



Student Starpack Awards 09



Student Starpack



Student Starpack Awards

Recognising Packaging Innovation

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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 that are not only graphically attractive, but which also meet the functional requirements to preserve and protect the contents and can be produced cost effectively with due regard for environmental issues.

Entries for the Student Starpack Awards are received from students on a wide range of courses, some with a graphics emphasis and others concerned with structural and product design, as well as those from materials and technology courses.

IOP: The Packaging Society offers the Student Starpack Awards for potential professional designers. In the past the awards have led directly to a number of employment opportunities for successful entrants.

As well as providing benefits for members and representing their interests, IOP: The Packaging Society, a division of the Institute of Materials, Minerals and Mining, also publishes the Packaging Professional magazine, the PackSource Directory, runs a large training programme and, of course, is the driving force behind Starpack – 3 award schemes for schools, colleges and universities and industry; and the Starpack Summit, a high level strategic business conference.



student awards open day 2008

wednesday 12 nov 2008

Springfield Business Park, Springfield Rd
Grantham, Lincs

You are invited to attend the Student Starpack Consultancy Open Day on Wednesday 12 November to be held at the Grantham Regional Office in Lincolnshire. 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. Samples and ideas will be available on the day.

All tutors and participating students are welcome, although numbers are limited. The day will commence at 11.00 a.m. and a buffet lunch will be provided.

To register you place, email rosie.branston@iom3.org



behind the scenes

the faces of the Starpack Awards



+ **rachel brooks**
awards + starpack manager

For guidance with the awards contact
Rachel at rachel.brooks@iom3.org

I am now in my 4th year of managing the Starpack Awards and they continue to go from strength to strength, with over 250 entry forms received for 2008. Last year saw a mixture of entries, some of which were outstanding. Many winners came from a single college and we hope to see a better spread of award winners in 2009.

We are holding an Open Day for tutors and students on 12 November and this is an ideal opportunity to come along and meet the sponsors and judges, find out more about the briefs, and get tips from the judges. Sample materials from some of the briefs will be available.

My advice to you is state clearly on your claims form why your entry is a winner, provide clear and concise boards and be innovative – judges are looking for new ideas which work – a few key pointers as follows:

- Does the pack design sell the product it contains? Is the product presented in a competitive way to stand out from alternatives?
- Are the graphics appealing and do they communicate the product's benefits and identity?
- Think about transportation, storage and display on the shelf. Does the pack offer adequate protection?
- Is the pack practical to manufacture and print – is it cost effective?
- Is the mock up well constructed?

That just leaves me to say: get your entry in on time and good luck! There are some great prizes to be won as well as the prestige and publicity that comes with them.



+ annette bigglestone

sponsorship manager

My two main responsibilities within Starpack are not only to identify and develop new and challenging briefs with the sponsors, but also to assist in the evolution of the programme. Starpack is unique in being a packaging specific education award for both UK and European educational establishments. We continually look at new aspects of the awards that we can integrate into the programme.

We want all students to benefit from the experience of entering Starpack and to ensure it is a relevant creative platform for new talent to be seen by both 'The Packaging Industry' and 'The Media'.

+ 2008 judging panel



- + **Nick Farrow**
Managing Director, Farrows Design Consultancy
- + **Lauren Brummit** 3D Designer, Tigerprint
- + **Tim Lynch**
Marketing Services Manager, Britvic Soft Drinks Ltd.
- + **Janine Burrows**
Arts Development Manager, Tigerprint
- + **Tony Hackforth** (Chairman), formerly Marketing Manager of the Packaging Division of Waddington plc.
- + **Hanna Isseyegh**
Packaging Developer, Marks & Spencer

sponsoring companies

+ British Polythene Industries PLC



BPI has developed over the last decade to strategically become the largest producer of polythene film products within the UK and Europe and is a major player in what is rapidly becoming a truly global industry.

+ Brivic Soft Drinks Ltd



Brivic Soft Drinks Ltd is a major manufacturer of soft drinks brands including Pepsi, 7UP, Tango, and Robinsons. Innovation in product development and packaging design keeps Brivic at the leading edge of its sector.

+ DS Smith Packaging



DS Smith Packaging is division of DS Smith plc, and their network of manufacturing sites includes conventional corrugated, specialty and decorative, heavy-duty, sheet feeding and sheet plants.

+ Hasbro



Hasbro was founded in 1923 and first sold textile remnants, but soon moved into manufacturing pencil boxes and school supplies. Hasbro is a worldwide leader in children's and family leisure time entertainment products and services.

+ Iceland



Iceland is an established destination shop for frozen foods. With over 660 stores nationwide, it is known for its great value and excellent quality at great prices, making it easy for customers to provide great meal solutions for every occasion, and every budget.

