

[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.