

Brief E

METAL PACK FOR CONSUMER ELECTRONIC PRODUCT

Sponsored by Crown Packaging UK PLC and the MPMA

BACKGROUND

Crown Packaging UK PLC and MPMA have joined together to produce a brief for a metal pack, which integrates with a consumer product throughout the life of the product. They are seeking to stress the inherent strength, durability and aesthetic attributes of metal in producing inspiring, creative and sustainable packaging designs.

RESUME OF THE BRIEF

The brief aims to use metal to enhance the packaging of a consumer electronic product.

Crown has produced metal packaging for everything from power tools to mobile phones and appreciates the advantages that metals unique qualities can bring to this packaging sector.

The pack should contain your chosen electronic product and the necessary peripherals, such as instructions, accessories and charger. Consideration should be given to how the customer interacts with the pack, both at the point of purchase and in the home. Secondary usage should also be considered, with opportunities for the pack to be integral to the product's life cycle. Students should look at innovative ways in which the product can be displayed and challenge the disposable nature of packaging by making it a highly desirable accessory to the product inside. Ultimately, the packaging must make the product 'the star', enhancing its shelf presence through style, differentiation and innovation.

The winning design should utilise finishes, embossing, structure and secondary use, to produce a unique packaging experience.

PRIZE

THE MPMA AWARD is £400 to the most outstanding entry within the brief.

THE CROWN PACKAGING AWARD is an Insight Day for the top six entries. VIP visit to Crown Technical Centre in Wantage (largest package manufacturing R&D centre in Europe). Guided tour of the new Exhibition Centre, development facilities and the Innovation Centre workshop with Crown Designers to discuss how to turn the design entries into reality.



Gold and VIP Visit to Crown Technical Centre, Wantage Thomas Horwood-Luscombe

UCY

“Clear, concise thought process. Boards represent the concept very well and the finished model and idea are excellent. Fulfilled the brief very well”

Judges comments

“Combines pack with secondary usage, aesthetically pleasing and neat stand mechanism”

Tom Maxwell-Wood, Crown and Nick Mullen, MPMA





“Combines packaging with functional use in a modern and innovative style.
Very good special design”

Tom Maxwell-Wood, Crown and Nick Mullen, MPMA



Bronze and Crown/MPMA Sponsored Award Winner And VIP
Visit to Crown Technical Centre, Wantage
Lauri Lindquist

Lahti Institute of Design

VIP Visit to Crown Technical Centre, Wantage

Christopher Willetts
Nottingham Trent University

Modern and stylish pack, offering protection in use, a very commercially viable offering.

David Bell
Loughborough University

“Very commercially aware, offering an innovative and pocket friendly pack with excellent differentiation/customization”

Tony Dianoff
Lahti Institute of Design

“Would need further development but shows good potential after use, in a smart pack.”

Ioannis Karagkounis
Central Saint Martins College of Art and Design

“Excellent concept, not quite on brief but could be adapted and developed into an excellent pack”