+ Korsnäs



Korsnäs has one of the world's most advanced installations for the production of cartonboard - making good use of the forest's treasures with the help of the most modern technology. Korsnäs is a company within the Kinnevik Group.



sponsoring companies

+ Kraft



Kraft is one of the largest food and beverage companies in the world and is well known for its range of major brands seen every day on our supermarket shelves.

+ Logoplaste UK Ltd



Logoplaste UK Ltd are leaders in the plastic packaging market – providing an overall service for packaging research and development, in-house production and quality systems, backed by technical support and advice.

+ Marks & Spencer



Marks & Spencer are innovators in the retail experience, providing the consumer with consistently high standard products; making aspirational quality accessible to all, underpinned by brand values, trust, innovation, quality, service and value.

+ Nestlé



Nestlé was founded in 1866 by Henri Nestlé and is today the world's biggest food and beverage company. The company's priority is to bring the best and most relevant products to people, wherever they are, whatever their needs, throughout their lives.

+ Pro Carton



Pro Carton is the pan-European association for cartonboard manufacturers and carton makers, promoting the many benefits of choosing cartons for packaging products.

+ Smurfit Kappa



Smurfit Kappa specialise in the design, manufacture and supply of corrugated packaging. They continuously focus on innovative design and service solutions for some of the UK's best known brands

+ Tesco



Tesco is one of the world's leading international retailers – the third largest globally, and number one in the UK, providing great value for customers. Their success depends on people – the people who shop with them and the people who work with them.

judging criteria

what the judges are
looking for

[enter now for]

- Top prizes from a number of high profile sponsors
- Prestige and professional recognition
- Employment and work placement opportunities
- A practical focus for your design studies

Where applicable marks will be awarded across categories as follows:

- + **Consumer Convenience** – Functionality; opening, closing, handling, disposability and suitability of the product.
- + **Innovation** – Creative use of materials for structure and form. Recognition will be given to good ideas.
- + **Consumer Market** – Relevance; has it been designed to suit the specific target audience and predicted uses?
- + **Display** – Shelf Impact. Do the shape, format and graphics give good shelf presence?
- + **Model** – One good quality mock-up to withstand transport and handling.
- + **Development Boards** – Concise and clear presentation of ideas on no more than three A3 development boards.
- + **Environment** – Re-use, recycle and reduce. Show consideration to environmental issues.

Additional criteria:

- + Sponsoring companies, with the guidance of the judges, make their own awards which may be dependant on additional criteria. Additional criteria, if applicable, will be stipulated within the brief.



success in the awards

helpful do's + dont's

- + Do ensure you read the **guidelines**.
- + Do ensure you read all the briefs and choose the one you feel the most confident with.
- + Do ensure you understand what is required by the brief.
- + Do submit your online entry form and fee together by the closing date at **www.starpack.uk.com/students**
- + Do ensure that if your brief requires the use of a company logo, written permission is enclosed with your portfolio (not required for Marks & Spencer and Tesco)
- + Do ensure that all research and design development sheets are no more than A3 in size, single-sided, and no more than 3 provided for each brief entered.
- + Do consider all material types when selecting your brief.
- + Do ensure that all aspects of work (i.e. supporting material and mock-ups) entered are completed.
- + Do consider both pack construction and graphics. Good graphics alone will not be sufficient for success.
- + Do speak up! If you are in doubt about any aspect of the competition contact Rachel Brooks, at **rachel.brooks@iom3.org**. If the question is about a specific brief then refer to the sponsor helpline details.
- + Don't send in your worksheets or mock-ups until instructed.
- + Don't show your name or college details on your work – entry numbers will be forwarded for placing on your work when delivery instructions are emailed.

[important dates]

- Online entry to be completed by
Wed 25 February 2009
- Pack entries to be sent in
23 - 27 March 2009
- Awards prize giving ceremony
Thurs 21 May 2009



additional info

for teachers and
students

background information

To ensure that each entrant has the same opportunity to explain his or her thinking behind the entry and the steps taken in developing its design, all students will be required to complete a claims form to explain why their pack is a winner. This form will be issued at the time of delivery instructions and must be completed and returned with the pack entry. Pack entries received without the form will be disqualified.

read the briefs

Make sure that the briefs have been thoroughly read and understood by **both tutors and students**. Every year entries are received which ignore particular requirements that are clearly stated in the briefs. ***Entries which do not comply with the brief will not be considered.***

the awards

Gold, Silver, Bronze and Commended Certificates are given to entries which attain the appropriate standard and may be given at the discretion of the judges whose decision shall be final. Sponsoring companies make their own awards dependant on the criteria set and with the guidance of the judges. Sponsors give a wide range of prizes and individual prize details can be found alongside each brief. ***The Eric Dickens Memorial Award*** is presented by IOP: The Packaging Society to the college which, in the opinion of the judges, has most effectively promoted education in packaging design, as represented by the quality of its winning students' entries.



mock-ups and sample materials

Entries are not only judged visually but structurally as well. The visual must be fully representative of the design and incorporate detailed specifications on size, form and structure.

