

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.

Resume of the Brief

Students 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 Glass has been replaced by PET as a material for containing liquid products – it is a clear plastic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.

The Prize

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

Supreme Gold – Best in Show

Roman Klementsov

Lahti Institute of Design

The judges were very excited by this concept! It considered every single angle! "We loved the cow theme that will appeal to everybody". Excellent mock up finish, graphics and boards to a very professional standard.

Judges' comments



Silver & Logoplaste Sponsored Award Winner

Narut Ruthiraphong

Central Saint Martins College of Art & Design



Stunning concept! The judges loved the full life cycle approach and maximum innovative use of materials structure and function. Well done!

Judges' comments

Excellent idea and shelf presentation.

Stephen Mancey, Managing Director, Logoplaste