

# [brief g] ◀

## innovative milk pack

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Logoplaste UK Ltd is not a company of products but solutions. They are leaders in the plastic packaging market. Logoplaste provide an overall service for packaging research and development, in-house production and quality systems, backed by technical support and advice. They work with leading brands in body care, food and beverages, home care, luboils and preforms PET.

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## + the brief

In the past milk used to be packaged in 1pint glass bottles, which were a familiar sight on the doorsteps of many households in the country. For the past 20 years, milk has gradually moved from door step sales to supermarket. The convenience and the increase in volume has meant a move away from tradition into the current HDPE bottle in 1. 2. 4 and 6 pint sizes, plus 1, 2 and 3 litre with handles.

You are required to design and produce a new concept pack for containing milk.

Your design must be flexible to work for the different volumes required. We would like to look at new ideas for bottles to fit the modern environment. Glass has been replaced by PET as a material for containing liquid products – it is a clear plastic which rivals glass for its transparency and clarity and can be converted to make many different shapes and forms.

The pack needs to be portable and easy for consumers to use and handle. Economic use of the material is essential to meet the demands of recyclability, disposability and current environmental issues.

You are to look at other features within the shape design to incorporate handling and accessibility of the product. The bottle sizes 1, 2 and 4 pint, 1 and 2 litre would have a weight saving if there was no handle. Consideration must be given to the size, and they will need to be functional and convenient in fitting most UK fridge and compartment areas.

You are to look at how the product can be re-sealed for freshness and at its initial anti-tamper proof features prior to purchase, as well as being an attractive and appealing pack on the shelf.

## + helpline

Please contact Annette Bigglestone, at [annette\\_bigglestone@hotmail.co.uk](mailto:annette_bigglestone@hotmail.co.uk) regarding all technical specifications for materials.

## + the prize

Logoplaste will arrange for the winning student to visit their Research and Development centre, located in Cascai in Portugal. All travel and accomodation expenses will be paid for by Logoplaste.