Several of the sponsored award providers are willing to send free sample materials for the production of mock-ups for the awards. A professional approach pays dividends here. If a group of students are all entering the same brief, make sure that only one request goes out to the company and there is sufficient material to allow for disasters! You should also be able to get relevant technical information about production processes, printability, barrier properties etc at the same time and this may be used in the justification for using specific materials in the design report.

Where a particular material of construction is specified this should be the principle constituent, although ancillary components or elements may be made of other types of materials. In certain instances, eg where a complex forming process such as injection-stretch blow moulding or can making is involved, it is recognised that students are unlikely to have access to the equipment to produce real samples. In such circumstances mock-up samples, produced in any suitable materials, will be acceptable.



additional info

for teachers and students

the entry

A well-designed 3D mock-up alone will not gain an award. Remember that the judges are also looking for high standards in project research and presentation, design sheets and the specification, as well as innovative and creative ideas in the construction, application and use of the packs. The quality of the actual presentation is judged, taking into account the facilities assumed to be available to students and the initiative used where these are limited.

The entrant's work should be described in a portfolio consisting of three development boards no larger than A3, which must contain a line drawing sufficient to illustrate the method of construction of the package. For example, in the case of a carton, the sheet should show the outline of the carton blank and the positions of the creases and other significant features. In all cases principal dimensions must be shown. It must also include explanatory notes that should include reasons for special features, nominal size or volume of the package expressed in suitable units, method of printing or decoration envisaged, materials to be used and an indication of the type of outer package considered suitable.

With a large and growing number of entries to display for judging, it is important to make sure that three development boards, no larger than A3, and mock-ups can be clearly recognised as belonging together. The entry number needs to be placed boldly on the boards and secured firmly but more discreetly on the mock-up





work experience + placement

Students are expected to accept and participate in all offers of work experience/visits as part of the sponsored prize. This is an essential element within the awards scheme and we are grateful to those sponsors who are able to include it within the programme.

This gives the students very valuable experience relevant to their CVs and will enhance their career development.

announcement of results + feedback

Notification of successful and unsuccessful work is sent directly to the tutor one week after the judging. The majority of students entering will receive, via their tutors, a brief summary of the judges' comments.

This will provide useful feedback for future entries and encourage and direct those who do not receive an award. If however, a pack is awarded below average marks, the summary sheet will show the score but no feedback will be given.

the world star awards

This international competition is open to all prize winners in their respective national student packaging competitions. 2008 details can be found on the Starpack website www.iom3.org/starpack/students/world-star.htm

Details of the 2009 competition will be posted on the Starpack website when available.



**WORLD PACKAGING
ORGANISATION**

2008 awards presentation

Last years' awards saw a very successful day, incorporating a high level strategic business conference running alongside the schools and student awards ceremonies, held at the Institute's prestigious headquarters in Carlton House Terrace, London which backs onto The Mall and St. James's Park.

This new development will be repeated on 21 May 2009, again at our London headquarters. The traditional Starpack Industry Awards and Annual Packaging Dinner will be held in the evening at the Sheraton Park Lane Hotel – in a real celebration of packaging excellence!

The day will increase the scope of the Starpack Awards and gives us the opportunity to invite sponsors and other interested parties to be involved. We see this as the perfect opportunity in which to not only promote young talent, but also increase awareness of the winners to the potential of the industry and future career pathways.

Three students and the tutor from the college or university winning the Eric Dickens Memorial Award will be invited as guests to the prestigious evening industry awards ceremony.



graduate brief new for 2009

This brief is open to individuals who graduated in the summer of 2008 from either full and part time design courses at both UK and European colleges and universities.

Graduates are invited to produce commercial solutions to a challenging brief, which will test their creativity, skills and abilities gained whilst attending their design course and essential for a career in the packaging industry.

The brief will allow graduates to explore the broader areas of a packaging assignment and understand the relevance of the supply chain, also the impact of the final design solution on the consumer and the retailer. It will require graduates to explore the broader issues of sustainability, the environment, the relevance of materials and brand positioning.

Judging criteria will differ from the other Starpack briefs as a more commercial solution will be required. Creativity and innovation, along with good analysis and feasibility, are essential elements of the brief.

For winners of the Graduate Brief, this is a unique opportunity for their work to be showcased to brand-led companies through the IOM3, the competition judges, the sponsors and editorial coverage in the professional press.

Brief details, how to enter, and competition guidelines are available on the Starpack website at www.starpack.uk.com/students



[brief a] ◀

disaster aid shelter pack

sponsored by

**British Polythene
Industries PLC**

British Polythene Industries PLC 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 and is a major player in what is rapidly becoming a truly global industry.

