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CARTONBOARD PERSONAL FITNESS PACK

Sponsored by Pro Carton

BACKGROUND

Pro Carton represents the manufacturers of cartonboard and printed cartons and promotes the benefits of choosing carton packaging to pack products.

RESUME OF THE BRIEF

With the 2012 Olympics scheduled to be held in Britain, fitness and sport challenges are going to be increasingly in the spotlight as the date draws nearer. Sports associations, leisure centres and gyms are already thinking of ways to capitalise on this focus on fitness, such as launching new products, accessories and fitness packs.

The 'Personal Fitness Pack' which you design should promote and contain sport or fitness related products. It could be one product with accessories or a number of products that are complementary (a minimum of 2 and a maximum of 4 products in the pack is required).

The pack itself must be creative in structure and use the benefits of cartonboard to enhance its functional appeal and usability. Your pack is to be made primarily from cartonboard, but you may include a transparent window for visibility of products if required. The primary pack could have a secondary use if you feel it appropriate, for example: storing the products after use or containing useful information that will aid fitness.

PRIZE

THE PRO CARTON AWARD of £500 is given to the winning student and the winning pack will be displayed in the Museum of Advertising, Packaging and Brands in London. The winning entrant will also be put forward for the bi-annual Pro Carton Student Design Champion of Europe competition.



Silver and Pro Carton Sponsored Award Winner Tiina Ilmavirta

Lahti Institute of Design

“Great imagery and detail on the box outers. Good concise boards and visually good shelf impact too”

Judges comments

“A professional approach with attention to detail throughout, the designs communicated a passion for fitness which increases the carton’s shelf appeal”

Jennifer Buhaenko, Pro Carton

