

Brief G

PACKAGING SOLUTION FOR CHILDREN

Sponsored by Marks & Spencer and Korsnäs Frövi

BACKGROUND

Marks & Spencer and Korsnäs have combined to create a brief that explores the field of children's packaging. Marks and Spencer would like to launch a new range of food products targeted at children.

RESUME OF THE BRIEF

Students are invited to select from one of the following product areas and design new and innovative packaging that will appeal to children. The packaging should consider a range of products in either ready meals, yogurts and desserts, bakery, savoury snacks, prepared fruit or dairy snacks.

The final packaging solution must be made using one of Korsnäs' packaging grade materials. The design must take into account the environmental impact of packaging (packaging waste, recycling, bio-degradability, etc.) and child safety.

The final packaging solution must also be functional, for the consumer as well as the food supplier. It must also be appropriate for the food product i.e. an ambient product needs different requirements than a chilled product.

PRIZE

MARKS & SPENCER AND KORSNÄS FRÖVI AWARD of £500. will be given to the winning student.

MARKS &
SPENCER



Gold and Marks & Spencer/Korsnas Frovi Sponsored Award
Winner and BEST IN SHOW
Anni Nykänen

Lahti Institute of Design

“Fabulous concept. Practical, innovative and very well presented throughout.
Well done!”

Judges comments

“Clever, simple but functional concept. Safe and effective for children to use.
Space saving and efficient for transport and display”

Darryl Rice, Korsnäs and Hanna Isseyegh, Mark and Spencer

MARKS &
SPENCER

KORSNÄS





“Very nicely presented and great graphics/justification. Very professionally presented. Interesting approach to a new packaging solution”

Judges comments



Silver
Saana Hellsten
Lahti Institute of Design

Bronze

1. Bronze - Man Li, University of Northumbria
2. Bronze - Monika Osińska, Lahti Institute of Design

