

Schools Starpack Awards

Recognising Packaging Innovation



ENTER NOW FOR...

PRIZES PRESTIGE SCHOOL RECOGNITION INCREASED AWARENESS OF THE PACKAGING INDUSTRY & CAREERS

Sponsors



Organised by



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Packaging is an exciting industry. In an increasingly competitive consumer market there is a growing demand for packaging designers: people who are capable of designing packs which are not only graphically attractive, but which also meet the functional requirements to preserve the contents and can be produced cost-effectively with due regard to environmental issues.

The Schools Starpack Award briefs provide excellent opportunities for Key Stage 3, 4 and AS level, individual or joint activity (Brief C only) and extension activities for after-school clubs.

IOP: The Packaging Society's 2008 Schools Starpack Packaging Design Awards are sponsored by Pro Carton, BPI (British Polythene Industries), the Can Makers and IOM3.

AWARDS

Gold, Silver, Bronze, and Highly Commended Certificates, together with sponsored awards, as indicated on the individual award briefs, will be given at the discretion of the judges whose decision shall be final.

OPEN DAY

BOOK YOUR PLACE NOW!

WEDNESDAY, 31 OCTOBER 2007

Springfield House Business and Conference Centre
Springfield Business Park, Springfield Road,
Grantham, Lincs, NG31 7BG

You are invited to attend the Schools Starpack Consultancy Open Day on Wednesday, 31 October. The day will provide more detailed information on each of the briefs and you will get the opportunity to meet some of the sponsoring companies. Guidance, samples and information will be available on the day.

To register your place, please email rachel.brooks@iom3.org.

IOP: The Packaging Society is a division of the Institute of Materials, Minerals and Mining.

As well as providing benefits for members and representing their interests, the Society also publishes The Packaging Professional magazine and the PackSource Directory, runs a large training programme and, of course, is the driving force behind Starpack – three separate award schemes for schools, colleges/universities and industry.

SPONSORS FOR 2008

PRO CARTON is the pan-European association for cartonboard manufacturers and carton makers, with offices in 15 countries. Pro Carton promotes the many benefits of choosing cartonboard packaging. www.procarton.com

BRITISH POLYTHENE INDUSTRIES has developed over the last decade to strategically become the largest producer of polythene film products within the UK and Europe. Today there are 7 highly-focused operating businesses within the group, manufacturing a wide variety of products and services. BPI has evolved into one of the most responsive and dynamic polythene film businesses in the world, a major player in what is rapidly becoming a truly global industry. www.bpipoly.com

THE CAN MAKERS is the body representing the UK manufacturers of drinks cans. Members comprise the three UK can manufacturers, their raw materials suppliers and others directly interested in the promotion of the drinks can to the trade. www.canmakers.co.uk

THE INSTITUTE OF MATERIALS, MINERALS AND MINING (IOM3) is a major international engineering institution which encompasses the complete materials cycle. It has a worldwide membership of over 20,000, with a quarter of its membership overseas. IOM3 runs a Schools Affiliate Scheme – to find out more about this please contact diane.aston@iom3.org.



Schools Starpack Winners 2007

REMINDER OF IMPORTANT DATES:

Entry forms to be returned by Friday 29 February 2008. Pack entries to be sent in from Monday 2 to Wednesday 4 April 2008.



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Judges at work

WHAT THE JUDGES ARE LOOKING FOR

JUDGING WILL FOCUS ON:

- The originality and aesthetic qualities rather than the commercial/manufacturing viability of the idea.
- The quality of manufacture of the container and graphics used whether generated by hand or with the aid of a computer.
- The quality of the supporting portfolio which must include evidence of research and the development of the concept.
- Packaging designs which show consideration for the environment.
- Appropriate use of materials.

THE BRIEFS

GUIDELINES FOR TEACHERS

- Please ensure your students are fully briefed before entering.
- A maximum of 6 entries may be made by an individual school. If the project is done as a class project, then the teacher should select the **BEST** six designs for submission.
- Brief C may be a team or individual entry; all other briefs are for individual entry only.
- Each entry for Briefs A, B and D **MUST** include a full 3D model complete with all graphics and a supporting folder of no more than six single sided A3 sheets/boards showing how the idea developed.
- We encourage the use of CAD.
- The quality of presentation is judged taking into account the facilities assumed to be available to students and the initiative used where these are limited.
- The entry number needs to be placed boldly on folders and firmly but more discreetly on the mock-up.



