

## + 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](mailto: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

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**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](http://www.tesco.com)