+ www.bpipoly.com

+ the brief

Throughout the World natural and man-made disasters occur, and with climatic changes causing such extremes of weather, some form of aid, shelter and access to clean drinking water is essential for the survivors of such a disaster wherever the location.

You are required to design and produce a 'Disaster Aid Shelter Pack' made from 100% polythene, which incorporates up to 4 essential products required for survival and provides protection for the survivors (2 to 3 people) of flooding from the rain and sun. Water purifying tablets must be one of the products in the pack. Your pack needs to be innovative and creative. The other 3 products that you include must be beneficial in some way to the survivors, such as food or alert systems.

You may consider the inclusion of structural supports, such as plastic rods or nylon cord, however your pack must be able to float as it may be dropped into the disaster zone by charities and aid workers. The pack needs to be able to be sealed to keep out contamination and maintain a dry environment for the contents.

You may wish to brand it with a disaster aid charity of your choice. You are also to include instructions on how the pack is to be used as a 'shelter' and give additional diagrams or instructions in your submission. BPI will supply materials and relevant information to students and tutors.

+ helpline

For advice on materials and making mock-ups contact Jayne Blake at jayneblake@promopack.co.uk or alternatively contact Mike Baxter at mikebaxter@bpipoly.com

+ the prize

The BPI Award is £300 for the most innovative use of plastics in packaging, or the most innovative design for a plastics pack.

+ the brief

There are lots of great packaging solutions on the shelves, but all of us come across products in our daily life that are not very cleverly packaged and where we think we could do better.

For example, someone looked at Marmite. Having been in the same glass jar, lid and graphics forever, you either love it or hate it. But Marmite was moved to a squeezey top-down plastic jar with non-drip valve and it became a modern product that is more convenient (and more hygienic) to use – with such added value that customers are willing to pay more for it! Not only that, but Marmite cleverly uses its old-fashioned graphics in great new marketing solutions.

And this has prompted Britvic to come up with a challenge for you with a very simple brief. Pick any existing packaged product on the supermarket shelf and improve it! Enter this brief if you have a brilliant 3D solution, can make good mock-ups and can explain your ideas on three A3 boards using great graphics.

You must include the original package with your entry to enable comparisons with your innovation. Do that, having come up with something really clever and novel and you could win!

You may consider any materials or a combination of materials depending on the requirements of your product.

+ helpline

For a copy of the terms and conditions relating to this sponsor's brief, and further information please contact Tim Lynch at tim.lynch@britvic.co.uk

+ the prize

The Britvic Award will be given to the winning student who is judged to have provided the outstanding solution to the brief and who will receive a cash prize of £300. There are also two runners-up prizes of £100 each.

▶ [brief b]

‘wow! i wish i’d thought of that!’

sponsored by

Britvic Soft Drinks

Britvic Soft Drinks Ltd is a major manufacturer of soft drinks brands including Pepsi, 7UP, Tango, and Robinsons and is famous for its novel advertising and marketing campaigns (3 out of the best top 10 adverts of all time).

Constant innovation in product development and packaging design keeps Britvic at the leading edge of its sector.

+ www.britvic.co.uk

[brief c] ◀

studio + desk tidy pack

sponsored by

DS Smith Packaging

DS Smith Packaging is a division of DS Smith plc, which turns over £1.6bn annually, and employs over 11,000 people in 16 different countries. Their network of manufacturing sites includes conventional corrugated, specialty and decorative, heavy-duty, sheet feeding and sheet plants.

Product options include tailor-made point-of-purchase displays; high volume, cost effective FMCG packaging; heavy-duty corrugated packaging – in fact every conceivable form of corrugated packaging.

+ www.dssmith-packaging.com

+ the brief

You are to design and produce a primary pack that contains up to 6 stationery items within a corrugated pack that then has a secondary use in assembling and keeping or displaying the items for one of the target consumer markets listed below:

- + *The Business Executive*
Office based.
- + *The Travelling Executive*
Train or car based.
- + *The Student*
Studio, classroom or home based

The pack design must have good shelf appeal and be able to be displayed well within the retail environment. You may only use corrugated board for this brief, however different weights and specifications are available depending on the products you decide to use and how the pack will be re-used for its secondary role.

Creative shapes and innovative structures are essential to this brief as is consideration given to the environment it may be used in – such as the office environment, the train or in the car.

The pack shape must lend itself to being easily assembled, it needs to be compact and use the material economically, holding the products securely in transit. Assembly of the pack must be simple and easy for the consumer to make up.

You are to use interesting and effective graphics on the pack to identify its proposed consumer market.

+ helpline

For information or guidance with this brief, please contact Gron Brown at gron.brown@dssp.com or you can also contact Peter Redfearn at peter.redfearn@dssp.com

+ the prize

The 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.

