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Alcan Packaging



“To achieve Starpack’s Gold Award status, the winners have had to succeed in demonstrating packaging excellence. Alcan’s decision to sponsor the Transit to Consumer category is based on the growing market for internet shopping and the need to create innovative packaging solutions for shoppers and businesses. Each worthy winner is an innovative creator, from the concept stage, through to the production of winning packaging solutions”

Michael Hoban, UK Sales Director, Alcan Packaging Food Europe.

Gold

Name: B&Q Worktop Carrierpac

Entrant: B&Q

Packaging supplier:

Storsack Dorton

“This reusable pack offers excellent product protection for kitchen worktops while addressing the manual handling issues usually associated with this type of product. At the same time it significantly reduces packaging waste” – judges’ comment



Packaging consultants Outpace worked with WRAP and B&Q to develop an innovative multi-trip pack. Made from PP and containing about 45% recycled content, the Carrierpacs are recyclable at the end of their lives.

Featuring carry handles and secured by Velcro fasteners along the length of the pack consumers get quick and secure access to the worktop.

B&Q demanded that the concept was economically viable compared with single-trip packaging. Among the stringent business requirements were: the relative purchase cost of single-trip packaging versus Carrierpac; loss rate of Carrierpacs per delivery cycle; and the number of reuses that could be achieved.

Now in use, product damage has reduced from 6% to 1%, while packaging costs are calculated to reduce by more than £300,000 a year. Carrierpacs are estimated to prevent 1,100 tonnes/year of cardboard entering the waste stream.

The multiple use pack significantly reduces packaging waste and transport costs. Product damage has been significantly reduced since the introduction of this pack resulting in less waste throughout the supply chain

See also Winner of Gold for Environment – New Developments sponsored by WRAP

Silver

Name: Flower & Display Transit Pack

Entrant: Inspirepac

User: Bunches

“This pack combines a clever fitment with a one piece outer pack offering an effective and clever way of protecting and securely housing

bouquets of flowers” - judges’ comment



Inspirepac’s environmental-conscious pack is being used by an online florist. It features excellent board utilisation and good branding while also incorporating clear ‘user’ instructions.

Engineered with value Gold

Name: Bottle Suspension Pack

Entrant: Rosewood Packaging

User: Murray McDavid

“The clever use of two ‘z’ folded B Fluted corrugated board inserts provide lateral shock absorbance and support for the product. This value engineered competent pack survived many drop tests to ensure that the product was not compromised” – judges’ comment



This 100% recyclable bespoke pack for direct mail to consumers was designed to suspend either a bottle or a bottle within a promotional tin inside a die cut outer carton. The design replaces a pack which utilised pre-moulded polystyrene fitments. The flat pack components feature excellent board utilisation minimising both waste and space requirements.

The concept combines the natural, cushioning properties of single wall, brown test B flute corrugated board with a simple, yet effective design concept. Two corrugated fitments are die-cut and the edges scored to produce ‘teeth’. The fitments are then creased to create concertinas.

The bottle or circular presentation tin is inserted within the circular spaces and placed inside the outer carton. The 2 fitments spring outward and elongate to meet the edges of the carton and the circles become ovals which grip and lock the product into a static position. The pack collapses flat after use and is 100% recyclable. The outer carton & fitments are delivered flat, but are quick to assemble, fill and seal.

Silver



Name: Crane Cradle Pack

Entrant: DS Smith Speciality Packaging

User: Hayter

“The one piece cost efficient self-locking insert provides suitable protection for an awkwardly shaped and sized product. Although a heavily fluted board it was relatively easy to construct” – judges’ comment

Synonymous with British grass cutting Hayter is benefiting from the Crane Cradle Fitting, which is placed around and underneath the mower. It allows assembly to be carried out by one person replacing the previous two people.

Bronze

Name: Transit Pack for Electronic Marine Instrument

Entrant: Smurfit Kappa Gosport

User: Marine Data Systems



Name: Ecovector™ Despatch Box

Entrant: Connect Packaging

User: Smith's Environmental Products

