses. User: W. & A. Gilbey Ltd. Manufacturer: John Waddington Ltd. Designer: W. M. de Majo.



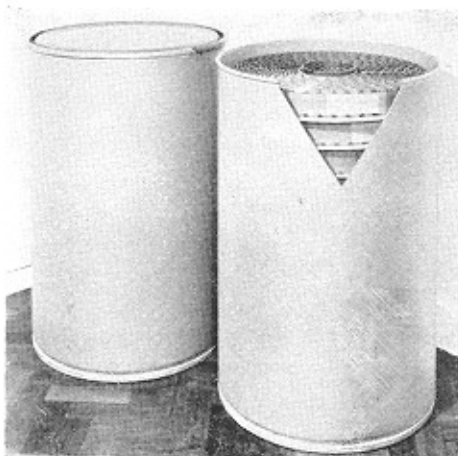
Below: Bronze Star—Class 10. Electrical Appliances (Retail Consumer Packs).

Table lamp conversion set and shade. User: W. & A. Gilbey Ltd. Manufacturer: Richard Pye & Co. Ltd. Designer: W. M. de Majo.



Below: Bronze Star—Class 9. Tobacco and Smokers' Requisites (Retail Consumer Packs).

Range of Colibri lighter and flint display packs. Manufacturers: flint pack—Stewart Plastics Ltd.; card and lighter boxes—Field Sons & Co. Ltd.; gas table lighter box—Cundell & Eve Co. Ltd. Designers: flint pack—H. J. Lowenthal; table lighter box—P. Lait; pocket lighter box—P. Green.



Left: Gold Star—Class 12. Unclassified (Transit Packs).

Fibre/steel drum for export of Gillette dispenser tops. Manufacturer and designer: Bowater Packaging Ltd.

Right: Silver Star—Class 1. Food and Beverages (Transit Packs).

Film packs for Twining's Caterer's Coffee. Manufacturer: The Metal Box Co. Ltd. Designers: functional—The Metal Box Co. Ltd.; graphic—R. Twining & Co. Ltd.





Above: Bronze Star—Class 3. Pottery and Glassware (Retail Consumer Packs).

Presentation box for Royal Worcester porcelain figurine. Manufacturer and designer: Bowater Packaging Ltd.



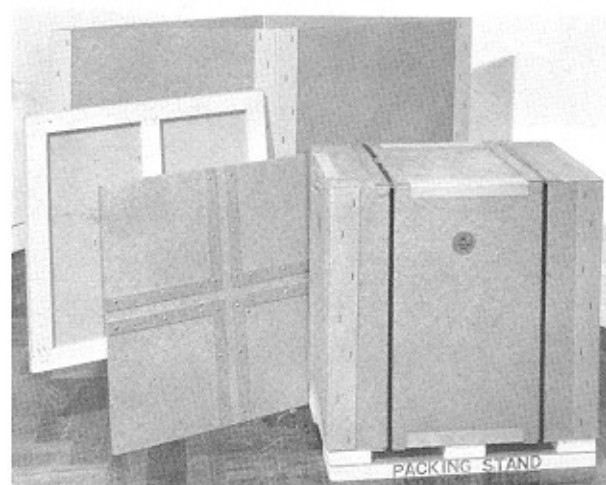
Above: Bronze Star—Class 1. Food and Beverages (Transit Packs).

Transit pack for lager in cans. User: C. G. Hibbert & Co. Ltd. Manufacturer: Bowater Packaging Ltd. Designer: Ernest Hoch.



Above: Gold Star—Class 8. Paints, Cleaning and Protective Materials (Transit Packs).

5-gallon stackable drum. Manufacturer and designer: The Metal Box Co. Ltd.



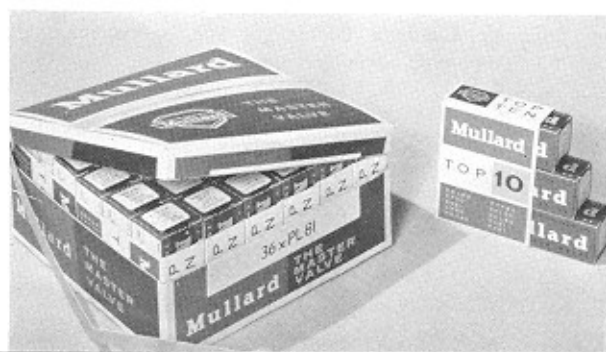
Above: Silver Star—Class 12. Unclassified (Transit Packs).

Collapsible-sleeve transit case. Manufacturer: William Gosling & Sons Ltd. Designer: Harry Jefford.



Above: Gold Star—Class 1. Food and Beverages (Transit Packs).