+ the brief

Hasbro would like to set students the challenge of designing a new 'Game'.

Games are an effective way of bringing family, friends and young and older people together. They help people communicate and have fun, 'have a 'laugh' at a relatively low outlay of cost.

The interaction and concept of 'play' in a game as individuals or teams can help break down barriers and help young people learn how to interact and participate in a role without the pressures of a 'real live' situation.

Choose one of the following market categories: You may develop your own theme or subject:

- + A family game for all ages
- + A game for girls only
- + A game for the lads
- + A mixed game for teenagers or students
- + A universal game for all cultures and languages

Your design must be 'new' and innovative, not a re-working of an existing game. It should be about an interaction between players to reach an outcome.

The primary packaging must be an integral part of the game ie the outer packaging must form part of the game and hold any components or elements that are essential to the game.

The 'Game' must be relevant to the target group or have an associated theme or subject area that would appeal. The outer packaging on shelf should not exceed 267mm square (you may not necessarily produce a square pack) and you may use segmentations. The game must be portable and easy to take around to friends. It should have 'great' shelf appeal and be easy for retailers to display.

+ helpline

For guidance with this brief and further information contact Steve Tester at steve.tester@hasbro.co.uk

+ the prize

Hasbro are offering a prize of £500 to the winning entrant.

▶ [brief d]

new board game pack

sponsored by

Hasbro

Hasbro was founded in 1923 by two brothers, Henry and Helal Hassenfeld, in a small office in Providence, Rhode Island.

Hasbro is a global leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. With an eye toward the future, Hasbro will continue to focus on growing its core brands and will develop new products that challenge convention and address lifestyles of children and families in the 21st century.

Students entering this brief will be subject to certain legal restrictions. These will be sent to the students on registration of their entry into this brief.

+ www.hasbro.com

[brief e] ◀

frozen ready meal pack

sponsored by

Iceland • Benson Group
Trident West • Paragon
Print + Packaging

Iceland Foods are working in partnership with some of our key suppliers – Trident West, Benson Group, Paragon Print & Packaging. Iceland is an established destination shop for frozen foods. With over 660 stores nationwide, it is known for its great value and excellent quality at great prices, making it easy for customers to provide great meal solutions for every occasion, and every budget. Furthermore our home delivery provides an easy option to help get it home for busy mums.

Iceland is well known for its award winning innovation in frozen food, Kerry Katona TV adverts and most recently its sponsorship of *'I'm a celebrity – get me out of here'*

+ www.iceland.co.uk

+ the brief

Frozen Ready Meals are one of the highest volume lines within Iceland, but all that produces a large amount of packaging waste to landfill. Every major retailer has a responsibility to reduce the waste generated by these products, but still consider the practicalities of delivery from our stores to customers' homes.

In consideration of these environmental impacts and customers changing attitude to waste, Iceland requires the new lightweight packaging of the future. Ready meals are currently made up of 3 components; the tray, the lid and the sleeve or carton housing.

Your brief is to find an innovative solution to the current format that is eye catching and appealing to value conscious families. The design must include the Iceland logo and 'promise', a product shot, barcode and price.

The final design must also consider – product protection; holding the weight of the item; visibility in-store; displaying essential information; and reducing packaging levels. You may consider any materials. You need to clearly communicate your ideas

and show evidence of research in Iceland stores by way of sketches, presentation boards and 3D mock-up of the chosen design.

+ helpline

Designs and Iceland key elements available from Matt Barrass at Trident West on **01244 843592** or email matt.barrass@sonoco-trident.com

Carton-board material available from Andrew Pybus at Benson Group on **0191 491 6080** or via email to andrew.pybus@intpack.co.uk

Plastic or Labels available from Jamie Gordon at Paragon Print & Packaging on **07889 983363** or jamie.gordon@paragonprintandpackaging.com

Iceland contact Lisa McCleary on **01244 842731** or via email to lisa.mccleary@iceland.co.uk

+ the prize

2 Weeks exclusive work experience, funded accommodation (if required) at either Trident West or Trident Hull, Paragon Print and Packaging and Benson Box. The winning design will have a fully printed 3D mock-up produced for your portfolio.

+ the brief

Your design challenge with this brief is to produce a new, creative and exciting pack for coffee.

A packaging solution that will enhance 'the total coffee experience', both in store and at home.

The final solution must have excellent shelf appeal, be easy to use and hold the products securely. 'The coffee experience' must be evident from first purchase at store until the product ends its life.

This pack shape needs to be attractive and appealing to coffee drinkers and stimulate consumers to purchase this pack over traditional shape packs and conventional brands currently on the market.

You should consider how the packs will be distributed, their ease of display on shelf and how the consumer will interact with the pack at home.

The package must provide a barrier to oxygen and moisture to provide sufficient shelf life for the product.

