

# [brief c] ◀

## studio + desk tidy pack

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### 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](http://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](mailto:gron.brown@dssp.com) or you can also contact Peter Redfearn at [peter.redfearn@dssp.com](mailto: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.