Carry-home pack for five bottles of Bell's whisky. Manufacturer: Reed Corrugated Cases Ltd. Designer: A. Fisher.



Left: Bronze Star—Class 4. Hardware (Transit Packs).

Dispenser pack for Mullard radio and television valves. Manufacturer: The Metal Box Co. Ltd. Designer: Mullard and The Metal Box Study Group.

Among the award winners were a number of 'old favourites'—packs which have been well-known and well-publicized for some time. This is not to say that their merits do not deserve recognition, but is indicative of the dearth of really new ideas among the competition entries.

Judges: G. H. Edwards (Unilever Ltd.); Peter Hatch (representing the Council of Industrial Design); Ronald Ingles (representing the Society of Industrial Artists); James Pilditch (Package Design Associates Ltd.); F. A. Paine (Bowater Research and Development Company); Raymond Silk (technical press); J. Soper (Marks & Spencer Ltd.); and Mrs. H. O. Watson (representing the Federation of Townswomen's Guilds).

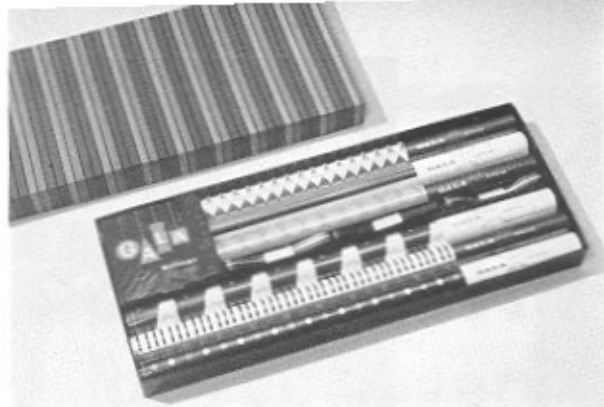
Winning entries are entitled to enter Eurostars 1961—the European packaging competition organized by the European Packaging Federation.

Space does not permit us to illustrate or even mention all the packs which were awarded certificates of merit, but four examples of this class of award winner are illustrated on page 59.



Above: Bronze Star—Class 4. Hardware (Retail Consumer Packs).

Packs for door chains, bolts, curtain runners, etc. User: Smith & Davis Ltd. Manufacturer: Smith & Davis Ltd.



Above: Bronze Star—Class 12. Unclassified (Retail Consumer Packs).

Box of Gala gift wraps, User: Transparent Paper Ltd. Manufacturer: Richard Pye & Co. Ltd. Designer: W. M. de Majo and Veronica de Majo.



Above: Silver Star—Class 1. Food and Beverages (Retail Consumer Packs).

Laminated packets for Batchelors soups. Manufacturer: The Metal Box Co. Ltd. Designers: functional—The Metal Box Co. Ltd.; graphic—adaptation of user's former design.



Above: Silver Star—Class 3 (Retail Consumer Packs).

Replicas of 19th Century pottery pub barrels. User: W. & A. Gilbey Ltd. Manufacturers: barrels—Wade Heath & Co. Ltd., Jasper Grining; box—Bowler Packaging Ltd.; tap and cap—Permuta Plastics Ltd.; label—Print & Paper Ltd.; tags—Jarvis Potter Ltd.; bags—Colodense Ltd.



Above: Bronze Star—Class 7. Pharmaceuticals and Cosmetics (Retail Consumer Packs).

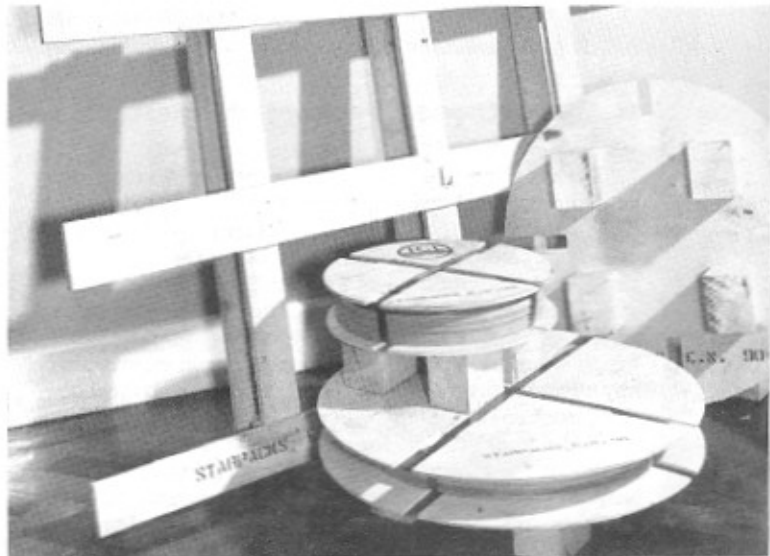
Range of cartons for Fields toiletries. User: E. Griffith Hughes Ltd. Manufacturer: Taylors Ltd. Designer: graphic—Mather & Crowther Ltd.