You may consider from the range of materials what would be most suitable for your pack dependent on its design features and requirements.

+ helpline

For guidance with this brief contact Kate Yauk at kyauk@krafteurope.com or on **01295223855**

+ the prize

Kraft is offering a prize of £500 for the winning design and it will also be featured on Kraft's internal Packaging Innovation homepage.

▶ [brief f]

the 'coffee experience pack

sponsored by
Kraft

Kraft is one of the largest food and beverage companies in the world and is well known for its range of major brands seen every day on our supermarket shelves.

Coffee is part of the daily ritual for millions of people across the world, and is a pleasure enjoyed by many age groups, cultures and life styles. Coffee lovers and connoisseurs are passionate about coffee and the pleasure drinking coffee brings. It often brings people together in a social context and there is a prolific amount of places to drink coffee on the high street, within stores and in galleries. There is also a vast array of different types of coffee on the market, from the traditional to the exotic.

+ www.kraft.com

[brief g] ◀

innovative milk pack

sponsored by
Logoplaste

Logoplaste UK Ltd is not a company of products but solutions. They are leaders in the plastic packaging market. Logoplaste provide an overall service for packaging research and development, in-house production and quality systems, backed by technical support and advice. They work with leading brands in body care, food and beverages, home care, luboils and preforms PET.

+ www.logoplaste.com

+ the brief

In the past milk used to be packaged in 1pint glass bottles, which were a familiar sight on the doorsteps of many households in the country. For the past 20 years, milk has gradually moved from door step sales to supermarket. The convenience and the increase in volume has meant a move away from tradition into the current HDPE bottle in 1. 2. 4 and 6 pint sizes, plus 1, 2 and 3 litre with handles.

You are required to design and produce a new concept pack for containing milk.

Your design must be flexible to work for the different volumes required. We would like to look at new ideas for bottles to fit the modern environment. Glass has been replaced by PET as a material for containing liquid products – it is a clear plastic which rivals glass for its transparency and clarity and can be converted to make many different shapes and forms.

The pack needs to be portable and easy for consumers to use and handle. Economic use of the material is essential to meet the demands of recyclability, disposability and current environmental issues.

You are to look at other features within the shape design to incorporate handling and accessibility of the product. The bottle sizes 1, 2 and 4 pint, 1 and 2 litre would have a weight saving if there was no handle. Consideration must be given to the size, and they will need to be functional and convenient in fitting most UK fridge and compartment areas.

You are to look at how the product can be re-sealed for freshness and at its initial anti-tamper proof features prior to purchase, as well as being an attractive and appealing pack on the shelf.

+ helpline

Please contact Annette Bigglestone, at annette_bigglestone@hotmail.co.uk regarding all technical specifications for materials.

+ the prize

Logoplaste will arrange for the winning student to visit their Research and Development centre, located in Cascai in Portugal. All travel and accomodation expenses will be paid for by Logoplaste.

+ the brief

Marks and Spencer wish to improve the presentation of their range of premium meat joints for the Christmas season and are looking for an original design which will give them a point of difference from their competitors. As such, students are invited to design new and innovative cartonboard packaging solutions for both medium and large glazed gammon and other meat joints.

The final solution must be made in Korsnäs' cartonboard grades (please contact Darryl Rice at Korsnäs for details and samples) either singly or in combination, and should enhance convenience aspects for the consumer by taking into consideration such features as: ease of opening, optimum display of product, and primary and secondary application by the consumer; such as in-store and in-home adaptability.

It is important that the package design is both functional – for the producer, retailer and consumer – and protective, but also attractive.

On-shelf impact with the use of pack shape, print and graphical features will also be highly considered by the judges.

The design must also take into consideration the potential environmental impact of packaging – meeting the Marks & Spencer Plan A expectations.

The end packaging must be appropriate for a chilled food product and have the potential to be used in Supachill or freezer facilities.

+ helpline

Students must make at least one mock-up using Korsnäs cartonboard materials. Contact Darryl Rice for free samples and further assistance at darryl.rice@korsnas.com

+ the prize

The Marks & Spencer and Korsnäs Award of £500 will be awarded to the winning student.

▶ [brief h]

premium meat packaging

sponsored by

Marks & Spencer
Korsnäs

Korsnäs has one of the world's most advanced installations for the production of cartonboard with the help of modern technology. Korsnäs manufactures a range of paperboard products from two facilities in Sweden with a total production capacity of 1.2 million tonnes a year.

Marks & Spencer are innovators in the retail experience and their established reputation has been built on their dedication to providing the consumer with consistently high standard products. Marks & Spencer make aspirational quality accessible to all, underpinned by brand values, trust, innovation, quality, service and value.

