

Brief F CORRUGATED SHOPPING BAG

Sponsored by DS Smith Packaging

BACKGROUND

DS Smith Packaging is a division of DS Smith plc and is dedicated to the manufacture of corrugated packaging and related services throughout the UK.

Being a predominantly paper based packaging business our choice of brief seeks to improve the appeal of corrugated board and it's versatility as a sensible "green" choice in appropriate markets.

RESUME OF THE BRIEF

All major retailers are encouraging a considerable reduction in the use of plastic carrier bags. Your brief is to design a corrugated board alternative pack design that meets today's time precious shopping needs – to transport purchases from checkout to home. Your solution must be affordable, practical and be easy to use at the point of packing with supply chain compliance through to the consumer.

Consider the environmental aspects of your solution and the possibilities of a reusable or secondary role for the pack.

Your pack solution must have sales appeal and be a functional and effective carrier. Some form of surface graphic or branding may be used to enhance its appeal as you believe appropriate.

PRIZE

DS SMITH PACKAGING AWARD offers three monetary prizes of £500 for 1st prize, £250 for 2nd prize and £125 for 3rd prize for the three most outstanding entries within their brief.

Gold and DS Smith Sponsored Award 1st Prize

1. Gold and DS Smith Sponsored Award 1st Prize - Mark Smeeton, NEWI/NWSAD

“Fantastic strap line! ”Fantastic Without Plastic”. Fabulous graphics and an excellent concept throughout. Wonderful secondary uses - great fun!
Answers the brief brilliantly”

Judges comments

“Totally understood the brief, excellent research particularly strong on secondary use. Has good commercial potential”

Peter Redfearn and Gron Brown, DS Smith Packaging

2. Gold - Oili Kokkonen, Lahti Institute of Design

“A brilliant concept, simple, effective and practical. A good solution to the brief.
Lovely use of graphics too”

Judges comments



DS Smith Packaging



“The boards are a bit limited on information/development but it does answer the brief well - a nice, simple solution, with clear graphics too”

Judges comments

“Met our difficult brief, has commercial potential economical use of materials, strong and practical”

Peter Redfearn and Gron Brown, DS Smith Packaging



Silver and DS Smith Sponsored Award 2nd Prize
Nicola Wheeler

Richmond Upon Thames College

Commended and DS Smith Sponsored Award 3rd Prize Monika Osińska

Lahti Institute of Design

“Clever structural design in achieving 'flat pack' form from a cube shaped product (very difficult to achieve). Great design thinking!”

Peter Redfeam and Gron Brown, DS Smith Packaging

2. Commended - Keira Alwood, Norwich School of Art and Design
3. Commended - Rebekha Begum, Blackpool & the Fylde College