Cartonboard
Pack Brief Gold
Winner 2007,
Emma Venning, St
Swithun's School



Plastic Pack Brief Silver
Winner 2007
Simon Hill, Bungay High
School

Brief A:

PET CARE STARTER PACK

Key stage 4 and AS level
Sponsored by Pro Carton

Background

Pets form an important part of many families and households in Britain and we are seen as a nation of pet lovers. The pet care market is well established and continues to grow with leading brand owners developing new products and accessories to appeal to small animal owners.

Cartonboard is made from wood fibre, a natural material, originally coming from off-cuts and thinnings of trees, grown in sustainably managed forests. After use, cartons made from cartonboard can be collected and recycled into other paper products. Cartonboard which cannot be recycled into new products because of cleanliness or technical reasons, is also ideal for composting because cellulose fibre is biodegradable.

Helpline

Pro Carton can help teachers to source supplies of cartonboard, by putting teachers in touch with carton makers as near to their location as possible.

Contact: Jennifer Buhaenko

Email: info@procartonuk.com

Go to www.procarton.com for further information about cartonboard and cartons.



The Brief:

For this brief, you are asked to design and produce a 'Care Pack for a Small Pet' made from cartonboard. Choose a pet from the range of small animal, reptile or insect groups.

The pack you design must contain 3 pet care products / accessories appropriate to the pet of your choice.

These products must fit securely into the construction of your pack and its overall design should be appealing to the customer.

You are to develop your own branding and graphics for the pack and ensure that it is evident from your design which type of pet the pack is aimed at.

Your pack is to be made primarily from cartonboard, but you may include a transparent window for visibility of products if required.

Consideration should be given to innovative shapes and structures for your pack. It will be displayed and stacked on the shop shelf and needs to have good shelf appeal.

Consumer convenience, accessibility of products and easy handling are to be addressed in this brief.

Think of the properties of cartonboard and look at the possible secondary uses for your pack once the contents are taken out.

You are to provide:

- A 3D pack
- 150 words to support your chosen idea.
- A portfolio of visuals (no more than 6 single sided A3 sheets/boards) to show your research and how your ideas have developed into your final solution

Prize

Pro Carton Award of £500 to the school which in the opinion of the judges, has provided the best overall cartonboard entries. Pro Carton can also offer the winning school the opportunity to display its winning entries in the Museum of Brands, Packaging and Advertising in London.

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



Brief B: INSTANT PICNIC PACK

Key stage 3

Sponsored by British Polythene Industries (BPI)

The Brief:

Your brief is to design and produce an environmentally friendly 'Instant Picnic Pack'.

The Pack is to contain the following products:

Compostable knives, forks, plates, cups and serviettes.

At the end of the picnic – no need to mess around clearing up – just bundle the whole pack into the original bag or container you have designed and put it on the compost heap, even with the food leftovers.

75% of the pack must be polythene but you may use a degradable cartonboard for 25% of the pack if you think appropriate. This will help to give it structure, form and stability on the shelf.

You may develop your own branding and graphics for the pack.

Consideration to be given as to how the pack is displayed in store for maximum impact.

You may choose a theme or occasion for your picnic pack.

You are to provide

- A 3D pack
- 150 words to support your chosen idea
- A portfolio of visuals (no more than 6 single sided A3 sheets/boards) to show your research and how your ideas have developed into your final solution

Prize

British Polythene Industries Award of £400 to the school which in the opinion of the judges has had the greatest success with its pupils' entries. £100 will be awarded to the runner-up school.

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

Background

Polythene is a plastic material that is very versatile. It is used in many of our day-to-day food and non-food packaged products. It can be used for plastic bags, film or as hard rigid plastic containers.

It is a material that is easily recycled by collecting the waste and regrounding it into granules so that it can be re-melted and blown into new film.