+ www.marksandspencer.com

+ www.korsnas.com

[brief i]



‘little bits of fun’

sponsored by

Nestlé

Nestlé was founded in 1866 by Henri Nestlé and is today the world's biggest food company. The company's priority is to bring the best and most relevant products to people, wherever they are, whatever their needs, throughout their lives.

Nestlé is interested bringing the 'fun' back into buying small portions of confectionery. Think about how buying and consuming a small amount of your favourite confectionery can be not only more convenient, lower cost and a healthier option, but also how the whole experience can be more fun.

+ www.nestle.com

+ the brief

Smaller pieces of confectionery, including the 'fun-sized bars,' are often seen as the healthier option. They are a convenient size for lunch boxes and food 'on the go' for all ages.

Your challenge is to design a new exciting way of selling, buying and consuming smaller pieces of confectionery. Consideration needs to be given to the selling environment and your solution needs to be appropriate or adaptable for supermarkets, smaller shops and street vending vans.

Space is always at a premium within confectionery areas so do not over-package the products. Look at new ways the consumer might purchase and access the confectionery and consider the full product lifecycle. Protection and ensuring the product reaches the consumer intact and undamaged is essential.

Bring the 'fun' element into the whole experience from purchase to consumption. Your designs should be different, interesting, creative and convenient for the customer.

Design new solutions for both the primary packaging and any additional packaging needed to transport, store and sell the product. You may choose a specific target market or make it for general appeal. Consider a range of materials that may be appropriate for your design solution dependent on its role and requirements.

You may choose either the Smarties or Aero brand to work on. For each brand, one portion is defined as either 20 individual Smarties or 1 individual 20.5g 'snack size' Aero. The solution should enable the consumer to buy a single portion or multiple portions.

+ helpline

For further information and guidance with this brief contact Ben Mortimer at ben.mortimer@rdyo.nestle.com

+ the prize

Nestlé is offering a travel award valued at £500 for the winning entry.

Choices for the consumer in the breakfast cereal market are many, with supermarkets often devoting complete aisles to displaying an amazing array of cereals and cereals combined with complementary foods such as nuts and dried fruit. Cereal cartons protect and promote the products, with secondary insert packs to prolong the freshness of the products.

Pro Carton would like you to address the subject of cartonboard cereal packs and look for solutions that are both innovative and functional as well as eye-catching and space efficient on the supermarket shelf. You are required to design and produce a carton for a range of cereals of your choice (minimum 3 maximum 5) which fit within one package.

The pack is to be made primarily from cartonboard and its structure and shape should enable the products to not only be protected but also held securely for transit and retail display.

Consideration should also be given to how the cereals may be dispensed and effective ways for the consumer to access the products.

You might envisage only 'one serving per cereal type' or more. However if more is incorporated, then effective closures must be addressed.

The multi-choice cereal carton needs to inspire the consumer to experiment with the different combination of cereals on offer. This brief encourages new design solutions that look at the effective function, use and shelf appeal of the packaging.

+ helpline

For guidance contact Jennifer Buhaenko at jennifer.buhaenko@buhaenkoassociates.com

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

+ the prize

The Pro Carton Award of £500 will be given to the winning student and the winning pack will be displayed in the Museum of Advertising, Packaging and Brands in London.

▶ [brief j]

multi-choice cereal carton

sponsored by
ProCarton

Pro Carton is the pan-European association for cartonboard manufacturers and carton makers, and promotes the many benefits of choosing cartons for packaging products.

Cartonboard is made from the thinnings and off cuts of trees taken from carefully managed European forests, which are mainly used for sawn timber. The European forests are large enough to provide all the wood fibre needed on a sustainable basis, so that every year new growth exceeds the wood harvested.

Once the cartonboard has been made into carton packaging and then used, it is ideal for recycling because the wood fibre can be recovered and made into new paper and board products.

+ www.procarton.com

[brief k] ◀

durable internet shopping pack

sponsored by
Smurfit Kappa

Smurfit Kappa is a world player in paper based packaging with leading market positions in Europe and Latin America. With 34 locations in the UK, we specialise in the design, manufacture and supply of corrugated packaging.

Smurfit Kappa continuously focuses on innovative design and service solutions allowing us to protect and display some of the country's best known brands.

+ www.smurfitkappa.co.uk

+ the brief

Online spending now represents 17% of total consumer spending; accounting for 30-50% in the next 5 years. With this rise in demand, retailers need to ensure their product reaches its destination in pristine condition and therefore the need for more robust packaging has never been higher.

Your challenge is to create a pack out of corrugated board that can hold a small electrical item, already in its primary packaging (e.g. MP3 player) and a standard hardback book. It should be easily packed and to demonstrate its ability to protect the enclosed product, must survive being dropped 3 times from a metre high. There must be no visible damage to the products inside. We will be looking for;

- + No damage to the products held inside.
- + Novel and interesting ways of using corrugated board to protect the items held inside.

