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durable internet shopping pack

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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.