Landfill sites are feeling the pressure of ever increasing waste, and packaging companies and manufacturers are looking at ways of minimising this within their product areas.

Helpline

BPI are able to supply teachers with materials to allow the pupils to produce their mock-ups in the specified material.

Contact: Jayne Blake

Email: jayneblake@promopack.co.uk

Website: www.bpipoly.com



Brief C:

MATERIALS RESEARCH BRIEF

- INTELLIGENT DISASTER AID PACK

Key stage 4

Sponsored by the Institute of Materials,
Minerals & Mining (IOM3)

Background

Throughout the world both natural and man-made disasters occur. This can come from extremes in weather, causing floods, mud slides and earthquakes, resulting in the collapse of properties, roads and the very foundations of cities and towns. There are nearly always casualties who need immediate help and support. Extreme temperatures, from heat to the cold, can also badly affect vulnerable groups of people. Wars and the spread of diseases in poverty-stricken countries create famine and human distress. Food, medical supplies and shelter are the main concern of government, charities and support organisations.

Helpline

Contact: Anita Horton,
Education Department, IOM3
Email: anita.horton@iom3.org

Please ensure that the questions are collated by teachers/tutors only in the first instance.

C

The Brief:

With the developments in new materials and in particular intelligent packaging materials, you are required to explore the potential of designing a piece of packaging and specifying the materials appropriate for a 'disaster situation'.

You are to design a pack that contains a number of useful and appropriate products to help in a given situation (you choose the type of disaster and the pack must contain a minimum of 3, maximum of 5 products and you will need to identify what these might be).

The primary pack will have to withstand extreme conditions in itself. It may have to be dropped by air into inaccessible locations and ultimately protect and hold securely valuable supplies and products.

When designing the pack, look for a secondary use that an intelligent or smart material might offer the recipient.

Your research can explore a number of diverse areas within the materials sector.

You may choose to work in teams, pairs or as an individual to address the challenging issues of this brief. You are not required to produce a 3D mock-up but you will need to show a 2D representation of the pack in the form of visuals, sketches, schematics, diagrams, photographs and/or CAD programmes. This development work should indicate and explain how the pack works, what it contains and show how you developed the ideas, chose the materials and justify your final solution.

You are to provide

- 150 words to support your research project
- A portfolio of visuals (a maximum of 6 A2 development boards) to show how your research and ideas have developed into your final solution.

Prize

The Institute of Materials, Minerals and Mining (IOM3) Award of £250 to the winning school whose entrants provide the most in-depth research project on a material, and show innovative and considered thought in their choice of new pack specifications. IOM3 wishes to acknowledge the individual commitment of the entrants and will also award a voucher of £25 to each of the winning participants.





Brief D: MESSAGE ON A CAN – ENVIRONMENTAL AWARENESS

Key Stage 3, Key Stage 4 and AS Level
Sponsored by The Can Makers

The Brief:

You are invited to design a graphic for a drinks can that illustrates the environmental benefits of recycling cans.

The graphic can be either applied directly to the surface of a drinks can or with a wrap-around label.

You may use any existing size of drinks can that is currently on the market. Do not make a new size or try to change the existing shape.

This is a surface graphics packaging brief and requires very effective use of design, colour, type, image and effective overall messaging.

The Can Makers will supply teachers/tutors with useful information on the drinks cans and their environmental benefits and pupils and students will have access to information on the Can Makers web site.

You are required to produce

- A 3D can indicating your solution
- 150 words to support your chosen idea
- A portfolio of visuals (no more than 6 single sided A3 sheets/boards) to show your research and how your ideas have developed into your final solution

Prize

The Can Makers Award is £400 to the winning school whose entrants, in the opinion of the Can Makers judges, have provided the best graphics design for the surface of a drinks can. £100 will be awarded to the runner-up school. The Can Makers will also award £25 to the best student entry from the winning school and the runner-up school.

Background

We consume around 8 billion drinks cans in the UK every year. All the drinks cans, whether tinplate or aluminium, are recyclable and the metal is re-processed into new stock for cans and other metal items. The industry wants all the cans they can get back for recycling – there is no limit.