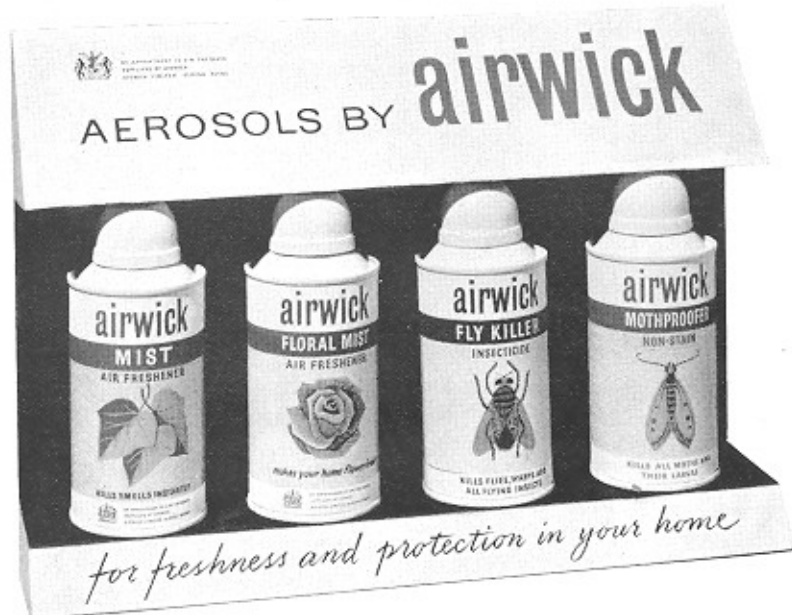
Below: Silver Star—Class 10. Electrical Appliances (Retail Consumer Packs).

Carry-home pack for electric blanket. Manufacturer: Ashton Containers Ltd. Designers: functional—Harold Young; graphic—Irene Sinclair and Elizabeth Dobbs.

Below: Bronze Star—Class 12. Unclassified (Transit Packs).

Range of pallets for copper sheets. Users and manufacturers: Imperial Chemical Industries Ltd. (Metals Division). Designer: A. J. Clayton.





Above: Certificate of Merit—Class 8. Paints, Cleaning and Protective Materials (Retail Consumer Packs).
Range of Airwick aerosols. User: Airwick Ltd. Manufacturer: The Metal Box Co. Ltd. Designer: The Metal Box Co. Ltd.

Below: Certificate of Merit—Class 1. Food and Beverages (Retail Consumer Packs).
Diolam biscuit packs. User: Meredith & Drew Ltd. Manufacturer: Transparent Paper Ltd. Designer: Douglas Evan Cook.



Is the Orthodox Package Obsolescent?

(continued from page 47)

"Let me give you an example of how manufacturers may be deluding themselves in the matter of costs. Most large firms battle constantly with their printers about the maintenance of colour standards. We do know that variation in the colour of a product—of a dyestuff, of a medicine, of an oil—gives rise to doubts about the quality. No one has yet shown whether variations in the colours of the package which manufacturers try to eliminate at great expense, have any effect on the sales of the article or on the confidence of the customer in it.

"For a mothproof, for cellulose spray for a car, for a treatment for athlete's feet or foot rot in cattle, for a hair lacquer—what could be better than a pressurized package? But there are other goods where those packages have little

advantage over glass bottles.

"If you press the cap for a given length of time such as one second, you do not always get the same volume of contents delivered; indeed, it varies widely.* You can't see how full or empty the container is; if you tip the can to one side you may lose the gas and then you can never get the stuff out of it. You have to print various warnings on the container to avoid explosion, and the containers have the usual printing restrictions and difficulties associated with printing all colours at once on a rotating tube.

"These pressurized packs are now being used for some products formerly packed in collapsible tubes, and in several cases they seem to offer no advantages over tubes except novelty, for which you have to pay a high price.

*For the other side of the picture—see article on ethical drug aerosols beginning on page 38.—EDITOR.



Above: Certificate of Merit—Class 9. Tobacco and Smokers' Requisites (Retail Consumer Packs).

Player's Flip Top pack. Users: Imperial Tobacco Co. Ltd. Manufacturer: Mardon, Son & Hall Ltd. Designer: W. S. Hann.

Below: Certificate of Merit—Class 2. Clothing (Transit Packs).

Pack for "Xtravaganza" corsets. User: Corsets Silhouette Ltd. Manufacturer: Boxfoldia Ltd. Designer: R. S. Caplin Ltd.

