

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.

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multi-choice cereal carton

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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.

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