There are established energy savings from recycling drinks cans. Recycling one aluminium can saves enough energy to run a TV for 2 hours or run a computer for 3 hours or run a 100 watt light bulb for 20 hours.

The energy saved by recycling packaging steel from one household in a year is sufficient to boil a kettle over 300 times, power a car for 100km or run a fridge freezer for over a month.

The 2006 levels of recycling were 57% for steel and 33% for aluminium. The estimated aluminium drinks can recycling rate in 2006 was 48%.

Helpline

Contact: Daniel Cusworth

Email: canmakers@gciuk.com

Website: www.canmakers.co.uk



RULES OF ENTRY

1. On the date of entry entrants must be 18 years of age or under at the start of the academic year – September 2007.
2. A nominal entry fee of £30 per school will be made, which entitles the school to one year's free membership of the Schools Affiliate Scheme. For more details, go to www.iom3.org/education/sas.htm
3. The official entry form must be used, although photocopies are acceptable.
The entry form is also available to download from www.starpack.uk.com
All details must be completed.
4. Last date for receipt of the entry form is Friday 29 February 2008.
5. Full details of delivery arrangements will be sent to all entrants via the teacher, shortly after the closing date for entry forms.
Entries must be delivered from Monday 2 to Wednesday 4 April 2008 (inclusive).
Work must not be sent until instructions are given. The delivery date must be strictly adhered to.
Entries received after 4 April will not be considered in the judging process.
6. Results will be notified by post one week after the judging.
7. Entries requiring return must be collected in accordance with details to be issued later.
8. Work sheets and mock-ups must not show the entrant's name or school, only the entrant's entry number, which will be notified to the entrant at the same time as the delivery instructions.
9. Written permission must be obtained from the sponsor before using any existing company/product logo.
10. Whilst IOM3 will take every precaution, it cannot accept responsibility for loss or damage to an entrant's work.
Adequate protection of entries is essential.

Any queries relating to these awards should be directed to:

Rachel Brooks

Award & Starpack Co-ordinator

Tel: 01476 514594

Email: rachel.brooks@iom3.org

Website: www.starpack.uk.com

SCHOOLS STARPACK 2008 ENTRY FORM

PLEASE USE BLOCK CAPITALS

One payment of £30 (a maximum of 6 entries) entitles schools to a year's free membership of the Schools Affiliate Scheme.

PLEASE NOTE: If paying by card you can complete online and submit your entry form electronically – <http://www.iom3.org/starpack/schools/entryform.htm>

Payment Method

☐ Cheque enclosed for £ 30 made payable to IOM Communications Ltd

Payment by credit card Visa ☐ Mastercard ☐

Card Number

Expiry Date:

Security Code (3 digit no. on reverse of card)

TUTOR'S DETAILS

Tutor's name

School/College

Address

Postal Code

Tutor direct telephone number

School/College telephone number

Email

Signature of tutor
(not applicable if entering online)

DECLARATION: On behalf of the students named on the form I have read the conditions of entry and additional information and confirm that students' work will be their own and that no copyright will be infringed.

STUDENT DETAILS

PLEASE USE BLOCK CAPITALS

Entry Number

(to be completed by Starpack Admin)

Brief Entered

A ☐

B ☐

C ☐

D ☐

(Please tick the box)

(PRINT IN BLOCK CAPITALS)

FORENAME

SURNAME

WHERE DID YOU HEAR ABOUT THE AWARDS SCHEME?

ENTRY FORM RECEIVED THROUGH THE POST ☐

WE ENTER EVERY YEAR ☐

WEBSITE:

MAGAZINE ☐

IF YES, WHICH ONE

OTHER – PLEASE EXPLAIN

IMPORTANT NOTES:

COMPLETED ENTRY FORMS MUST BE RETURNED BY 29 FEBRUARY 2008.

DO NOT SEND WORK UNTIL ADVISED.

RETURN BY 29 FEBRUARY 2008 TO:

RACHEL BROOKS, AWARDS AND STARPACK CO-ORDINATOR

IOP: THE PACKAGING SOCIETY, SPRINGFIELD HOUSE, SPRINGFIELD BUSINESS PARK,
GRANTHAM, LINCS, NG31 7BG.