- + Ingenious ways of holding the 2 items together.
- + Innovation and imagination in pack presentation.
- + Interesting and imaginative pack graphics

Tip: Think like a car designer! You will need crumple zones that match the weight and movement of the items. You do not have to remove the electrical item from the primary packaging.

+ helpline

For guidance with this brief please contact Philip Husband at **philip.husband@smurfitkappa.co.uk**

+ the prize

The Smurfit Kappa Award is £300 for the winner and £200 for the runner-up. The winner and runner up will get an interview for the 2009 Smurfit Kappa Graduate Management Development Programme.

+ the brief

Toiletries are a competitive market and no more so than the aisles of the high street supermarket. Packaging must deliver not only in terms of the product promise for quality and function, but also now in terms of its packaging that can be recycled, re-used or easily disposed.

Landfill sites are under pressure and today's designers need to be more innovative in the way they design packs and use materials, particularly as more consumers are concerned about the environment and the part they play in it.

You are required to look at designing and producing a range of toiletry products (3) that are innovative in their structure and economic in their use of material. You may consider a way for all three products to form part of one unit or look at devices that can dispense the products independently or in a different form.

You need to ensure sustainability is addressed with this brief but also that consumer convenience and shelf appeal is included. You are to use interesting and appropriate graphics and Tesco branding on your final design solution.

+ helpline

For guidance with this brief contact Andy Goldsmith, Tesco Packaging Project Manager at Andy.Goldsmith@uk.tesco.com

+ the prize

The Tesco Award is a period of work experience within one of their Design Agencies and exposure to the way Tesco gets a product designed to achieve fitness for purpose, and create maximum shelf impact.

[brief 1]

recycling toiletries pack

sponsored by
Tesco

Tesco, the UK's largest retailer, is working towards environmental sustainability and a major project is underway to reduce its packaging by 25%.

They are addressing the issue of recycling different materials used in packaging as well as the opportunities to re-use, compost, and recover energy from packaging.

Customers are the most important people to Tesco, and they have told them that they see excessive packaging as a real problem. That is why there is determination to reduce packaging and help towards reducing the impact we are all having on the environment.

+ www.tesco.com



conditions of entry

1. On the date of entry, an entrant must be a bona fide part time or full time student at a college of art, college or university in the UK or Overseas. This does not apply to the graduate brief.
2. Each entrant may make only one entry per brief but may enter into more than one brief. A nominal **entry fee of £15.00 per entry**, which entitles each student to a year's free Affiliate (A Inst Pkg) membership of IOP: The Packaging Society, within IOM³.
3. Only the official entry form may be used, which is available online. All details must be completed. Entries sent without the entry fee will not be put forward for judging.
4. Last date for receipt of online entry is Wednesday 25 February 2009. Details of delivery arrangements will be sent via email shortly after the closing date. Pack entries must be sent in on 23 -27 March 2009 and full instructions will be given nearer the time. Entries received after this date will not be considered in the judging process.
5. Boards and mock-ups must not show the entrant's name or college, only the entrant's entry number, which will be advised to the entrant at the same time as the delivery instructions.
6. The entrant's work should be described in a portfolio consisting of 3 development boards no larger than A3. All written work should be in English and spell and grammar checked.
7. This competition is open to individual entrants only.
8. Pack entries will be disqualified unless accompanied by a claims form, a model and three A3 development boards where appropriate. Claims forms will be issued along with pack delivery instructions.
9. IOM³ and the sponsors of the Student Starpack Awards have unlimited rights to use all work submitted to promote the Awards and sponsors' involvement in them. The sponsor owns the right to develop the solution with the entrant.
10. With the exception of the rights outlined in Clause 8, entrants should make their own arrangements to ensure that their intellectual property rights are fully protected and if uncertain about how this might be done are advised to contact their own university or college.
11. Results will be notified by post and entries must be collected in accordance with details issued.
12. Entrants must obtain written permission before using any existing company or product logo (except Marks & Spencer and Tesco), which should be sent in with their entry.
13. Whilst IOP: The Packaging Society will take every precaution, it cannot accept responsibility for loss or damage to an entrant's work. Adequate protection of entries is essential.
14. Enter online at **www.starpack.uk.com/students**

Any queries relating to these awards should be directed to Rachel Brooks, Starpack Manager at **01476 514 594** or via email to **rachel.brooks@iom3.org**

 **www.starpack.uk.com**

A decorative graphic on the right side of the page. It features a large, dark grey circular arrow pointing clockwise. Below the arrow, there are several diagonal stripes in white, light grey, and dark grey. Scattered around these elements are several white stars of varying sizes and a cluster of light grey circles of varying sizes.

► www.starpack.uk.com

Starpack is co-ordinated by IOP: The Packaging Society (a Division of the Institute of Materials, Minerals & Mining) and IOM Communications Ltd.