



School Milk Pack

KEY STAGE 4 +
AS LEVEL

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+ 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.

Now only a few milk vans can be spied early in the mornings delivering the traditional bottles, and milk has been replaced by fizzy or fruit drinks in the school lunch box.

Glass has now been largely replaced by plastic bottles; mostly HDPE and some in PET as a material for containing milk and a variety of other liquid products.

PET is a clear plastic which is used for bottles and drinks, rivalling glass for its transparency and clarity. Plastics are processed or converted into various packaging forms and shapes by several different conversion processes.

+ the brief

You are 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.

You can look at what features the pack could have to make it appealing to the school market.

How the bottle will be opened with minimum of cap waste – in the past a simple foil cap was applied and this could be a good solution for example, or do children like the sports type cap?

You may use graphics and your own branding to make the pack attractive and give the pack its identity. You may make your mock-up from any appropriate material available to you.

However, the properties of PET and benefits of using plastic as the material for the final solution will need also to be featured in your portfolio.

▶ [brief d]

A finished 3D pack

150 words to support your chosen idea.

A portfolio of visuals, consisting of no more than 6 single sided A3 sheets or boards, to show your research and demonstrate how your ideas have developed into your final solution.

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)

Please contact Rachel Brooks at **rachel.brooks@iom3.org** who will forward the materials Technical Specification to you.