

Maximum protection – minimal materials

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Exel Supply Chain

Gold

Name: Office Depot
Campaign Pack
Entrant: DS Smith
Corrugated
Users: Office Depot UK
& Lloyds TSB Group
“An excellent well-thought
through pack with
simple but effective
design features”
– judges’ comment



This standard-sized re-usable pack protects advertising and campaign materials. The good board utilisation minimises waste and one pack replaces the previous eight significantly reducing materials and transport costs. The use of outer graphics for customer branding and carriage legends, albeit minimal, gives a quality feel. Pack access is also well thought out.

The pack consists of a large format single-wall die-cut hand erected blank which when erected forms a loading tray to receive the product. Leaflets and the more dense counter media material are placed within a simple creased corrugated wrap using 100% recycled material, this is then upturned and placed centrally within the pack and locked into position using integral locating slots situated on the end walls of the outer pack.

This section acts as a brace for the total pack during transit; two identical creased “U” fitments are placed either side to locate the central spine fitment across the width of the pack creating voids at each end of the pack. The void areas are designed to take the banners and A1 posters which are gently folded over the central fitment to fit within the remaining void areas of the pack without creasing.

The lid section is then folded into position with the creased central sections at each end folded to locate and support the central spine fitment. A separate plastic carry handle is hand located in the “eye” holes and the ear flaps are friction fitted into the fold over end walls for closing. The outer pack is made from 70% recycled material while the three fitments are 100% recycled material.

Silver

Name: Land Rover - Cowling Transit Pack
Entrant: DS Smith Tri-Wall
User: PSM/Land Rover



“This minimalist packaging solution offers excellent buffer zones and makes best use of the nesting characteristics of the product” – judges’ comment

Simple corrugated flat inserts not only provide divisions and protection to the expensive automotive cowlings but also assists packing, unpacking and content validation counts throughout the supply chain.

The cascading dimensions of the pack fitments allow the product to be interlocked and nested. Corner flaps ensured a side ‘crumple zone’ to cushion product against damage.

Name: Mail Safe Standard – Insert for Stemmed Glasses
Entrant: STI - Gustav Stabernack - STI Packaging + Display
User: Internet shopping



The one piece fitment incorporates a pop-up assembly capable of housing glasses of various sizes. Glasses are held securely within the buffer zones ensuring items are protected during manual handling and postal distribution. The pack performed well during multiple drop tests.

Bronze



Name: Peter Grant Tissue Dispenser
Entrant: DS Smith Speciality Packaging
User: Peter Grant Papers



Name: Rolls-Royce Alloy Wheel Pack
Entrant: DS Smith Tri-Wall
User: Rolls-Royce

Name: Thorntons XL Lovely Egg
Entrant: DS Smith Packaging
User: Thorntons



Name: Morphologi Instrument Pack
Entrant: Suttons Performance Packaging
User: Malvern Instruments

Commended

Name: Deep Well Freezer “Bombdrop”
Entrant: DS Smith Packaging
User: Nestlé Purina Petcare



Name: Loadhog Pally Dolly
Entrant: Loadhog
User: Royal Mail and retail

